

## SNAPSHOT OF THE ELIGIBILITY AND CRITERIA OF THE ACOMM AWARDS 2021

Award	Short description	Open to	Eligibility	Criteria	Suggested Inclusions
<b>Communications Ambassador</b>	Outstanding Individuals who show strong leadership and made a significant and visible contribution to the Australian communications industry	Individuals in leadership positions across the whole range of stakeholders in the industry, including but not limited to service providers, carriers, content providers, policy-makers, regulators.	The individual's contribution must be current and is expected to be ongoing Note: previous winners of this Award should not apply	<ul style="list-style-type: none"> <li>Outline the involvement the individual has had with the communications industry.</li> <li>Why is this individual deserving of the Ambassador Award?</li> <li>What is the contribution the individual has made to the industry?</li> <li>What qualities does this individual have that helps them to make a contribution?</li> <li>Demonstrate (with third party testimonials) how the contribution of the individual has been for the benefit of all industry stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>What is the contribution the individual has made to the industry?</li> <li>What sort of contribution are they likely to make in the future?</li> <li>In keeping with the Vision and Mission of Communications Alliance, it is expected that nominations will highlight contributions for the development and growth of the industry, innovation, and the highest standards of business behaviour</li> <li>Third party testimonials must be provided in support of nominations.</li> </ul>
<b>Innovation (Large)</b>	Offering innovative communications service or product to customers to drive industry growth	Communication or Digital Platform companies with over 200 employees in Australia	The nominees innovative service or product offering must be commercially available and have been introduced to the market place within 2020/21 or earlier.	<ul style="list-style-type: none"> <li>Describe the innovative product or service and its key benefits.</li> <li>What need does your new service/product fulfil?</li> <li>What has been the take-up (and response) of the innovation so far?</li> </ul>	<ul style="list-style-type: none"> <li>Explain how the product/service was introduced to the market.</li> <li>What makes your offering innovative?</li> <li>How does your offering differ from those of your competitors?</li> </ul>
<b>Innovation (SME)</b>	Offering innovative communications service or product to customers to drive industry growth	Communication or Digital Platform companies with under 200 employees in Australia	The nominees innovative service or product offering must be commercially available and have been introduced to the market place within 2020/21 or earlier	<ul style="list-style-type: none"> <li>Describe the innovative product or service and its key benefits.</li> <li>What need does your new service/product fulfil?</li> <li>What has been the take-up (and response) of the innovation so far?</li> </ul>	<ul style="list-style-type: none"> <li>Explain how the product/service was introduced to the market.</li> <li>What makes your offering innovative?</li> <li>How does your offering differ from those of your competitors?</li> </ul>
<b>Vendor Innovation</b>	Offering innovative service or product to telecommunications service providers	Vendor companies	The nominees innovative service or product offering must be commercially available and have been introduced to the market place within 2020/21 or earlier.	<ul style="list-style-type: none"> <li>Describe the innovative product or service and its key benefits.</li> <li>Explain how the product/service was introduced to the market.</li> <li>What has been the take-up (and response) of the innovation so far?</li> </ul>	<ul style="list-style-type: none"> <li>What need does your new service/product fulfil?</li> <li>What makes your offering innovative?</li> <li>How does your offering differ from those of your competitors?</li> </ul>
<b>Services to Industry – Professional Services</b>	Long-term value towards industry development and/or industry co-operation	Professional services including research, employment, legal organisations, government and regulatory agencies.	The company's professional service offering must have been provided within the last 12 months	<ul style="list-style-type: none"> <li>Describe the Professional Service offering.</li> <li>What is the benefit of the Professional Service offering.</li> <li>How does the Professional Service provider distinguish themselves from others working in this same field?</li> </ul>	<ul style="list-style-type: none"> <li>What is the benefit of the service to industry growth and development?</li> <li>How will this service contribute to the Australian Telecommunications Industry?</li> </ul>
<b>Commitment to Customer Service</b>	Demonstrable commitment to corporate / business / consumer customer service improvement	Communication companies	The nominees innovative service or product offering must be commercially available and have been introduced to the market place within 2020/21 or earlier.	<ul style="list-style-type: none"> <li>Describe the company's initiative and/or commitment to customer service improvement.</li> <li>Describe how your customer service strategy helps your customer, e.g. customer empowerment, better informed.</li> <li>Provide evidence of positive customer response.</li> </ul>	<ul style="list-style-type: none"> <li>What are the strategies used to promote customer service within the organisation?</li> <li>What training and development programs exist within your organisation to drive the company's commitment to customer service?</li> <li>What differentiates your company's commitment to customer service?</li> </ul>

