



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, it 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 two successful Digital Excellence Awards in 2017 and 2019 and intend to continue with the event on an annual basis. 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 attract young people to study and pursue career pathways into the technology sector

Award Categories

- ACS ICT Professional of the Year
- AISA Cyber Security Professional of the Year
- ICTNT Local ICT Business of the Year
- itSMF IT Service Management Champion of the Year
- *PARTNER* ICT Rising Star of the Year
- *PARTNER* Community Benefit Award
- *PARTNER* STEM Student of the Year
- *PARTNER* Best Digital Covid Response
- *PARTNER* ICT Project of the Year
- CDU Code Fair – Overall Award for Most Outstanding Entrant
- Ministers Gold Award



2019 Digital Excellence Awards Highlights

Capacity attendees

9 Partners

10 Judges

48 Nominations

9 Winners

**Social Media and radio
interviews**



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 2020 there are five Major Partner opportunities available, including graduate, student and community partnerships carrying on from the previous awards, and two new categories including best digital covid response and ICT project of the year.

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 be a part of this important event and take advantage of the opportunity to become a partner, please contact us now, as Partnerships close on Monday 28 September 2020.

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 to ensure that your objectives are achieved.

Confirm your partnership by emailing the attached partnership form to

contact@ntdigitalawards.org.au

Partner Propositions

Partnership opportunities include exclusive Major partnership for the five Partner Awards, and multiple Supporting Partners. 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 2020 Partnership opportunities are;

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| 5 x Major Partners (Rising Star Partner, Community Benefit Partner, STEM Partner, Best Digital Covid Response Partner and ICT Project Partner) | \$8,000 (exclusive) |
| Supporting Partners (multiple opportunities available) | \$500 |

Major Partner \$8,000* (ex 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

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

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|-------------|--|---|
| Competition | <ul style="list-style-type: none"> - Category Exclusivity - Be one of the exclusive Major Partners | <ul style="list-style-type: none"> - Brand differentiation |
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Supporting Partners \$500* (ex 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 | Benefit |
|---------------|--|---|
| Audience | <ul style="list-style-type: none"> - 250 attendees, mainly ICT professionals working across industry, government, education, also students and graduates - Access to key decision makers in local government | <ul style="list-style-type: none"> - Reach, communicate and engage with target audiences |
| Awareness | <ul style="list-style-type: none"> - Digital advertising - Logo on website, multi-media presentation, program and social media - Print advertising – pull up banners displayed and logo on program | <ul style="list-style-type: none"> - Drive awareness of your brand and become top of mind to the audience before, during and after the event - Drive awareness of your brand to the wider ICT community in the NT - Associate your brand with four ICT associations whose values are based around promoting the development of Australia’s ICT resources |
| Relationships | <ul style="list-style-type: none"> - Access to key decision makers at event | <ul style="list-style-type: none"> - Develop and enhance relationships with a wide range of key audiences in an exclusive environment |

Please contact the committee on contact@ntdigitalawards.org.au if you would like to discuss partnership opportunities.



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.

ItSMF: IT Service Management Forum Australia, NT Branch



In recent years several clearly defined service management frameworks have been formulated upon which many organisations have delivered improved IT Services along with better governance and risk management. itSMFA is the Australian chapter of the international forum head-quartered in the UK – it's knowledge comes collectively from the membership and is shared freely amongst members. It is a not-for-profit organisation, internationally recognised, independent and dedicated to IT Service Management.

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.

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