



CELEBRATE YOUR COMMITMENT TO OUR YOUTH



WHY THE YOUNG ACHIEVER AWARDS?

Since 1988, the Young Achiever Awards have recognised the achievements of thousands of young Australian's. By sharing their stories of inspiration, innovation and community spirit, the awards celebrate positive role models who embody the attributes needed to see our country continue to succeed in the future.

You have the opportunity to be part of this uniquely special and rewarding program, to help change the narrative, that our young people aren't our future leaders...they are leading, right now.

The Awards are a nomination-based program, and with the Seven Network as our major media partner, along with the support of numerous press and radio media outlets throughout the country, we are able to showcase extraordinary young Australians to the broader community, in every State.

By aligning your vision and values with the stories of real life, inspirational young people and their causes, you will be taking part in an incredibly valuable partnership that truly is a win/win for you and the community.

The Young Achiever Awards:

- **Encourage** involvement in local communities
- **Recognise** role models and outstanding achievers for their significant contribution
- **Reward** dedicated young Australians who are making a difference
- **Connect** organisations to our youth and the community in a meaningful way
- **Promote** our awards partners as socially responsible youth focused organisations



BE RECOGNISED FOR THE RIGHT REASONS

Do you want a rare opportunity to position your brand, values and marketing objectives to a wide audience, and to make a significant positive and lasting impact in the community?

Awards Australia takes pride in running Award programs with a strong focus on recognising people and organisations who are inspiring and supporting those around them. When you partner with us, you will be connecting your business with those positive social causes that change lives and enrich communities.

“I just want to inspire and empower people.”

Arun Thomas
2019 Victorian Young Achiever of the Year

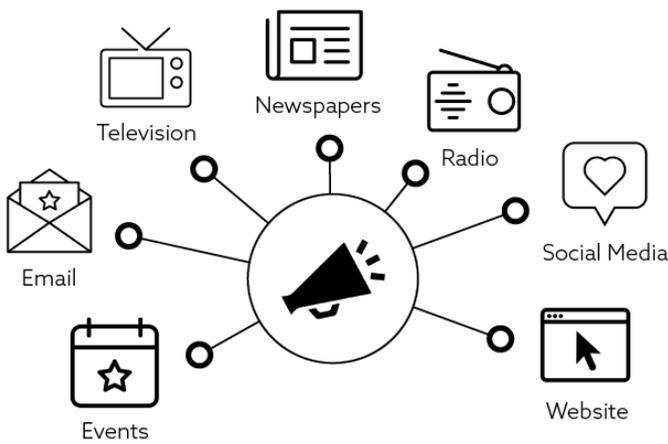


Stand up for what you believe in

Should you choose to take naming rights of your own category in the Awards, it will reflect your own organisation's goals and ideals. An opportunity to link your brand to the things you care about. Many of our partners have owned their Award category for years, enabling it to become a founding piece of their identity.

Uncover powerful stories that align with your brand

Each year we receive hundreds of nominations about young people from all walks of life. These inspiring stories about Australians working hard for their communities are emotional, engaging and ready-made for sharing.



Tap into an established marketing network

Leverage our close relationship with various media outlets, including the Seven Network, and many more, to benefit from multi-channel marketing initiatives. Grow your existing audience and reach new markets.

Join like-minded organisations

The Awards allow organisations, big and small, to join together to recognise our most inspirational Australians. You will stand alongside the likes of the Seven Network, State Governments and many more. This is your chance to *be the difference*



Ray Ellis, Chief Executive Officer, First National Real Estate

“The team that are behind the scenes and put the event together, it's not just another event, it's an occasion to celebrate success...where young people can be acknowledged for what they do.”



Partnering with the Young Achiever Awards will enable you to convey key strategic messaging to the entire community, on a state-wide basis, aligning your brand with positive stories and causes that reflect and celebrate your commitment to our youth.

Our partners are seen as wonderfully responsible organisations, helping to build the communities in which their customer audience live, work and play.

