

THE
**ACOMM
AWARDS
2021**



THURSDAY 18 NOVEMBER 2021
FOUR SEASONS HOTEL SYDNEY

SPONSORSHIP
OPPORTUNITIES

FEATURING THE PRESENTATION OF THE AUSTRALIAN COMMUNICATIONS INDUSTRY AWARDS FOR EXCELLENCE

INVITATION FROM THE CEO

Now in its 15th year, The annual ACOMM Awards for excellence in telecommunications are a nationally recognised and unmissable occasion on the telco events calendar.

As we begin to surface from a particularly unusual 2020, we can't wait to bring the industry together once again for a live celebration!

In 2021, the annual ACOMM Awards Dinner will take place on Thursday 18 November 2021 at the elegant Four Seasons Hotel Sydney.

It is my pleasure to invite you to be a part of the ACOMM Awards in 2021, as we recognise exceptional achievements across customer service, inclusion, professional services and innovation, space and AI, and sustainability and reward the year's most innovative vendors, community initiatives and mobile solutions.

This national showcase of the industry's achievements is proudly presented by Communications Alliance, and offers a unique opportunity to applaud and support excellence and innovation in Australia's communications ecosystem.

Innovation Expert and Media Personality **Jo Ucakalo** is still all set to take the stage as MC for the evening, with Minister for Communications, Urban Infrastructure, Cities and the Arts, the **Hon Paul Fletcher** confirmed to deliver the evening's keynote address.

I look forward to welcoming our sponsors on-board to create a memorable, successful celebration that is the pinnacle of the communications industry.



John Stanton
CEO, Communications Alliance



Contents
Why Sponsor?
3
2021 Key Dates
3
Who Will You Meet?
4
About The Awards
5
The Awards
6
In Good Company
7
2021 Sponsorship Opportunities at a Glance
8
Additional Sponsorship Opportunities
10
About Communications Alliance
11
Get in Touch
12
2020 Award Winners
13



WHY SPONSOR THE ACOMMS?

Demonstrate your leadership in the communications industry and access executives and change-leaders across this sector.

A pivotal industry event, the ACOMMS gathers a 'who's who' of leaders, senior executives and decision makers from service providers, equipment vendors, the professional services sector-regulators and government.

BECOME A SPONSOR TO:

- Benefit from vast coverage through extensive **branding** opportunities in the lead-up to and during the ACOMMS;
- Gain valuable **exposure** in front of a targeted audience of over 450 industry leaders;
- Extend **relationships** with political luminaries and the industry's leaders at the exclusive Pre-Awards Networking Cocktail Party for Award Finalists;
- Make the right **connections** with seating at the VIP/Ministerial table at the ACOMM Awards Dinner (for Title and Gold sponsors);
- Show your **commitment** to rewarding excellence in the wider communications industry;
- Demonstrate your **dedication** to shaping the future of the communications industry in Australia;
- Be an **integral part** of the second decade of the ACOMMS!



2021 KEY DATES

Come on-board early to take advantage of the lead time and maximise your brand exposure!

Event Launch & Nominations Open:
Monday 22 February 2021

Nominations Close:
Friday 21 May 2021

Early Bird Dinner Registration ends:
Wednesday 30 June 2021

Award Finalists announced:
Wednesday 7 July 2021

ACOMM Awards Presentation Dinner:
Thursday 18 November 2021

Media release and post-event promotion:
Friday 19 November 2021

WHO WILL YOU MEET?

Each year, the ACOMM Awards Dinner attracts an audience of over 400 senior executives from companies including:

 **accenture**

 **Aussie Broadband**

 **Axicom**

Baker McKenzie.

Bird & Bird

 **casa systems**

 **CISCO**

CLAYTON UTZ

 **ERICSSON**

 **Fulton Hogan**

 **HUAWEI**

 **KPMG**

launch*

 **macquarie**
TELECOM

 **Maddocks**

 **MESHED**

 **MIRAIT**
MIRAIT Technologies Australia

 **mnf group**

nbn™ 

 **NATIONAL NARROWBAND NETWORK Co.**

NOKIA

OPTUS

 **skybridge**

Telco Together
FOUNDATION

IT'S HOW WE CONNECT 

tpg TELECOM

Viasat™ 

visionstream 

VOCUS
communications

 **vodafone**

BRANDING EXPOSURE NETWORKING

ABOUT THE AWARDS

The annual Australian Communications Industry Awards – the ACOMMS – recognise excellence in the wider communications industry, rewarding and profiling companies which have excelled within the industry around the nation, regardless of size, location, and whether service providers, vendors, or suppliers of professional services.

