



# NORTHERN TERRITORY AWARDS FOR DIGITAL EXCELLENCE

## PARTNERSHIP PROSPECTUS



# The Northern Territory Digital Excellence Awards formally celebrates individuals and organisations for outstanding digital achievement and innovation in the NT, and is the premier Information Communication Technology (ICT) event of the year.

Run by a committee of representatives from ICT peak bodies, the Digital Excellence Awards is a wonderful example of how the ICT sector in the NT collaborates and works together towards a more vibrant and thriving community. The committee has previously delivered five successful Digital Excellence Awards and intends to continue with the event in 2024 and beyond. The concept of the awards is based on the peak bodies national awards, with award nominees from the NT going through to nominations for national awards, where possible.

## Objectives of the Awards

- To recognise and reward excellence in the Northern Territory Information Communication and Technology (ICT) sector
- To foster and celebrate innovation, excellence, and collaboration amongst NT ICT providers and their clients
- To promote the NT's ICT industry capabilities locally and nationally
- To promote the NT as a viable destination for ICT careers, investment, and opportunities
- To inspire students and young people into a career in ICT
- To inspire NT women into ICT careers, and support women working in ICT
- To attract young people to study and pursue career pathways in the technology sector

## Award Categories

- ACS ICT Professional of the Year
- AISA Cyber Security Award
- ICTNT Local ICT Business of the Year
- Digital Futures DCDD Progression of Women in ICT of the Year
- \*PARTNER\* Innovation of the Year
- \*PARTNER\* ICT Rising Star of the Year
- \*PARTNER\* Community Benefit Project/Program of the Year
- \*PARTNER\* Primary STEM Student of the Year
- \*PARTNER\* Secondary STEM Student of the Year
- CDU Code Fair – Overall Award for Most Outstanding Entrant
- Ministers Gold Award

**When:** Friday the 8th of November 2024.  
5:30pm – 7:00pm

**Where:** Main Hall, Parliament House,  
Mitchell St, Darwin NT 0800 – TBC



## 2023 Digital Excellence Awards Highlights



**Capacity  
Attendees**



**47 Nominations**



**15 Partners**



**11 Judges**



**11 Winners**



**Social Media  
Feature**

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**Scan the QR code below to see last years  
Digital Excellence Awards:**



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### **Master of Ceremony – Paul McDermott**

This year we are pleased to have Paul McDermott as our Master of Ceremonies! Paul McDermott is without doubt one of the most successful and popular performing artists Australia has ever produced. His undisputed talents as an event host, comedian, debate participant or moderator and musical performer make him a unique and valuable part of our event. Paul McDermott has been at the forefront of the Australian entertainment industry since the Doug Anthony All Stars stormed to national and international success in the 1980s. Since then, this immensely popular entertainer and artist has proven to be one of the most versatile in Australian history. Paul has proved to be a sensational host of major televised events such as the ARIAs, The Great Debates, and The World Comedy Tour.



## Partnership Opportunities

The committee is engaging partners to work with us to deliver this years' NT Digital Excellence Awards. This event presents a valuable opportunity for your organisation to engage a relevant and captive audience, and it offers a unique environment for you to position your brand in a desired context, to communicate a specific message, and to demonstrate your organisational values.

By partnering with us, the awards will allow you to meet your desired objectives, for example, attracting graduates in the ICT sector can be challenging and the awards provide an opportunity to attract high-achieving graduates. In 2024 there are five Major Partner opportunities available, including rising star, primary student, secondary student, innovation and community benefit awards.

As a partner, you will be vital to the success of the awards, as partners can contribute more than financially through sponsorship. You can participate by generating attendees, award nominees, judges and positive attention. There are opportunities for partners to provide volunteers to help with the awards on the night. Similarly, partners provide credibility for the awards for the future and reinforce our committees brand positioning.

The awards celebrate local NT content, innovation and initiative, professional commitment to excellence in a field, effectiveness of solutions, benefits to the community and benefits of the user. If you want to participate in this important event and take advantage of the opportunity to become a partner, please contact us now, as major partnership opportunities close on the 15th of July.

As a partner, we will work with you to ensure you get the reach you desire from partnering with us. As we are all working together to support the ICT sector in the NT, we have a shared interest in ensuring that your objectives are achieved.

## Confirm your partnership by emailing the attached partnership agreement form to:

[contact@ntdigitalawards.org.au](mailto:contact@ntdigitalawards.org.au)

## Partner Propositions

Partnership opportunities include exclusive major partnerships for the five partner awards, and multiple supporting partner opportunities. We are committed to ensuring that all our partners receive the best possible value and return for their investment, and we will work with you to ensure you gain the reach you desire. The 2024 partnership opportunities are:

<b>Innovation of the Year</b> _____	\$8,000 + GST (exclusive)
<b>ICT Rising Star of the Year</b> _____	\$8,000 + GST (exclusive)
<b>Community Benefit Project/Program of the Year</b> ____	\$8,000 + GST (exclusive)
<b>Primary STEM Student of the Year</b> _____	\$8,000 + GST (exclusive)
<b>Secondary STEM Student of the Year</b> _____	\$8,000 + GST (exclusive)
<b>Supporting Partners</b> _____	\$750 + GST (multiple opportunities available)

