

62nd
**Australian
Export Awards**

2024
Sponsorship
Proposal



Australian Government
Australian Trade and Investment Commission

Become a 2024 sponsor and share centre stage at the 62nd Australian Export Awards

The annual Australian Export Awards celebrates Australia's most outstanding, innovative and inspiring exporters.

The Australian Trade and Investment Commission (Austrade) proudly presents the Australian Export Awards in collaboration with state and territory partners.

As Australia's most prestigious and longest-running export awards program, it showcases the diverse achievements of leading exporters and the vital role they play in Australia's economic prosperity.

This year's 62nd Australian Export Awards presents an unmissable opportunity for leading corporate and government stakeholders to connect with Australian businesses making an impact around the world.

Since it was established in 1963, the Awards program has celebrated the success of 2089 Australian exporters including 763 national award winners.

We share the stories of Australian exporters - small, medium and large - that have achieved international success through their commitment, innovation and leadership.

These stories profile the participating exporters and the industries they represent, driving international demand for Australian products and services.

Importantly, the program also inspires other Australian businesses to consider exporting, and current exporters to grow and diversify their export markets.

Sponsorship benefits include business profiling and networking opportunities, and the chance to share centre stage with Australia's best exporters to celebrate their outstanding success.

I encourage you to contact the Australian Export Awards team at export.awards@austrade.gov.au to discuss sponsorship opportunities for this flagship Australian Government program.

Xavier Simonet

Chief Executive Officer
Australian Trade and Investment Commission
(Austrade)

Benefits

- Direct association with one of Australia's most prestigious and longest running export award programs, and a signature Australian Government trade promotion activity.
- Profiling of your brand, messaging, products and services across multiple digital channels over the 2024 program year reaching an expected 200,000+ exporters and prospective clients in Australia and key global markets.
- Complimentary tickets, priority seating and on-stage remarks at the invitation-only national awards ceremony in Canberra, hosted by Australia's Minister for Trade and Tourism.
- Participation in national category judging and the national ceremony award presentation (category sponsors only).
- Connection with Australia's most outstanding, innovative and inspiring exporters representing a broad range of industries, and access to business and market intelligence.
- Official digital, video and photo assets highlight your support with your client and customer network.

In addition, the exclusive co-presenter will be named alongside Austrade throughout all program promotions and official media releases over 2024.

Engagement and Reach

Multiple digital channels are used to promote the Australian Export Awards co-presenter and sponsors throughout the program year, in Australia and across key export markets. The Australian Export Awards program culminates in the national awards ceremony, where sponsors join national finalist businesses and Australia's leading industry and government representatives at Parliament House, Canberra.

61st Australian Export Awards Marketing Performance:

1,130 media mentions

across print and broadcast with a potential editorial reach of

452 million

Features in Austrade and external newsletters with a combined reach of over

50,000 exporters and industry contacts

126,00 unique

page views

of the dedicated Australian Export Awards website

12 targeted digital direct mail (DDMs) with a combined reach of

19,662 business and government contacts

130 social

media posts

across Austrade's digital channels, which generated

202,860 impressions

on LinkedIn, X and Instagram with a combined reach of

193,011

Snapshot of the 61st Australian Export Awards National Finalists

From 331 quality applications across 13 national categories, 86 businesses were recognised as State and Territory Award winners. These businesses progressed as national finalists in the Australian Export Awards.

The **86** national finalists:

- Collectively employed more than **22,500** people in 2023 and generated over **\$12 billion** in export earnings
- Included 4 ASX listed companies who generated **\$900 million** in export earnings
- **37%** were led by women (either independently or jointly)
- **29%** were first-time applicants
- **51%** were small businesses with an annual turnover of less than A\$10 million.



Pictured, the 2023 Australian Export Awards winners with Senator the Hon Don Farrell, Minister for Trade and Tourism.

National Awards Ceremony

The national ceremony is the culmination of the Australian Export Awards program. It attracts over 420 guests including national finalists, sponsors, members of parliament, business leaders and senior representatives of chambers of commerce, government organisations, diplomatic missions and industry.

