

SPONSORSHIP PROSPECTUS



Australian Government

An initiative supported by
Australian Government funding

ADVANCE AWARDS 2021

10th anniversary edition

Advance.org is the professional network for global Australians.

We transform the loose web of Australians scattered around the world into a nationally productive and active network.

Our powerful network draws from the **one million Australians** working overseas and the **two million international alumni** of Australia's education institutions.

We shape Australia's global ambition by:

- Recognising successful Australians overseas
- Reconnecting them professionally with Australia
- Supporting Australian entrepreneurs as they grow globally
- Inspiring future Australian leaders to build their career overseas

Advance.org was established in 2002 by Ken Allen AO, Australia's then Consul General in New York (and Advance Chair Emeritus), who recognised the immense skills and expertise held by Australians overseas.

What is Advance?



A showcase of world class achievement by Australians around the world.

The Advance Awards recognise and celebrate the achievements and talent of Australians who are succeeding on the global stage across all industry sectors.

Since establishing the Awards program in 2012, Advance has identified over 100 Award winners, who then become the GameChangers in our network.

These GameChangers have built extraordinary careers overseas, and embody Australian resourcefulness, creativity and optimism.

The result?

We unearth Australian superstars - many of whom are otherwise unknown in their home country - and celebrate their achievements. We tell their stories to strengthen their professional links with Australia and inspire the next generation of Australian leaders.

What are the Advance Awards?



Advance Awards Snapshot

Combining the excitement of an in-person dinner with the global reach of a virtual broadcast, the 10th anniversary of Advance Awards in 2021 will unite Award finalists and inspire audiences around the world.

NOMINATION

Jan-Apr

Around 300 nominations received from around the world.

SELECTION

Apr-Jun

Judging Panel selects from a shortlist prepared by subject matter experts and sponsors.

ANNOUNCEMENT

Jul-Aug

Up to 40 finalists are announced leading up to the celebration.

CELEBRATION

8 September 2021

Category winners and Global Australian of the Year announced live with two simultaneous events:



Online Broadcast to global audiences and satellite sites

ENGAGEMENT AND PROMOTION

Sep-Dec

Award winners promoted through media, branded podcasts and exclusive briefings with sponsors.

The Advance Awards provide a unique opportunity to celebrate the contribution that our Global Australians are making around the world.

Award Categories

The 2021 Advance Awards winners will be selected from a shortlist of outstanding finalists in relevant industry categories, such as:

- ★ The Arts
- ★ Commercial Creatives
- ★ Education
- ★ Financial Services
- ★ Life Sciences
- ★ Social Impact
- ★ Sustainability
- ★ Technology
- ★ Entrepreneurship

The Advance Pinnacle Awards recognise extraordinary individuals from across all industries:

- ★ **Global Impact Award** - recognising the extraordinary work of an Australian making a positive impact on the world
- ★ **Advance Alumni Award** - recognising the achievements of an international alumnus of an Australian university
- ★ **Asia Impact Award** - recognising an individual making an outstanding contribution in the region
- ★ **The Emerging Leader Award** - recognising a leader achieving impact and global recognition early in their career
- ★ **Global Australian of the Year Award** - recognising the overall winner of the Advance Awards



Expert Judging Panel

In 2021, Advance Award winners will be selected by the eminent Advance judging panel comprising:



Ken Allen AO



Maggie Beer AM



Jillian Broadbent AC



Darren Burns



Michelle Garnaut AO



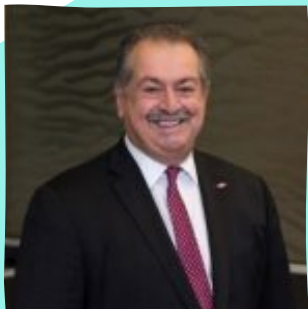
Alexie Glass-Kantor



Sir Michael Hintze AM



Bob Isherwood



Andrew N. Liveris AO



Joseph Kwok



Special Tribute in 2021

In April 2021, we mourned the loss of a very special Australian and a founding member of the Advance Judging Panel. Carla Zampatti AC exemplified Australia's creativeness and was an inclusive spirit who recognised young Australian talent wherever it existed. A tribute to honour Carla's legacy and contribution to Advance is planned for the 2021 Advance Awards Gala.



