



# CELEBRATE YOUR RELATIONSHIP WITH THE COMMUNITY

We've put this proposal together to showcase how a partnership with Awards Australia can be an incredibly effective marketing strategy that connects you to the community in a meaningful way.

This is a unique opportunity because:

- You choose your ideal target audience, as well as engaging with the broader community
- Your brand and values are aligned to an award category that we tailor specifically for you
- You will receive guaranteed traditional and online advertising and media exposure
- National partnership opportunities available, or choose your preferred state/s
- Your brand will be seen as supporting the community and sharing inspirational stories of community champions, which is important now, more than ever before





# WHY COMMUNITY ACHIEVEMENT AWARDS?

The Community Achievement Awards encourage, acknowledge and reward the valuable community contribution of a diverse range of participants including businesses, groups, organisations and individuals from right across Australia.

Since beginning in 2002, the Awards have shared the thousands of inspirational stories, of everyday people who have made a difference in their communities.

The Awards are run on a state-by-state basis (VIC, WA and NSW/ACT are regionally focussed programs), to effectively engage with local communities and reflect the values and ideals of each state. There are special opportunities for national partners that provides unique benefits.

With the Seven Network (branded as 7NEWS) as our major media partner, as well as the support of numerous media outlets throughout the country, we are able to provide positive role models for the community.

## The Community Achievement Awards:

1. Encourage involvement in local communities
2. Recognise role models and their significant contribution
3. Acknowledge the valuable contributions achieved
4. Reward dedicated Australians
5. Promote our partners as responsible corporate citizens





# WHAT SETS THESE AWARDS APART FROM THE REST?

Since 1988, we have recognised the achievements of countless young Australian's. By sharing the stories of these inspirational community contributors, we can celebrate positive role models and highlight good news stories in the media. These community recognition Award programs are:

- 7NEWS Young Achiever Awards
- Community Achievement Awards

You have an opportunity to be part of the special programs that we own and operate, to help provide a platform for these incredible leaders and change makers and align your brand to powerful stories and causes.

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

With three distinct awards programs to choose from, we will find the best fit to target your key audience and meet your marketing and community objectives.

Because these independent awards are run by our team of awards experts, we work together with our sponsor partners to ensure that the focus remains on the recognition and acknowledgement of those involved and that our partners receive fantastic exposure.

The 7NEWS Young Achiever Awards:

- **Encourage** involvement in local communities
- **Recognise** role models and their significant community contribution
- **Reward** dedicated young Australian's who are making a difference
- **Connect** sponsor partner organisations to the community in a meaningful way
- **Promote** our awards partners as socially responsible organisations





# BE RECOGNISED FOR THE RIGHT REASONS

The Greek Pensioners Society of South Australia  
SA Community Achievement Awards 2019 Finalist

This is a fantastic opportunity for UM Australia to align your brand and values to your very own award category, to achieve your marketing objectives and reach your target audience, whilst making a significant impact in the community.



*"Winning the Award meant that my journey with mental ill health was being recognised as a story that could create real change in the way we treat and prevent mental illness. That just made all the hard times worth it."*

**Nikolina Mabic**

2018 Saward Dawson Community Service and Social Impact Award Winner

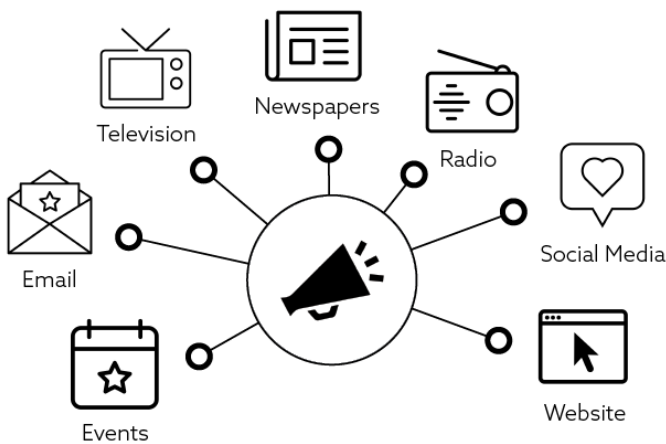
## Stand up for what you believe in

Should you choose to take naming rights of your own category, it will be a reflection of your organisation's goals and ideals. An opportunity to link your brand to not only your product or service but also the things you care about. Many of our partners have owned their Award category for years, becoming a founding piece of their corporate or CSR identity.

## Uncover the stories in your community

Each year we receive thousands of Award nominations about people from all walks of life. These honest stories about Australians working hard for their communities are emotional, inspirational, engaging and ready-made for sharing. By taking your own category in the awards, you can help share the stories important to you.

[Contact us](#) for a free, no obligation chat to discuss what your perfect award category would be.



## Tap into an established marketing network

Leverage our close relationship with our major partner the Seven Network along many local media outlets, to benefit from multi-channel marketing initiatives, and grow your existing audience and reach new markets.