This high-profile invitation-only event celebrates the achievements of all national finalists, and showcases program sponsors. The national award winners are announced by their category sponsors, and one winner is crowned Australian Exporter of the Year.

The Minister for Trade and Tourism is invited to host the 62nd Australian Export Awards ceremony at Parliament House.



Pictured left to right, Mr Abhay Sinha, Director, Care Essentials, winner of the Regional Exporter award and 2023 Australian Exporter of the Year with Secretary Adam Fennessy, from gold sponsor the Department of Agriculture, Fisheries and Forestry and Mr Ishan Sinha, Managing Director, Care Essentials.



National Category Judging

Entry into the Australian Export Awards is a two-tiered process. Eligible winners from each state and territory export awards program automatically progress as national finalists in the Australian Export Awards. Category judges assess the national finalists' applications against selection criteria to identify the most outstanding business in each category.

The program co-presenter will have the opportunity to participate in national category judging in all 13 awards categories.

Category sponsors have the opportunity to judge in their sponsored award category, or across multiple categories if their commercial interests extend further.

Involvement in the national judging process provides sponsors with in-depth insight into export and marketing strategies, and the diverse export activities of leading Australian businesses.

Pictured left to right, Annette Katinis, Co-Founder and CEO of Scoot Boots, 2023 winner of the e-Commerce Award with Janet Menzies, Country Manager from 2023 Australian Export Awards silver sponsor Amazon.



2024 Key Timeline

Applications open	30 April
National category judging	July
National judging day	September
National finalists announced	August–October
National awards ceremony	20 November

Program promotions extend over the program year. Early commitment will afford program sponsors a more extended promotional period, across the 2024 program.

Pictured left to right, Senator the Hon Don Farrell, Minister for Trade and Tourism, Ben Rillo, Chief of Staff at Office of the Senator the Hon Don Farrell, Austrade CEO Xavier Simonet with guests at the 2023 national awards ceremony.



Co-Presenter Package

The 2024 co-presenter package is an exclusive opportunity for one organisation to be named alongside the Australian Trade and Investment Commission (Austrade) as the co-presenter of the 62nd Australian Export Awards program.

\$83,000 excluding GST

MARKETING AND BRAND BENEFITS

- Recognition as exclusive co-presenter of the 62nd Australian Export Awards.
- Extensive exposure across all program branding, marketing material and official media releases in Australia and key export markets.
- Logo featured alongside Austrade logo on all digital and print touchpoints during the program year.
- Co-presenter content featured on the exportawards.gov.au home page.
- One original content piece for an exporter audience developed by Austrade featured on exportawards.gov.au and shared via digital channels.
- Promotional content shared with targeted business audience via Austrade digital direct marketing (DDMs).
- Use of official Australian Export Awards creative assets to promote your support with your client and customer network.
- [Export.business.gov.au](https://export.business.gov.au) program cross-promotion.

JUDGING

- Participation in national category judging in all 13 awards categories.
- Participation on the 6-member national judging panel, chaired by the Australian Trade and Investment Commission (Austrade).

NATIONAL AWARDS CEREMONY

- Logo on event LED and event collateral.
- Opportunity for brief on-stage remarks.
- Twenty (20) complimentary tickets to the gala dinner and awards ceremony, including priority seating.
- Full page co-presenter feature in commemorative program booklet.
- 30 second video shown on main event LED screen.
- Official photographs and video content.

BUSINESS CONNECTIONS

- Presentation at First Nations workshop (optional).
- Access to finalists' contact details.
- Program report summarising key metrics, to be provided at the close of the program.

Pictured, guests enjoying pre-dinner networking at the 2023 national awards ceremony.



National Award Categories

Advanced Technologies

For outstanding international success in the field of information technology, digital technologies, software, hardware or digital services.

This includes solutions utilising cloud-based platforms, artificial intelligence, machine learning, Internet of Things, augmented reality, autonomous systems, robotics, quantum, virtual reality, data collaboration and management tools, fintech, cyber security and/or blockchain with civilian, defence, space and/or other industry applications.