The Advance Awards in Numbers

Who attended the Gala Dinner (2019)?

520 guests, including **10** award winners

45 next generation leaders from diverse backgrounds

90+ VIPs and dignitaries

Employees from **133** different companies

People from **11** countries

Representatives from **11** government bodies,
17 universities & **4** industry associations



Who participated in the Online Celebration (2020)?

1889 people registered to join the online event

14 presenters from around the globe

30+ VIPs and dignitaries

Employees from over **121** different companies

People of all ages from over **20** countries

Representatives from **18** government bodies,
21 universities & **9** industry associations

3662 unique pageviews of the Advance Awards content



Making a BIG Impression

#AdvanceAwards2020 content generated very high numbers of engagement and impressions, including:

Up to **10,840** impressions with **542** engagements on Twitter

Up to **4,877** impressions with over **160** engagements on LinkedIn

Up to **2,573** reach with over **109** engagements on Facebook

The **15** Advance Awards eDMS issued over the marketing campaign had open rates on average of **47%** with the highest campaign open rate at **89%**

AND 40+ media stories over 2019 and 2020... and counting

Why Sponsor?

Partnering will enable your organisation to:



CONNECT

with the community of Global Australians who are working and making a difference all over the world



ENGAGE

with global industry trends, developments and talent through the Advance community



INSPIRE

your teams to achieve more in their fields, by highlighting the achievements of the Advance Awards finalists and winners



CREATE

a new, diverse network for your organisation to foster ideas and creativity



BUILD

brand awareness and an ongoing relationship with the extensive Advance community



DEFINE

your role as a good corporate citizen by supporting the work of Global Australians and fostering global goodwill

Sponsorship Opportunities in a Nutshell

SECURE YOUR PLACE AT THE GALA DINNER

Host of table of 10 at the Awards Gala Dinner

All table purchases include:

- **10 tickets** to attend the online celebration
- One ticket to be extended to a **Next Generation Leader**, on your behalf, to attend the Awards Gala Dinner



**GOLD
SPONSOR**
\$10,000+GST

OWN AN INDUSTRY CATEGORY

Only 8 available

Exclusivity on an industry category includes all Gold Sponsor benefits and:

- Participate in the **selection process** for your sponsored category
- **Host an event** – before or after the awards – with the finalists and winner from your sponsored category
- Present your sponsored category award and deliver a **2 minute speech** at the Gala Dinner
- Receive a **compilation video** with your branding post-event for use on your corporate website
- Brand promotion via **content pieces** in the BornGlobal newsletter, company description, and tailored social media posts
- One seat at an **Advance VIP table**, and 2 tickets for **Next Generation Leaders** to attend the Awards Gala Dinner



**PLATINUM
SPONSOR**
\$30,000+GST

HOLD CENTRE STAGE

Only 4 available

Exclusivity on a 'Pinnacle' award category includes all Platinum Sponsor benefits and:

- Feature in an **interview** with the winner of the Pinnacle award being sponsored
- Present your sponsored Pinnacle award and deliver a **3 minute speech** at the Gala Dinner
- Share a pre-recorded 2 minute **promotion piece** during the virtual broadcast
- **Priority seating** at the gala dinner and four tickets for **Next Generation Leaders** to attend the Awards Gala Dinner



**DIAMOND
SPONSOR**
\$45,000+GST

All sponsors receive brand recognition on their Gala dinner table, the Advance Awards website and supporter channels before, during and after the online and onsite Awards events, and an Advance Awards social media pack to assist you with your Advance Awards sponsorship social media campaign

What do our Advance winners and finalists say?