The Awards are used to:

- Identify and celebrate excellence within the Australian communications sector;
- Highlight the year's outstanding achievements in the area of competition and growth;
- Highlight the year's outstanding achievements in the area of innovation;
- Highlight the year's outstanding suppliers to the industry in terms of technology products and professional services;
- Highlight the year's outstanding customer service and community initiatives;
- Recognise excellence in the provision of satellite communications or satellite-related products; and
- Recognise and honour the industry's top exemplar of individual performance.

This national showcase of the industry's achievements is proudly presented by Communications Alliance.



THE AWARDS

Being recognised as an ACOMM Award Winner gives distinct competitive advantage, by providing recognition of excellence for current and prospective employees, investors, clients and customers, and industry collaborators and partners. It also gives companies and individuals the opportunity to be celebrated and surrounded by leaders within the communications industry.

The ACOMM Awards offer an unparalleled opportunity for all organisations, companies (big and small!) and industry bodies with industry-leading successes to share their achievements and nominate (at no charge) in a range of award categories, including:

- Innovation (large)
- Innovation (SME)
- Vendor Innovation
- Services to Industry – Professional Services
- Commitment to Customer Service
- Australian Space Industry
- Community Contribution
- Sustainability
- Best Mobile Solution
- Diversity and Inclusion
- Artificial Intelligence (AI)

As well as the highly acclaimed Communications Ambassador Award recognising an outstanding individual who has shown strong leadership, and made a significant and visible contribution to the Australian communications industry.

2020 ACOMM Award Winners included:



Phillip Britt

VOCUS



KING & WOOD
MALLESONS
金杜律师事务所



OPTUS



BELONG



IN GOOD COMPANY

Being a sponsor of the 2021 ACOMMS will place you and your brand at the forefront of Australia's communications industry.

Sponsors (so far!) of the 2021 ACOMMS Awards are:



2021 SPONSORSHIP OPPORTUNITIES AT A GLANCE

SPONSOR LEVEL	TITLE TAKEN (EXCLUSIVE)	GOLD (2 only)	SILVER (3 only)	BRONZE
PRICE	\$30K	\$18K	\$12K	\$7K
At the event				
Glossy colour ad in the 2021 ACOMM Awards Program Booklet	Full page	Half page	Banner ad	Logo
Acknowledgement as sponsor by the MC at the ACOMM Awards Dinner	•	•	•	•
Company banners displayed in the Ballroom Foyer	•	•	•	
Logo on all onsite branding/signage at the ACOMM Awards Dinner – including hanging banners and media walls (on stage and in foyer)	•	•	•	•
Logo on attendee nametags at the ACOMM Awards Dinner	•			
Opportunity to provide a video ad to be played during the ACOMM Awards Dinner proceedings	•			
Provide corporate table gifts or lucky door prizes for attendees	•	•	•	•
Marketing – Print & Digital				
Hotlink from 2021 ACOMM Awards website to sponsor homepage	•	•	•	•
Logo on all printed and electronic marketing materials	•	•	•	•
Logo on any ACOMM Awards advertising banners in the lead-up to the Awards Dinner	•	•	•	•
Company description on the 2021 ACOMM Awards website (# words)	200	100	100	NA

SPONSOR LEVEL	TITLE TAKEN (Exclusive)	GOLD (2 only)	SILVER (3 only)	BRONZE
PRICE	\$30K	\$18K	\$12K	\$7K
Attendance at the event				
Complimentary seat(s) on the head table at the ACOMM Awards Dinner	2	1		
Complimentary tickets	10			
Discount on tickets purchased	25%	25%	10%	
Your senior representatives invited to attend the exclusive Pre-Awards Networking Cocktail Party held for Awards Finalists the evening prior to the ACOMM Awards Dinner	•	•	•	•
After the Awards				
Acknowledgment in post-Awards material and in the media release	•	•	•	•



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Increase your visibility even further – add to a package or just choose one. Designed with flexibility in mind, below are some possible options (starting from as little as \$1K) which we'd love to discuss more with you!

Please contact us if you would like to find out more about our other exciting sponsorship opportunities:



Bring the gifts

Enhance attendees' experience of your brand through giveaways. Get creative: think USBs, luxury chocolates, eco-friendly water bottles, hand sanitiser and more!



Classic branding

Full page, half page and banner ads available.