Agribusiness, Food and Beverages

For outstanding international success in the field of manufactured foods, beverages or agricultural products.

This includes primary production, forestry and fisheries and related services or technology.

Creative Industries

For outstanding international success in any creative industry.

This includes music, visual and performing arts, fashion, design, film and television, digital media and content, animation, software and games, festival and event production, writing and publishing and creative services.

e-Commerce

For outstanding international success selling goods or services to customers overseas via e-Commerce, including cross-border e-Commerce and online sales.

This includes sales to business (B2B), consumer (B2C) or government (B2G) via own website, online marketplaces and other e-Commerce channels.

Emerging Exporter

For outstanding export achievement by a business which has been exporting for three years or less.

This includes established and new businesses in any industry.

International Education and Training

For outstanding international success in the field of education and training.

This includes higher education, vocational education and training, transnational education, online learning, curriculum development and EdTech.

International Health

For outstanding international success in the fields of health, medical or wellbeing.

This includes biotechnology, biosecurity, medical technology, digital health, e-health, aged care, disability, complementary health, pharmaceuticals and related services.

Manufacturing and Advanced Materials

For outstanding international success in manufacturing, engineering or advanced materials development.

This includes advanced manufacturing and materials technologies, engineering, design and production.

Professional Services

For outstanding international success in the field of professional services.

This includes legal, accounting, administration and support services, business management and consultancy, marketing

services, franchising and licensing, engineering, financial and insurance, market research, translation services and tourism and business events.

Regional Exporter

For outstanding international success by a regional business.

This includes businesses whose head office or majority of operations are based in a non-metropolitan location.

Resources and Energy

For outstanding international success in the resources and energy sectors.

This includes businesses involved in the production, processing or value adding of extractive resources or the provision of energy or resources related equipment, services or technology.

Small Business

For outstanding international success by a small business.

This includes businesses with total annual turnover not exceeding A\$10 million.

Sustainability and Green Economy

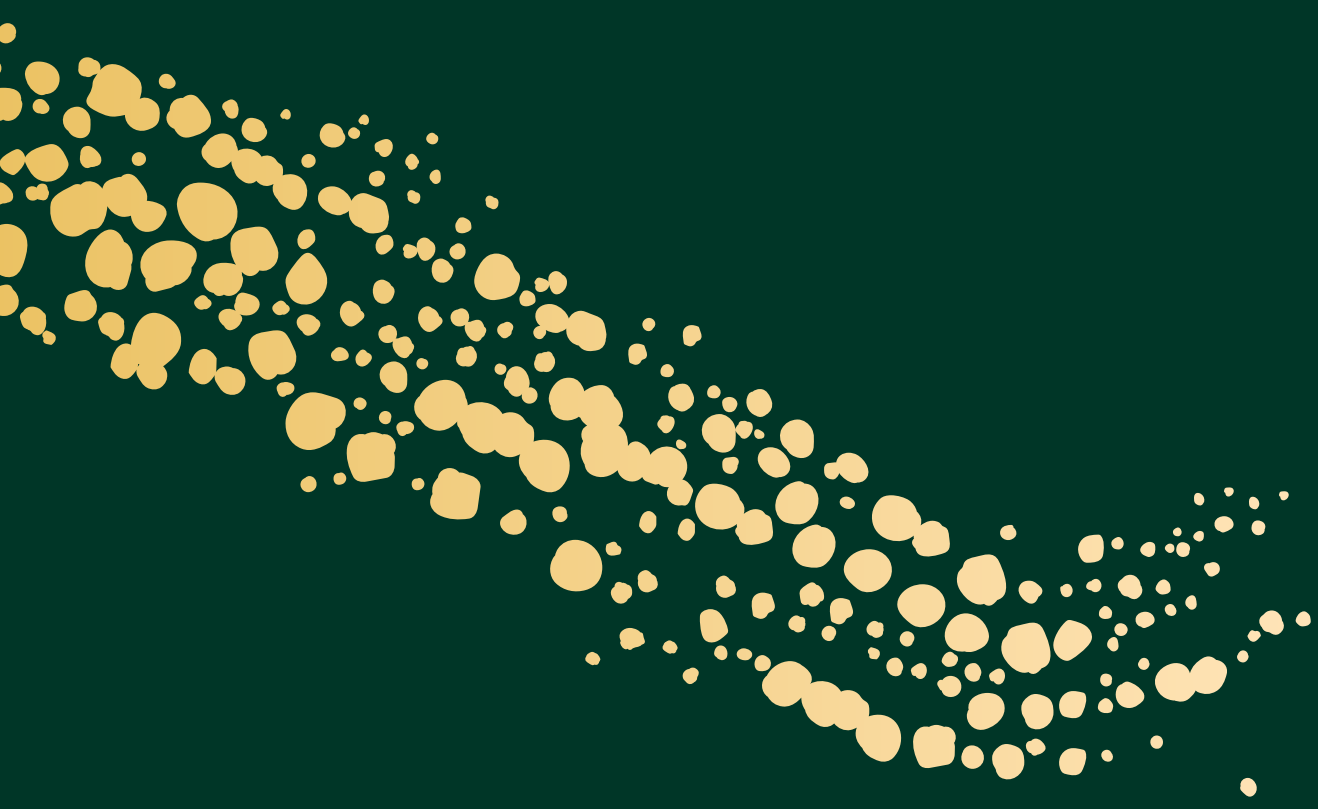
For outstanding international success in the Green Economy.