"Thank you both for honouring me with the Advance 2020 Global Icon Award. It was so thrilling to see not only the many brilliant Australian women winning awards on Thursday night, but to see the many equally brilliant women presenting them, each an expert in her respective field, each an inspiration to women and girls around the world." **Sophie Blackall, Author & Illustrator, Winner - Australian Global Icon, 2020 Advance Awards**



"Thanks so much for doing such a great job of profiling the finalists. My nomination generated a lot of excitement on LinkedIn / Twitter etc and I really appreciate that. I was delighted to be nominated. I hope the awards have also been a success for Advance." **Andrew Hudson, CEO, Crisis Action, Finalist - Social Impact, 2020 Advance Awards**



"Thank you so much for everything. My head is still spinning from the trip and I can quite believe everything that has gone on since I landed in Sydney. I'm so proud of this award, and as I mentioned on the night, it is just so wonderful that Advance is doing this work and helping Australians abroad to feel seen wherever they may be... The other awardees are absolutely incredible and I'm so happy I got to meet them all and look forward to some great new collaborators! Thank you again for everything and I look forward to remaining in touch." **Dr David Putrino, Overall Advance Awards Winner, 2019 Advance Awards**



"I was watching with my daughter and she was thrilled to hear my name read out during the proceedings! My sincere thanks to the Advance team and judging panel for an opportunity to experience being an Advance Awards finalist. It came as a complete surprise and I am proud to be included." **Paul Chapman, CEO, Moneytree, Finalist - Financial Services, 2020 Advance Awards**



"Thank you for including me as the finalist in the 2020 Advance Award. It was a great night enjoyed by all my guests and family. I am deeply honoured and humbled to be part of it. All the winners truly deserved to be honoured by our nation." **Thomas Ko, BioLingus, Finalist - Asia Impact, 2020 Advance Awards**



"What a brilliant event! Thank you very much for letting me be a part of the Advance awards this year, it was a great honour even to be considered alongside so many accomplished Aussies...the whole ceremony was fascinating, inspiring and motivating. So, thank you again, and I look forward to more Advance events in the future!" **Samuel Wills, Finalist - Emerging Leader, 2020 Advance Awards**

What do our Advance Awards partners say?

"Congratulations to the winners of the 2020 Advance Awards. The awards recognise the work of remarkable global Australians making an extraordinary impact on the global stage in industry sectors important to Australia. As a major supporter of Advance.org, we're proud to celebrate Australians who exhibit remarkable talent, exceptional vision and ambition." **NAB Corporate & Institutional, Advance Awards Sponsor & Partner**

"This event does something Australians don't always do well and celebrates the outstanding achievements of some of our bravest, smartest and most determined people. The awards recognise the positive impacts Australians are having on the world, through foresight, belief, hard work and the drive to make a difference... We heard many impressive stories of global Australian achievement and endeavour and these stories make great case studies for organisations such as Banks, to be more adaptive to the needs of communities. A truly thought provoking and fantastic night!"

Drew Bradford, Financial Markets, NAB – Advance Awards Sponsor & Partner

"Thank you very much for a splendid evening at the Awards. It was a pleasure for us to see so many dedicated young Australians representing Australia so well overseas. Thank you to Advance for making the connection of these wonderful, talented people to Australian business leaders. We look forward to providing our continued support to Advance. Your friends at KPMG."

Carmen Bekker, KPMG

"Thank you for making the Advanced Awards possible. It is one of the most inspiring events that I have been to this year."

Stella Xu, Associate, Main Sequence Ventures

"The award winners were truly inspiring and it was wonderful to recognise their outstanding achievements. It was great to see the support from the Prime Minister, Arthur Sinodinos and other respected global industry leaders. I was delighted that KPMG were able to support the Asia Impact Award and Doug was able to announce the very deserving winner Dr Rosa Chui."

Martin Blake, Partner, KPMG, Advance Awards Sponsor & Partner

"Thank you. What a fantastic night. I thought it was going to be hard to top last year and you did it! Our clients and our team found the evening inspirational... We are already looking forward to next year and finding ways of collaborating further with you."

Kerri Burgess, Spencer Stuart

"Thank you for a wonderful event last night. It is truly inspirational to hear about the amazing work Australians are undertaking all around the globe, and the significant and lasting impact many of them have had."

Annie Halmarick, Associate Director – FMG, Macquarie Group Limited

"Being able to represent The University of Sydney Business School at the 2019 Advance Awards Gala Dinner was an eye-opening experience because I was able to witness the talent Australia has to offer on both domestic and global platforms. Throughout last night, I was surrounded by ambitious Australians and colleagues who thrive above and beyond... At the end of the night, it was clear to me that the commonalities in all the speakers was that raw passion, patience and persistence are key ingredients for success and positive social change...It was night to remember! #AdvanceAwards19."