# Major Partner \$8,000 (+ GST)

## Summary

- The Opportunity for you to:
- Exclusive naming rights of the award
- Engage up to 250 people from the ICT sector
- Drive brand awareness and become top of mind amongst the audience
- Develop and enhance relationships with key stakeholders
- Associate brand with supporting category nominees
- Ability to engage with rising stars to discuss ongoing opportunities
- Post event report provided

Objective	Feature	Benefits
Audience	<ul style="list-style-type: none"> <li>• 250 attendees, mainly ICT professionals working across industry, government, education, also students and graduates</li> <li>• Access to key decision makers in local government</li> <li>• Post event report provided</li> </ul>	<ul style="list-style-type: none"> <li>• Reach, communicate and engage with target audiences</li> <li>• Connect with nominees for staff recruitment opportunities</li> <li>• Improved insights into reach, audience, success and outcomes</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>• Recognition as a major partner including verbal acknowledgment, signage and social media</li> <li>• Naming rights of the award including presenting the award</li> <li>• Digital advertising - Logo on website, multi-media presentation, program and social media</li> <li>• Print advertising – pull up banners displayed and logo on program</li> </ul>	<ul style="list-style-type: none"> <li>• Drive awareness of your brand and become top of mind to the audience before, during and after the event</li> <li>• Drive awareness of your brand to the wider NT ICT community</li> <li>• Associate your brand with three ICT associations whose values are based around promoting the development of Australia's ICT resources</li> <li>• Associate your brand with a community event designed to celebrate achievements to demonstrate your values</li> <li>• Demonstrate a leadership position in the ICT sector to differentiate you from your competitors</li> </ul>
Message	<ul style="list-style-type: none"> <li>• Opportunity to speak to audience at the event while presenting the award</li> </ul>	<ul style="list-style-type: none"> <li>• Brand image, values, attributes and positioning reinforced and experienced in your desired context</li> <li>• Reinforce your message in a competitive category in your key market</li> </ul>
Employees	<ul style="list-style-type: none"> <li>• Access nominees and winners for the award for potential new employees</li> </ul>	<ul style="list-style-type: none"> <li>• Attract the top new employees</li> </ul>

Relationships	<ul style="list-style-type: none"> <li>• Access to key decision makers at event</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and enhance relationships with a wide range of key audiences in an exclusive environment</li> </ul>
Competition	<ul style="list-style-type: none"> <li>• Category exclusivity</li> <li>• Be one of the exclusive major partners</li> </ul>	<ul style="list-style-type: none"> <li>• Brand differentiation</li> </ul>

## Supporting Partners \$750 (+ GST)

### Summary

Multiple opportunities available for your organisation to be recognised as a supporting partner of the awards.

The Opportunity for you to:

- Engage 250 people from the ICT sector in an uncluttered environment
- Drive brand awareness
- Develop and enhance relationships with key stakeholders

Objective	Feature	Benefits
Audience	<ul style="list-style-type: none"> <li>• 250 attendees, mainly ICT professionals working across industry, government, education, also students and graduates</li> <li>• Access to key decision makers in local government</li> </ul>	<ul style="list-style-type: none"> <li>• Reach, communicate and engage with target audiences</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>• Digital advertising - Logo on website, multi-media presentation, program and social media</li> <li>• Print advertising - pull up banners displayed and logo on program</li> </ul>	<ul style="list-style-type: none"> <li>• Drive awareness of your brand and become top of mind to the audience before, during and after the event</li> <li>• Drive awareness of your brand to the wider ICT community in the NT</li> <li>• Associate your brand with three ICT associations whose values are based around promoting the development of Australia's ICT resources</li> </ul>
Relationships	<ul style="list-style-type: none"> <li>• Access to key decision makers at event</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and enhance relationships with a wide range of key audiences in an exclusive environment</li> </ul>

## About Us

### ACS: Australian Computer Society, NT Branch



The ACS is the professional association for Australia's Information and Communication Technology sector. We exist to make Australia and its ICT workforce a world leader and to promote the development, innovation and value of Australia's ICT resources. We do this by delivering authoritative independent knowledge and insight into technology, building relevant technology capacity and capability, and being the catalyst for innovative creation and adoption of technology for the benefit of commerce, government, and society.

### AISA: Australian Information Security Association, NT Branch



As a nationally recognised not-for-profit organisation and charity, the Australian Information Security Association (AISA) champions the development of a robust information security sector by building the capacity of professionals in Australia and advancing the cyber security and safety of the Australian public as well as businesses and governments in Australia. AISA's vision is a world where all people, businesses and governments are educated about the risks and dangers of cyber-attack and data theft, and to enable them to take all reasonable precautions to protect themselves.

### ICTNT: Information Communication Technology Industry Association of the NT



The Information Communication Technology Industry Association of the Northern Territory (ICTNT) is comprised of a broad representative group of the Information Technology services and supplier companies as well as companies in the Telecommunications Industry. The association represents companies across the whole of the Northern Territory. Key objectives of the ICTNT are to:

- Be the primary ICT Industry advocacy body in the Northern Territory;
- Promote and represent the interests of the Northern Territory ICT Industry across both business and the public sector;
- Act on behalf of association members to support Government in the development of robust ICT policy;
- Attract, grow and retain ICT skills within the Territory through instruments such as the ICT Industry Website;
- Identify industry development initiatives, fund and broker these on behalf of members through opportunity generation activities.

Please contact [contact@ntdigitalawards.org.au](mailto:contact@ntdigitalawards.org.au) if you would like to discuss partnership opportunities.