## Join like-minded organisations

The Awards allow organisations, big and small, to join together and recognise our most inspirational Australians. You will stand alongside the likes of the Seven Network (branded as 7NEWS), Woolworths, Prime Super, First National, Government Departments in each state and many others. *You are the missing piece...this is your chance to "be the difference".*



"I can rely on their commitment to excellence and delivering outstanding and consistent branding, networking and community engagement benefits not only for Prime Super, but for the community members that nominate or are nominated for these impressive Awards."

Rod Stewart, National Sales Manager, Prime Super, National Partner





# PARTNER FOR SUCCESS

Partnering with the Awards will enable you to convey key strategic messaging to the entire community on a state-wide basis (or national) and share positive stories.

Our partners are seen as responsible corporate citizens, helping to build the communities in which their customer audience lives, works and strives.

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

You will benefit from and receive extensive branding and promotion value through wide-spread advertising across a range of mediums associated with the 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 email, social media, telephone and at the Gala Dinner events.



[Watch more videos from our awards programs on our YouTube channel](#)

As a partner, you will receive and benefit from:

- Opportunities to develop new 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 prestigious state-based community awards program in Australia
- Engagement in meaningful corporate social responsibility that provides real value
- Connection with positive social causes that are changing lives and enriching communities



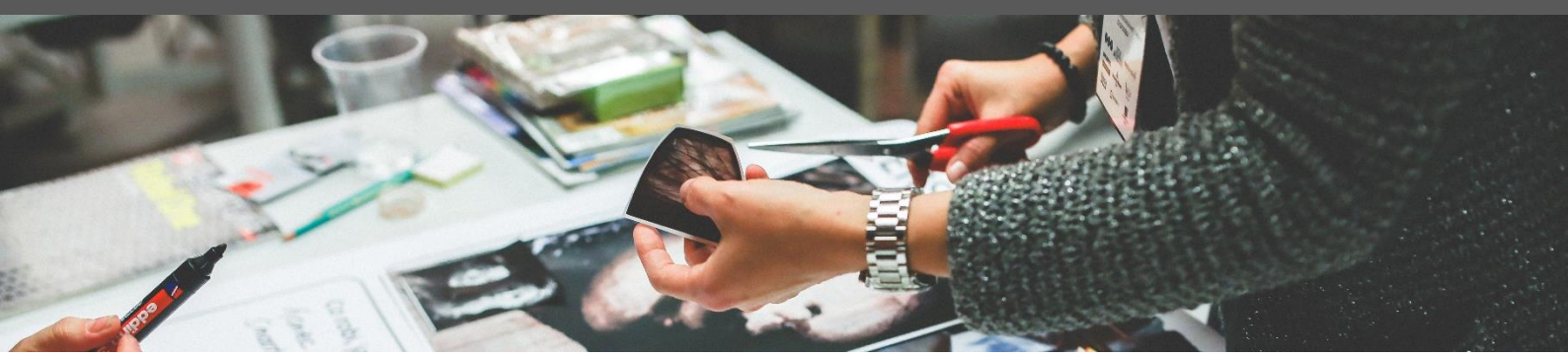
A man in a dark suit and light blue tie is speaking at a podium. Behind him are several flags, including the Australian flag and the Aboriginal flag. To his left, a large screen displays logos for 7NEWS, SCA, Hilton, and Commonwealth Bank. The podium has a microphone and a small sign that reads 'COMMUNITY ACHIEVEMENT AWARDS'.

"The Seven Network are proud to be a Media Partner of the Community Achievement Awards. The level of professionalism and dedication of the team 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 a part of these Awards**, which recognises individuals, businesses, organisations and groups involved in making our community a better place to live and work."

Margherita McAuliffe,  
Sales Executive, Seven Network

Mike Smithson of 7NEWS, was MC of the Gala Dinner  
2019 South Australian Community Achievement Awards



# BE INVOLVED AT ANY STAGE

Our Awards Programs span a 8 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 two-three month period we invite individuals, groups, organisations and businesses to submit nominations for the Awards. During this time our major partners are featured in television ads, newspapers, across social media and on the radio.

We also approach various Government departments, community groups, city 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.

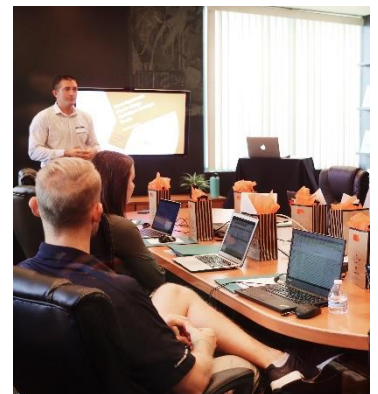


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## Judging process

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 special “Judging Day” is held to determine the final selection 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 the 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 people engage with and share the results, providing another opportunity to recognise the involvement of our partners.



## Awards Gala Presentation Dinner

The culminating event during which Finalists are presented and Winners announced, the Awards Gala Presentation Dinner regularly attracts hundreds of guests, including multiple VIPs from all levels of Government, Media and our corporate partners.