As an Awards partner, you will benefit from and receive extensive branding alignment and promotional value through wide-spread advertising across a range of mediums associated with the Young Achiever Awards.

Your partnership will benefit from our close relationship and support from our media partners across Australia, as well as leverage our incredible engagement with the community across EDM's, social media platforms and networking at judging and the Gala Dinner events.

With varying partnership levels available, there will be an option relevant to your budget and needs



 [Watch the highlights video](#)

As a partner, you will receive and benefit from:

- Opportunities to develop new partnerships and relationships, as well as collaborate and broaden existing networks with our nominees and partners of the Awards
- Positive branding messages across all media platforms
- Strategic social media exposure through the Awards digital channels
- Alignment with the most Australia's most prestigious state based youth awards program
- Engagement in meaningful corporate social responsibility that provides real value
- Connection with positive social causes that are changing lives and enriching communities



"The Seven Network are proud to be naming rights partner of the Seven News Young Achiever Awards. The level of professionalism and dedication of the team at Awards Australia who head up the Awards, is second to none.

We, as a Network, play a significant role in the community, supporting many worthwhile causes. We take pleasure in being part of these Awards, which recognises the achievements of young individuals involved in making our community a better place to live and work."

Margherita McAuliffe
Sales Executive, Seven Network



BE INVOLVED AT ANY STAGE

Our Awards Programs span an eight month period, from the date nominations open to the Awards Gala Presentation Dinner where we celebrate and award the Winners and promotion following the event. This provides you with multiple points at which you can participate and have your partnership promoted.

Call for nominations

Over a 10 week period we invite individuals, groups, organisations and businesses to submit nominations for the Awards on behalf of Australia's youth (aged under 30). During this time our partners are featured in television ads, newspapers, across social media and on the radio.

We also approach various Government Departments, community and industry groups, organisations, Councils, educational institutions and other social influencers to help spread the word.

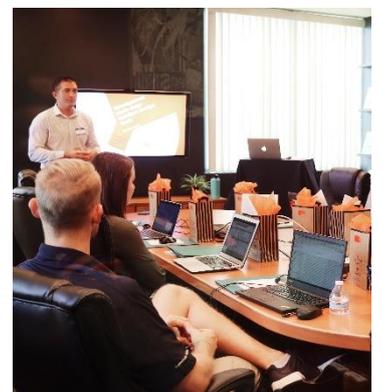
Each nomination received is converted into a media release and distributed to our media network. We regularly see the positive, local stories of our nominees featured in news coverage.



Judging process

Judging begins as soon as nominations close, with a collective of industry experts, government officials, community representatives and our Award partners all participating in the process.

Once the semi finalists have been selected, a "Judging Day" including all judges is held to determine the final selections and winners. On this day we gather our partner representatives, industry experts and executive panel to network and discuss the merits of each Award category's semi finalists.



Finalists Announcement and People's Choice Award

Following judging, Finalists are announced across our social channels and in media releases sent to our network of newspapers and radio stations.

A 100 word profile is written for each Finalist and made available to partners and media, as well as being shared across our social media channels and on our website.

We also open a "People's Choice Award". Conducted on Facebook, the poll enables our community to vote on their favourite Finalist. This content always proves popular as thousands vote and engage with and share the results, providing another opportunity to recognise the involvement of our partners.



Awards Gala Presentation Dinner

The Awards Gala Presentation Dinner event during which Finalists and Winners are presented are announced, attracts between 400 and 600 guests, including VIPs, Government, Media and corporate partners.

We invite local entertainers, florists, confectioners, wineries and breweries to all participate as part of this inspiring night of nights achievement wonderment.

The Gala Dinner event receives extensive media coverage, including a 30 second "Congratulations to winners" TV campaign which is aired across the Seven network featuring winners and our partners.



EXTEND YOUR REACH

Year on year our Award programs grow in prestige and popularity. Throughout the program we engage with community members, key political figures, industry experts, local businesses and more as we seek nominations, judges, presenters and guests for the Awards Presentation Gala Dinner.

