



WELCOME TO THE PADC SKULLS SHOWCASE 2020

It's probably not overstating things to say that this year has been... a bit of a downer. We trust that there's no surprises or controversy in saying that, and we at the PADC were certainly not immune from the effects of COVID-19, a downturn in local work, and client opportunities and promises gone by the wayside. In short, it was all a bit shit.

From a PADC Skulls perspective, things looked dire on a few fronts. Corporate sponsorship was down from our traditional sponsors. To that end, we would like to acknowledge Newscorp for their continued support of the PADC and the Showcase event (especially as the East Coast budgets for such things ground to a halt sometime back in March). And then we held our own local COVID Survey, in which several members expressed a strong opinion that the awards show be reformatted to suit the times, or delayed, or with some kind of 'Gap Year' handicap applied to judging criteria. It all seemed a bit like a non-starter, which we were not keen to move ahead with on the 40th anniversary year of the Club, and the 30th of the Awards themselves.

But from the ashes of 2020, we saw an idea that seemed just exciting, fun and, yes, crazy enough to work. A plan to create the only creative event in WA worth a damn, and show off the best of our industry and our work at the same time. With that mission in mind, we are proud to present the PADC Skulls Showcase 2020.



WHAT IS THE SKULLS SHOWCASE?

Your PADC has secured the site of the new **WA Museum Boola Bardip, on December 11, 2020**, in the incredible heritage-listed Hackett Hall 'Blue Whale' room, in one of its first-ever public events. This is all part of the PADC's broader connection to WA Government and the public in the space of arts, business, local government, and the WA community. The Showcase is designed to show the best of the WA creative community, in a fantastic setting. And we'd love you to be part of it!

WHAT KIND OF EVENT WILL THE SHOWCASE BE?

We've worked hard to bring the WA industry an event that is accessible, affordable, and a chance for the industry to let their hair down and see what we've all been up to in the past 12 months. We've been putting in the hard yards behind the scenes to create a cost-effective entry and ticket price (\$75pp, great for staff and suppliers!) to bring as many of the Perth industry together in one location for a fantastic night out. It's our wish that we can all celebrate the incredible creativity and craft that WA has managed to pull off in 2020, in one space, at one time, and still manage to have a bit of fun doing it!

ARE THERE GOING TO BE AWARDS AT THE SHOWCASE?

For a multitude of reasons, we have decided to forgo the Skulls Awards for 2020. This is not a permanent situation, and we fully expect to resume some form of the PADC Skulls in 2021. We are still discussing the possibility of allowing work created in 2020 to be entered into the 2021 Skulls as a combined Awards show.

HOW DO I ENTER THE SHOWCASE?

You can enter the Showcase using our normal Awardforce platform at <https://theskulls.awardsplatform.com/>

The Showcase is open to all agencies, suppliers and individuals who create commercial creative, design and production in WA. Unlike the Skulls Awards, which are based on individual contribution fees, the Showcase entry fee will include a set fee for agencies and suppliers, and a reduced fee for individuals. The prices are tiered, based on the size of the organisation and the amount of work entered into the Showcase:

Large Design, Advertising and Digital agencies (Up to 10 pieces of work, 20+ people employed on staff) \$2,500+GST total

Medium Design, Advertising and Digital agencies (Up to 5 pieces of work, up to 20 people employed on staff) \$1,250+GST total

Large Production agencies (Up to 5 pieces of work) \$1,000+GST total

Small Production agencies + Individual Contributors \$250+GST single entry or single campaign entry

Please note: The entry fees are based on contributions towards the Showcase night, the PADC and the local WA industry. If you don't want to contribute the full amount of allocated work from your agency, there is an 'Agency Donation' entry that you can use to still make up the full financial contribution for your tier. Your support is greatly appreciated to help us run the night!

WHAT KIND OF WORK CAN BE ENTERED IN THE SHOWCASE?

Depending on your tier, up to 10 pieces can be entered into the Showcase per agency or supplier, and 2 campaign(s) or piece(s) of work can be entered as an individual. The work must be creative communications created in WA (this includes work done over east or overseas for clients based out of WA, but the majority of the creators themselves must be based in WA) for a commercial client. It can include (but is not limited to) advertising, design, photography, film, music, sound design, podcasts, illustrations, marketing or PR. Basically, all of the usual PADC categories from a regular Skulls year apply to work entered in the Showcase.

WHERE ELSE WILL THE WORK BE SHOWN?

All work entered and featured in the Showcase will be stored and accessible online via the PADC site at padc.com.au, and via the PADC's Facebook and Instagram accounts. We are currently in negotiations with the WA State Government about further public displays of the work over the months, as well as ongoing opportunities to display a curated selection of the PADC Showcase and Skulls Awards in public spaces moving forward into 2021 and beyond.

For more information please email admin@padc.com.au or visit <https://theskulls.awardsplatform.com/>