<b>Australian Space Industry Award</b>	Recognises excellence in the provision of satellite communications or satellite/space-related products and services in the Australian space industry	This Award is open to Satellite providers & manufacturers of satellite/space-related products, satellite service operators and infrastructure providers, launch providers, consultants and researchers.	Satellite initiatives and/or projects undertaken by the company or an individual in Australia.	<ul style="list-style-type: none"> <li>Describe the initiatives and/or projects</li> <li>How has it added value to the satellite sector and/or Australian community.</li> <li>If applicable, how it exceeds any existing industry standards or benchmarks.</li> </ul>	<ul style="list-style-type: none"> <li>What tangible and quantifiable results help to demonstrate the success of the initiatives put in place now and in the future?</li> <li>How has the initiatives and/or projects helped Australian consumers or businesses improve their lives or commercial endeavours?</li> </ul>
<b>Community Contribution</b>	Recognises a company that has gone above and beyond to help a community in a time of need.	Communication companies	Community initiatives and/or projects undertaken by the company within Australia	<ul style="list-style-type: none"> <li>Describe the contribution the organisation has made to a community.</li> <li>Outline the ways in which the organisation has made a difference to a community.</li> <li>Provide examples and evidence of the outcome.</li> </ul>	<ul style="list-style-type: none"> <li>How has the community benefited from the contribution of this organisation?</li> <li>Link to contribution on website</li> </ul>
<b>Sustainability</b>	Recognises a company that has successfully executed programs that promote environmental sustainability and/or remediation	Communication Companies and Organisations	Industry sustainability initiative and/or campaign undertaken by the company or an individual in Australia within 2020/21 or earlier.	<ul style="list-style-type: none"> <li>Describe the nature of the Initiative.</li> <li>Outline the key environment-positive effects of the program(s). Quantify where possible.</li> <li>Outline any plans for future initiatives in the sustainability space.</li> </ul>	<ul style="list-style-type: none"> <li>Links to sustainability initiative and/or campaign on a website</li> <li>Sustainability material (Softcopy attachment)</li> </ul>
<b>Best Mobile Solution</b>	Offering innovative mobile service solutions or products to customers	Companies offering mobile solutions	The company's new mobile solution must be commercially available and have been introduced to the market place within 2020/21 or earlier.	<ul style="list-style-type: none"> <li>Describe the innovative mobile product or service.</li> <li>Explain how the mobile solution was introduced to the market.</li> <li>What is the market uptake to-date?</li> </ul>	<ul style="list-style-type: none"> <li>What customer need does your new mobile service/product fulfil?</li> <li>How does your offering differ from those of your competitors?</li> </ul>
<b>Diversity and Inclusion</b>	Recognises a company that has promoted and supported diversity and inclusion	Communication companies and Organisations	The Diversity and Inclusion initiative and/or campaign undertaken by the company or an individual in Australia within 2020/21 or earlier.	<ul style="list-style-type: none"> <li>Describe how the activity, program or initiative promoted and supported diversity and inclusion.</li> <li>Outline the key strengths and outcomes from the activity, program or initiative.</li> <li>Provide examples and evidence of the outcome.</li> </ul>	<ul style="list-style-type: none"> <li>What is the extent to which the nominated initiative has promoted and supported diversity and inclusion?</li> <li>What was the extent to which the nominated initiative benefited staff or the broader community?</li> <li>What is the level of creativity, imagination and innovation demonstrated in the nominated initiative?</li> </ul>
<b>Artificial Intelligence (AI)</b>	Recognising outstanding and innovative initiatives making/furthering responsible use of Artificial Intelligence (AI).	Companies/Organisations utilizing Artificial Intelligence (AI). AI Developers & Vendors	Nominee is an Australian owned company registered in the last 10 years.	<ul style="list-style-type: none"> <li>Describe the nature of the initiative, the challenges that it was designed to address, and the implementation process.</li> <li>Describe how any potential ethical considerations and risks of unintended consequences were addressed.</li> <li>Describe the outcomes of the initiatives and the benefits generated for customers and for your company/organisation. Quantify where possible.</li> </ul>	<ul style="list-style-type: none"> <li>What drives innovation in your organisation?</li> <li>What sets your company and business proposition apart from your competitors?</li> <li>Add any global benefit-forecasts if you can</li> </ul>

- 2020 ACOMM Award winners are NOT eligible for a 2021 Award **for the same product/service**.
- Submissions are invited from Australian organisations and individuals, which operate within the Australian communications sector irrespective of size or geographic location. Companies whose business activities cut across multiple economic sectors may apply for an Award and will be considered on the basis of their contribution to the communications sector.
- Fully owned subsidiaries of an Australian company are eligible provided that they operate in the market as a separate business with an identity that is distinct from that of its parent company.
- An Australian subsidiary of a company with a foreign head office will be eligible for an Award provided that it is an operational entity and not merely a representational office.
- Awards will be judged primarily on the basis of eligible performance and contribution within the Australian communication market. In the case of close competition, judges may consider performance and contribution outside of Australia as a secondary factor for certain of the Awards.