Harry Ly, Internal Affairs Director at TYCL, Youth Ambassador, Administrative Assistant at University of Sydney Business School

What does our Advance Community say?

"It's important for us to make the best use of our diaspora because our diaspora is in such influential and innovative positions across the world in all sorts of sectors and industries. So, from my perspective, Advance is very important as part of our efforts of tapping into global talent, encouraging expatriates to think about coming home and bringing their expertise and technical know-how with them."

The Hon. Arthur Sinodinos AO, Australian Ambassador to the United States

"Congratulations to all!!! What an incredible event!"

Odaria Finemore, Ambassador - United States, Advance.org

"Another great night of inspiring Australians – this event is outstanding. I thought it was one of the best nights I have attended."

David Thodey, Chairman, CSIRO

"Those awards were pretty amazing. So many insights and inspirations."

Mark Rigotti, Most Recent Global CEO, Herbert Smith Freehills

"What an impressive bunch of finalists – my goodness - it's easy to be left feeling a bit inadequate! It was a great affirmation of the amazing – and unconstrained – talent that grows here."

Wayde Bull, Founder and Strategy Director, Principals

"Wonderful to feel connected with extraordinary Australians worldwide while sitting in the beautiful M on the Bund in Shanghai enjoying the broadcast of the Advance.org Advance Awards 2020!"

Kate Banasik, Operations Manager, Australian Pathway Education Group

"So much extraordinary Australian born and educated talent creating massive change and leaving big footprints. We would likely not see or be aware of most of these individuals who have left our shores, if it was not for the efforts of Advance."

Christine McLoughlin, Non-Executive Director, Suncorp

"A very inspiring evening and would make anyone proud to be an Australian."

Margaret Wilcox, Author

"Our greatest exports are not of course iron ore important though that is, or tourism important though that is, wheat, coal and all the other things that we export... our greatest exports are our people. There are a million of you dotted around the world, saving lives, inventing things, being at the forefront of information technology."

The Hon. John Howard OM AC

"We were thrilled to be involved this year and to see so many Monash Alumni recognised and shortlisted, and to see Bart take out the sustainability award. So many deserving winners, it really was inspiring to watch."

Caroline Scully, Senior Manager Alumni Engagement, Monash University

"What incredible contributions Australians are making to the world! I can think of many with whom I would like to share it - including our 13 year-old granddaughter. Congratulations on being a part of the effort to identify and recognise exceptional Australian talent on the global stage!"

Lynn Mathews, Board Member, SWIFT

"Makes you proud to be Australian - watching these amazingly talented Aussies 'changing the world' and being showcased for the 2020 Advance Awards. Congratulations Advance.org. Brilliant showcase of outstanding Global Australians."

Glen Barry, Chief Brand Officer, Venture Crowd

"The organisation... is doing amazing work, to foster the ambitions of Australians and connect them to a valuable support network. The stories of perseverance, talent and triumph were so inspiring."

Louise Watson, Director, CQS

"The Advance Innovation Awards were absolutely wonderful last night. Hearing from all the remarkable awardees is an uplifting experience."

Sally Paridis, Founder and CEO, CoClear Inc

"Congratulations... The Award Winners were inspiring and I think Advance plays a very significant role in highlighting their achievements and talent as well as encouraging other Australians to get out there on the world stage and make a difference."

Kim McKay AO, Managing Director, Momentum Pty Ltd

Sponsorship options in detail

Gold Sponsor - Benefits

SECURE A TABLE AT THE 2021 GALA DINNER... AND MUCH MORE

Overall Branding

- Logo on event flyer and marketing materials - invite, confirmation, reminders, post event survey etc, with recognition as Gold sponsor
- Recognition as a Gold sponsor via Advance's supporter channels, ie distribution to approx. 300,000
- Logo on Advance website - awards pages
- Logo to be displayed at satellite events in locations such as London, New York, Hong Kong, Singapore and Shanghai.
- An Advance Awards social media pack - provided by the Advance team - to assist you with your Advance Awards sponsorship social media campaign

Online Celebration

- 10 tickets for guests and staff to attend the online celebration
- Logo to be displayed in the online event credits, with recognition and thanks for support of the Advance Awards
- Logo on post event survey, with thanks from Advance for supporting the event