This includes the provision of green economy technology or capabilities such as environmental solutions, clean energy, sustainable materials, renewables, waste and water management, green building, smart cities or businesses committed to sustainable business practices.

Award Category Sponsorship Packages

(Sponsorship values exclude GST)

		PLATINUM \$70,000	GOLD \$38,000	SILVER \$24,000
BENEFITS		Exclusive sponsor of one national award category		
Program Branding	Named exclusive sponsor of one award category throughout all program promotions	●	●	●
	Use of official Australian Export Awards creative assets to promote your support with your clients and customers	●	●	●
Channel Promotion	Sponsor logo on exportawards.gov.au/Sponsors landing page	●	●	●
	Individual feature webpage on exportawards.gov.au/Sponsors	●	●	●
	Individual content feature on exportawards.gov.au/Stories	●	●	
	Australian Export Awards digital direct marketing (DDMs) promotion	●	●	●
	Austrade exporter or industry facing digital direct marketing	●		
	Austrade Social Media promotion in Australia (Linked In, X, Instagram)	●	●	●
	Austrade Social Media promotion in overseas markets	●		
	Austrade.gov.au program cross-promotion	●	●	
	Export.business.gov.au program cross-promotion	●	●	
	Content	Individual webpage content for exportawards.gov.au/Sponsors including About the Business and additional Sponsor Promotional Feature content	●	●
Original content piece developed by Austrade featured on exportawards.gov.au		●	●	
Promotional video (30-60 seconds) displayed on sponsor feature webpage on exportawards.gov.au/Sponsor		●	●	
Judging	National Judging Panel membership	●		
	Judging in sponsored category	●	●	●
National Ceremony at Parliament House	Presentation of sponsored award including on-stage remarks	●	●	●
	Promotional video (30 seconds) placement during the ceremony	●		
	Complimentary tickets to the ceremony	20	10	4
	Priority seating	●		
	Sponsor feature in commemorative program booklet	1/2 page	1/4 page	1/4 page
	Sponsor logo across all digital touchpoints	●	●	●
	Provision of edited video of on-stage award presentation	●		
	Provision of event photographs including award presentation and media wall	●	●	●
National Finalist Engagement	Access to national finalists contact details	●	●	
First Nations Engagement	Presentation at First Nations Workshop	●		
Evaluation	Program report summarising key metrics, to be provided at the close of the program	●	●	●



Contact us

To discuss this opportunity
contact the Australian Export Awards team
export.awards@austrade.gov.au

To find out more, visit **exportawards.gov.au**



Australian Government

Australian Trade and Investment Commission



AUSTRALIA

exportawards.gov.au