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Wayne Aspland Recognised as CSCE Fellow for Leadership, Innovation and Contribution to the future of Communication

The Centre for Strategic Communication Excellence (CSCE) has recognised **Wayne Aspland** as a **CSCE Fellow**, acknowledging his leadership within the profession, his contribution to the communication body of knowledge and his commitment to using communication to support meaningful organisational and societal outcomes.

Wayne has built a career that spans corporate, consulting and academic environments, with a focus on strategic communication, change and emerging technologies. His work reflects a clear focus on helping organisations and professionals navigate complexity, particularly as communication continues to evolve in an AI-enabled environment.

CSCE co-founder Adrian Cropley OAM, FRSA, IABC Fellow, FCSCE, SCMP shared:

“Wayne Aspland represents the very best of what it means to be a CSCE Fellow. He combines deep expertise in strategic communication with a genuine commitment to advancing our profession, particularly in the evolving space of AI and alignment. Wayne doesn’t just anticipate the future—he actively shapes it, generously sharing his knowledge, challenging thinking and building capability in others. His leadership within the CSCE and his global contribution to the profession make him a highly deserving Fellow.”

CSCE co-founder Sia Papageorgiou FRSA, FCSCE, SCMP, added:

“Wayne brings a rare combination of strategic thinking, practical application and genuine curiosity about where our profession is heading. His work in AI is grounded in helping communication professionals understand their role, value and future in a changing landscape. What stands out is the way he shares that knowledge — consistently building



confidence and capability in others through his work with CSCE, his writing and his engagement with organisations. He also uses his expertise to contribute beyond the workplace, supporting initiatives that have broader social and cultural impact. That balance is exactly what we look for in a CSCE Fellow.”

Wayne has led strategy, communication, change and AI transformation initiatives for major organisations including ANZ, KPMG, NBN, Spotless, Bendigo Kangan Institute and Sensis. He works closely with executive and board-level stakeholders to shape organisational narratives, purpose and alignment, positioning communication as a strategic enabler of performance and decision-making.

Within the CSCE, Wayne has become a leading voice in advancing understanding of AI and its implications for communication practice. He plays a key role in the AI Discovery Forum, contributing thought leadership, facilitating discussion and supporting peers to navigate the opportunities and challenges of AI in a practical and considered way.

Wayne has also made a significant contribution to the profession’s body of knowledge. Through research, publications, global webinars and practical tools, he has helped communication professionals build capability and adapt to emerging technologies. His work includes early research on AI in communication, the #Comms2030 series exploring the future of the profession and co-authoring the 2025 Communication Playbook in the Age of AI — a widely used resource providing practical guidance for communication professionals.

His commitment to capability building is reflected in his work with organisations and the broader profession. At ANZ, he trained more than 3,000 employees in generative AI, and through CSCE and global platforms, he continues to support professionals in developing the skills and confidence needed to lead in an evolving environment.

Wayne also applies his expertise beyond organisational settings, contributing to initiatives that support social and community outcomes. His involvement in corporate citizenship initiatives, including Reconciliation Action Plans and his governance roles with Scouts Victoria reflect a commitment to using communication to support positive cultural and societal change.

This recognition reflects Wayne’s consistent contribution to advancing the communication profession — combining practical application, knowledge sharing and a clear focus on helping others build capability in a rapidly changing environment.

About the Centre for Strategic Communication Excellence:

The Centre for Strategic Communication Excellence (CSCE) is a global leader in strategic communication management. Headquartered in Melbourne, Australia, with senior faculty members found on six continents, we build communication capability in organisations by:

1. Developing strategic communication professionals.
2. Building the communication capability of leaders.
3. Building the communication skills of employees.

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Note to editors:

Wayne Aspland FCSCE is available for interviews

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