Your name up in lights

Put your brand name to a compilation of industry vox-pops and a sophisticated visual recap of the night. With your branding, the video will be sent to all Dinner attendees post event, and hosted on the ACOMMS and Comms Alliance websites – to be viewed for years to come!



The drinks are on you

Make a great first impression by placing your brand at the first place guests will go: the bar! Add bubbles or a bit of zing with a branded drink station during the pre-dinner function. Increase your brand awareness further by supplying branded aprons for the beverage service staff during the pre-dinner function.



The glamour shots

Leave your mark on the night by giving attendees memories to take home with them! Photo Booths are a popular destination during Awards events and enhance the fun and entertainment value of the evening, in a COVID Safe manner.

ADDITIONAL SPONSORSHIP PROPOSALS

Got a better idea?

We would love to know what you might be able to bring to the event – if you have any ideas that are not currently listed in our packages or options, we would be more than happy to discuss the opportunity with you, provided they do not impact on the packages already available.

ABOUT COMMUNICATIONS ALLIANCE

Communications Alliance was formed to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

Communications Alliance offers a forum for the industry to make coherent and constructive contributions to policy development and debate.

By providing leadership on new trends and directions, Communications Alliance fulfils a vital unifying role on behalf of the industry and its members, particularly in areas of competition, innovation and industry development.

The prime mission of Communications Alliance is to promote the growth of the Australian communications industry and the protection of consumer interests by fostering the highest standards of business ethics and behaviour through industry self-governance.

Communications Alliance believes it is in the best interests of all participants, customers and government that the industry takes responsibility for devising practical, self-imposed solutions that are developed by co-operative processes.

In doing so, Communications Alliance seeks to facilitate open, effective and ethical competition between service providers while ensuring efficient, safe operation of networks, the provision of innovative services and the enhancement of consumer outcomes.

Where there is a need to help solve disputes between parties within the industry, Communications Alliance offers a mediation service aimed at achieving negotiated outcomes.

Membership of Communications Alliance is drawn from a wide cross-section of the communications industry, including service providers, vendors, consultants and suppliers as well as business and consumer groups.

Members benefit from having the opportunity to make a meaningful contribution to the future direction of the industry and to participate in governing its operation.



To take advantage of the number of opportunities to gain exposure to the who's who of the communications industry while you:

- increase brand awareness
- expand your customer outreach
- and most importantly, engage with the best in the industry

Sponsor the ACOMM Awards in 2021.

GET IN TOUCH

Carolyn Todd

Slatters on behalf of Communications Alliance



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2020 ACOMM AWARD WINNERS

2020 Communications Ambassador

Phillip Britt has been named the Australian Communications Ambassador 2020 for his sustained and meritorious commitment to competition and contribution to the development of the Australian telecommunications market – including his achievement in transforming Aussie Broadband from a small regional-focused business into a dynamic and high quality national ISP.



Innovation – Large Company

Vocus for their Coral Sea Cable System which has delivered a faster, more affordable, and reliable infrastructure to the people, businesses and governments of PNG and Solomon Islands.



Innovation – SME

Beam Communications for their ZOLEO Global Satellite Communicator, delivering messages through satellite, mobile and Wi-Fi to offer a seamless global messaging experience.



Vendor Innovation

Ericsson for supporting Telstra to deploy the world's first container-based EPC for 4G and 5G services.



Services to Industry – Professional Services

ECConnect for their Systemised Migration and Integration methodology, helping their clients excel through the delivery of such projects, in a market experiencing an increase in consolidations and acquisitions.

King & Wood Mallesons – in an uncertain and changing environment, the KWM telecommunications team offers cutting edge and flexible services, focussing on clients' agendas, while embracing disruption.



Commitment to Customer Service

Aussie Broadband are in business to change the telco game, not just for their customers – but for all Australians.



Best Mobile Solution

Optus for their Optus 5G Home broadband, an innovative product offering from Optus which is providing customers with next generation internet connectivity.



Community Contribution

Southern Phone for their innovative 'hands on' Emergency Bushfire Response in the face of the devastating January bushfires.



Australian Space Industry

Myriota for their patented satellite IoT connectivity – making data accessible to everyone!



Myriota

Diversity And Inclusion

Vodafone for their Code Next Program – a tailored, technology-centric course delivered by Vodafone to help young women expand their career horizons.



Sustainability

Belong for their Carbon Thumbprint App, allowing users to estimate the volume of greenhouse gas emissions resulting from their use of mobile data, arming them with the knowledge and confidence to make the best choices for our planet.

B E L O N G