At the Gala Dinner

- One branded table of 10 at the 2021 Advance Awards Gala Dinner
- Four tickets to be extended to Next Generation Leaders, on your behalf, for them to attend the 2021 Advance Awards Gala Dinner, identified through the New Columbo Plan scholarship team, charity and mentoring partners
- Logo to be included on table centrepiece (of your table)
- Logo to be shown on screen at the live event
- Logo to be included in the Advance Awards program (hard copy and online versions)
- Quarter page advertisement in the 2021 Advance Awards program (hard copy and online versions). NB: Art deadlines apply. Artwork to be provided by sponsor, to specs required by Advance.

Investment - \$10,000+GST



Platinum Sponsor - Benefits

**OWN AN INDUSTRY
CATEGORY**

Overall Branding

- Exclusivity on sponsorship of award category
- Opportunity to be involved in the Advance Awards selection process, as an 'expert advisor' to the judging panel for the Pinnacle category being sponsored
- Opportunity to host an event (before or after the awards) involving the winner / finalists of category being sponsored
- Compilation video with your branding to be provided after the event for use on your corporate website
- Sponsor to be given their own page on the Advance Awards website, where they can post written and video content, thought leadership materials, make offers etc.
- Logo on event flyer and marketing materials - invite, confirmation, reminders, post event survey etc, with recognition as category sponsor
- Recognition as Platinum Sponsor via Advance's supporter channels, ie distribution to approx. 300,000
- Logo on Advance website - awards pages
- 200 word company description & linked URL in awards section of Advance website
- Logo to be displayed, and individually mentioned at satellite events in locations such as London, New York, Hong Kong, Singapore and Shanghai.
- Tagged on all Advance.org social channels
- Two content pieces to be included in Born Global eDM / newsletter, distribution to approx. 300,000
- Three social media pushes via Advance's social media channels
- Opportunity to include one content piece in the post Advance Awards digital show bag
- Inclusion of question in post-event survey. Sponsor provided with data collected
- An Advance Awards social media pack - provided by the Advance team - to assist you with your Advance Awards sponsorship social media campaign
- Attendance listings (organisation, registered attendee name & job title. NB: email addresses and phone not provided due to privacy reasons)

Investment - \$30,000+GST

Platinum Sponsor - Benefits cont'd

At the Gala Dinner

- Opportunity to present award and make a 2 min speech
- One branded table of 10 at the 2021 Advance Awards Gala Dinner
- One additional seat at an Advance VIP table
- Two tickets to be extended to Next Generation Leaders, on your behalf, for them to attend the 2021 Advance Awards Gala Dinner, identified through the New Columbo Plan scholarship team, charity and mentoring partners
- Priority table seating at the 2021 Advance Awards Gala Dinner
- Logo to be included on table centrepiece (of your table)
- Logo to be included on Advance Awards menu
- Logo to be shown on screen at the live event and during breaks
- Recognition by event MC - at start and close of event
- Opportunity to play an advertisement at the commencement & conclusion of the event (on first in basis)
- Opportunity to provide a gift for each attendee at the Advance Awards Gala Dinner
- Opportunity to be involved in a pre or post awards gathering with judges, board, past GameChangers, finalists and winners
- Logo to be included in the Advance Awards program (hard copy and online versions)
- Half page advertisement in the 2021 Advance Awards program (hard copy and online versions). NB: Art deadlines apply. Artwork to be provided by sponsor, to specs required by Advance.

Platinum Sponsor - Benefits cont'd

Online Celebration

- Opportunity to announce award
- 10 tickets for guests and staff to attend the online celebration
- Opportunity to include one content piece in the post Advance Awards digital show bag
- Inclusion of question in post-event survey. Sponsor provided with data collected
- Logo on post event survey, with thanks from Advance for supporting the event
- Logo to be displayed, and individually mentioned at satellite events in locations such as London, New York, Hong Kong, Singapore and Shanghai
- Logo on event transcription and supporting materials, which will be posted on the Advance website
- QR code, linked to sponsor's website to be displayed in online version of event