We invite local entertainers, florists, confectioners, wineries and breweries to all participate, in turn promoting them on our social networks and throughout the evening.

The dinner receives extensive media coverage following the event, including a 30 second "Congratulations" TV spot which is aired on across the Seven Network (metro) and SCA (regional) featuring all of our partners.



# REACH ALL OF AUSTRALIA

Each year the 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 the 2020/2021 Awards Programs:



413 JUDGES



3,148 NOMINATIONS



145 CATEGORIES



5,607 GALA GUESTS  
12,402 VIRTUAL GUESTS



4,655,500 IMPRESSIONS  
ON FACEBOOK



702 PRINTED PIECES  
OF EDITORIAL PRESS COVERAGE



1,159,073 PEOPLE REACHED  
VIA PEOPLE'S CHOICE POLL

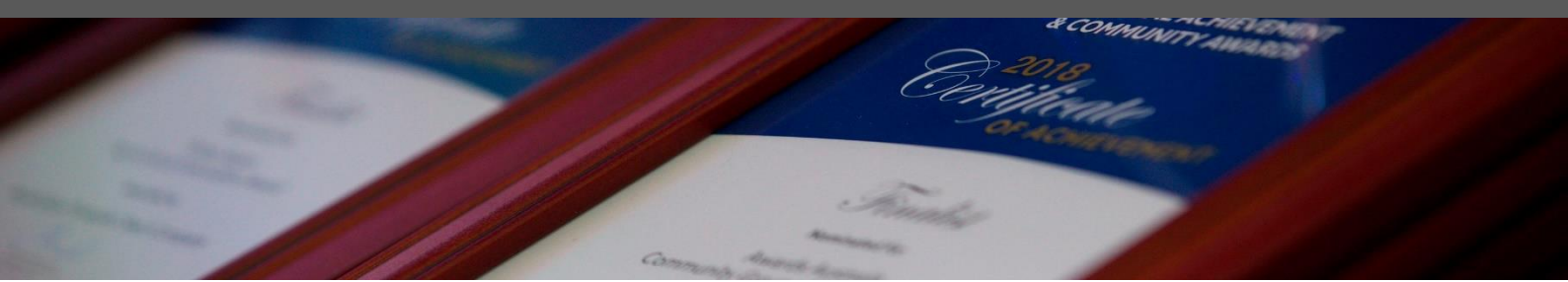


11.8% ENGAGEMENT  
RATE ON FACEBOOK



Daisy Goodwin (pictured far right)  
Western Australian Regional Achievement & Community Awards 2019 Finalist





# PARTNERSHIP PACKAGES

With varying partnership levels available, there will be an option relevant to your budget and needs. To discuss which package would best suit your objectives and budget, please get in contact with us.

Prices listed below are per state program. *Significant discounts are available for multiple states, see page 12.*

## Gold+ Award Category Partnership (Available on request)

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
  - Additional two complimentary tickets on the VIP head table
- Custom video, with special footage focussing on your award winner and how your involvement is helping them follow their dreams

VIC, WA & NSW: \$19,450 + GST  
SA: \$17,450 + GST  
QLD: \$16,450 + GST  
TAS & NT \$13,450 + GST

## Gold Award Category Partnership (currently one available)

Our most popular package, you'll receive:

- Naming rights to your own custom Award Category
- Promotion of your Award Category across print, tv and social media
- Support developing your marketing strategy to leverage 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

VIC, WA & NSW: \$15,950 + GST  
SA: \$13,950 + GST  
QLD: \$12,950 + GST  
TAS & NT \$9,950 + GST

## 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

\$4,500 + GST

## 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

\$1,500 + GST

For a full list of our partner package inclusions please visit: <https://awardsaustralia.com/partner-benefits>



# 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

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(E) [josh@awardsaustralia.com](mailto: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? Our purpose is to shine a light on volunteers, grass roots community initiatives and businesses making an impact in their local community. Together with our partners We make a difference in the lives of Australians and enrich their communities.

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) value that has become the most valuable sponsorship activity they undertake.



## If it's an Awards 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 the following services:

 <h3>Complete Corporate Event Management</h3> <ul style="list-style-type: none"> <li>• Event Equipment Hire</li> <li>• Event Temp Staffing</li> <li>• Event Supplier Liaison (Products and Services)</li> <li>• MC and Speech Writing</li> <li>• Event Set Up and Bump Out</li> </ul>	 <h3>Award Partnership Opportunities</h3> <ul style="list-style-type: none"> <li>• Award Category Naming Rights</li> <li>• Supporting Partnerships</li> <li>• Gala Dinner Suppliers</li> <li>• Business Growth</li> <li>• Lead Generation</li> <li>• Corporate Social Responsibility</li> </ul>	 <h3>Award Program Services</h3> <ul style="list-style-type: none"> <li>• Nomination Research</li> <li>• Reference Checking</li> <li>• Online Nominations and Judging Platform</li> <li>• Design and Print of Collateral (including profile writing)</li> <li>• Judging Chairperson</li> </ul>
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