Below are a few key figures from last years completed Awards program:



*National Statistics for the 2018-19 Young Achiever Awards. State specific statistics upon request.





PARTNERSHIP PACKAGES

With varying partnership levels available and process ranging between \$1,500 - \$16,995, there will be an option relevant to your budget and needs. See below for a summary of just a few of the benefits you'll receive.

For a full list of our partner package inclusions [please click here](#).

Gold+ Award Category Partnership (Limited to one per state)

Including all of the benefits provided to our Gold partners, this package takes it one step further ensuring:

- **Premium placement on all printed collateral and online**
- **Additional promotion across social media**
- **Twelve complimentary tickets to the Awards Gala Presentation Dinner**
 - Two tickets on the VIP head table along with table of 10
- **Custom video, with special footage focussing on your award and partnership at the Gala Dinner**

Gold Award Category Partnership (currently three available)

Our most popular package, you'll receive:

- Naming rights to your own Award Category – customised to your audience and with your branding
- Promotion of your Award Category across print, tv and social media
- Support developing your marketing strategy to make the most of your involvement
- Access to contact information for all your nominees & nominators
- Ten complimentary tickets to the Awards Gala Presentation Dinner
- All benefits provided to Silver and Bronze partners

Silver Supporting Partnership (currently two available)

This package is for our Award advocates and supporters, you'll receive:

- Logo displayed on all printed collateral, at the Awards Gala Presentation Dinner and online
- Promotion of your involvement across print, tv and social media
- Four complimentary tickets to the Awards Gala Presentation Dinner

Bronze Dinner Partnership (currently four available)

This package is for our Gala Dinner partners, in return for your services you'll receive:

- Branding at the Awards Gala Presentation Dinner
- Promotion across social media and via EDM to our dinner guests



HOW TO GET INVOLVED

To discuss how becoming a partner of the Regional Achievement and Community Awards or the 7NEWS Young Achiever Awards can benefit you and your community, simply get in touch via our contact details below.

[Expression of Interest – click here](#)



Josh Griffin

Partnerships Manager
(P) 03 8736 1038
(M) 0413 020 552
(E) josh@awardsaustralia.com

Interested in a free 15min consultation? Simply mention this brochure when you reach out to us.

Want to be kept in the loop?

[Sign up to our mailing list](#) to receive our articles, guides and tips & tricks straight to your inbox.

Check out these articles

- [3 essential tips for connecting your brand to the community](#)
- [2019 Community Achievement Awards a resounding success!](#)





WHO IS AWARDS AUSTRALIA?

Awards Australia is passionate about sharing stories that inspire us all. Why is this important though? By shining a light on change makers, grass roots initiatives making an impact in their local community, we provide positive role models that uplift people and bring us together.

You might call us a family business, but our clients know us as Australia's leading awards program specialists. We use our expertise to highlight the stories of inspirational people across the country. Providing marketing, branding and Corporate Social Responsibility (CSR) impact that has become the most valuable sponsorship activity they undertake.



If it's an awards program or event, we've got you covered

For over 30 years we have honed our services and skills to perfectly serve the Awards industry in Australia. Our experienced team understand every step of the process. From Nominations and Judging through to the Awards Gala Presentation Dinner, we are happy to provide a variety of services. Learn more at www.awardsaustralia.com



Complete Corporate Event Management

- Event Equipment Hire
- Event Temp Staffing
- Event Supplier Liaison (Products and Services)
- MC and Speech Writing
- Event Set Up and Bump Out



Award Partnership Opportunities

- Award Category Naming Rights
- Supporting Partnerships
- Gala Dinner Suppliers
- Business Growth
- Lead Generation
- Corporate Social Responsibility



Award Program Services

- Nomination Research
- Reference Checking
- Online Nominations and Judging Platform
- Design and Print of Collateral (including profile writing)
- Judging Chairperson