Diamond Sponsor - Benefits

HOLD CENTRE STAGE

Overall Branding

- Exclusivity on sponsorship of Pinnacle award category
- Opportunity to be involved in the Advance Awards selection process, as an 'expert advisor' to the judging panel for the Pinnacle category being sponsored
- Opportunity to host an event (before or after the awards) involving the winner / finalists of category being sponsored
- Opportunity to feature in an interview with the winner of the Pinnacle category being sponsored
- Sponsor to be given their own page on the Advance Awards website, where they can post written and video content, thought leadership materials, make offers etc.
- Logo on event flyer and marketing materials - invite, confirmation, reminders, post event survey etc, with recognition as category sponsor
- Recognition as Diamond Sponsor via Advance's supporter channels, ie distribution to approx. 300,000
- Logo on Advance website - awards pages
- 300 word company description & linked URL in awards section of Advance website
- Logo to be displayed, and individually mentioned at satellite events in locations such as London, New York, Hong Kong, Singapore and Shanghai.
- Tagged on all Advance.org social channels
- Three content pieces to be included in Born Global eDM / newsletter, distribution to approx. 300,000
- Five social media pushes via Advance's social media channels
- Opportunity to include one content piece in the post Advance Awards digital show bag
- Inclusion of question in post-event survey. Sponsor provided with data collected
- An Advance Awards social media pack - provided by the Advance team - to assist you with your Advance Awards sponsorship social media campaign
- Attendance listings (organisation, registered attendee name & job title. NB: email addresses and phone not provided due to privacy reasons)

Investment - \$45,000+GST

Diamond Sponsor - Benefits cont'd

At the Gala Dinner

- Opportunity to present Pinnacle award and make a 3 min speech
- One branded table of 10 at the 2021 Advance Awards Gala Dinner
- Two additional seats at an Advance VIP table
- Four tickets to be extended to Next Generation Leaders, on your behalf, for them to attend the 2021 Advance Awards Gala Dinner, identified through the New Columbo Plan scholarship team, charity and mentoring partners
- Priority table seating at the 2021 Advance Awards Gala Dinner
- Logo to be included on table centrepiece (of your table)
- Logo to be included on Advance Awards menu
- Logo to be shown on screen at the live event and during breaks
- Recognition by event MC - at start and close of event
- Opportunity to play an advertisement at the commencement & conclusion of the event (on first in basis)
- Opportunity to provide a gift for each attendee at the Advance Awards Gala Dinner
- Opportunity to be involved in a pre or post awards gathering with judges, board, past GameChangers, finalists and winners
- Logo to be included in the Advance Awards program (hard copy and online versions)
- Full page advertisement in the 2021 Advance Awards program (hard copy and online versions). NB: Art deadlines apply. Artwork to be provided by sponsor, to specs required by Advance.

Diamond Sponsor - Benefits cont'd

Online Celebration

- Opportunity to announce award and share a pre-recorded 3 min promotion
- 10 tickets for guests and staff to attend the online celebration
- Opportunity to include one content piece in the post Advance Awards digital show bag
- Inclusion of question in post-event survey. Sponsor provided with data collected
- Logo on post event survey, with thanks from Advance for supporting the event
- Logo to be displayed, and individually mentioned at satellite events in locations such as London, New York, Hong Kong, Singapore and Shanghai
- Logo on event transcription and supporting materials, which will be posted on the Advance website
- QR code, linked to sponsor's website to be displayed in online version of event



Bespoke Packages

If you have specific goals and a vision for your involvement in the Advance Awards program and would like to discuss a bespoke sponsorship package, please let us know.

We can work with you to create a package that suits your organisation's goals while also aligning with the core values of the Advance Awards program.



Terms & Conditions

- All prices are quoted in Australian Dollars and exclusive of GST
- Given current pandemic concerns and uncertainty, should it be necessary for event details to change, sponsors will be advised of any changes, with all benefits to be delivered in line with any new event arrangements.
- Sponsors are responsible for the development and supply of an advertising and / or thought leadership material.
- Advance, at its sole discretion, may choose to upgrade some components of a sponsor's package benefits.



Talk with Us Today

Together we can celebrate the achievements of our remarkable Australian leaders on the global stage, and inspire our next generation of leaders.

We'd love to have your support for the 2021 Advance Awards!

To find out more about how you can become part of the Advance Awards community, please contact:

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