



## Sponsorship Prospectus



# Invitation



**It is with great pleasure that I invite you to be a sponsor of the 2018 Human Rights Awards.**

The awards recognise the extraordinary contribution made to Australian society by a variety of individuals and organisations committed to protecting and promoting human rights.

I hosted the Awards for the first time last year and was inspired by the dedication and achievements of our many remarkable nominees.

Some are at the start of their human rights journey, others have a lifetime of advocacy behind them, but all are motivated by a common goal, to make Australia a better place for all.

The Human Rights Awards will be presented at a lunch held on Friday 14 December in the superb grand ballroom of the Westin Hotel Sydney.

We will bring together over 500 guests from across the government, business and community sectors to celebrate human rights and mark the 70th anniversary of the Universal Declaration of Human Rights.

We look forward to your support and to celebrating our human rights achievements with you at this great event.

A handwritten signature in black ink that reads "Rosalind Croucher". The signature is written in a cursive, flowing style.

**Emeritus Professor Rosalind Croucher AM  
President  
Australian Human Rights Commission**

# About the Commission

The Australian Human Rights Commission is Australia's national human rights institution, established in 1986 by legislation of the federal Parliament. Our operations are determined independently of the government through our President and Commissioners.

Our purpose is to provide independent and impartial services to promote and protect human rights and fundamental freedoms, and address discrimination and breaches of human rights.

Much of our work is also at the policy level – encouraging government, industry and community groups alike to see fundamental rights and freedoms realised. It involves building the case for change on issues ranging from age discrimination in employment to constitutional recognition of Aboriginal and Torres Strait Islander peoples.

We also provide human rights analysis to the courts and parliamentary inquiries, conduct research and contribute to partnerships.

# About the Human Rights Awards

The Australian Human Rights Awards are the pinnacle of human rights recognition in Australia. They acknowledge the efforts of a range of individuals and organisations who have made an outstanding contribution to promoting and protecting human rights in Australia.

Each year we receive more than **300** nominations from across the country, and the Awards ceremony is attended by over **500** people from government, business and community sectors.

The Awards is held in the world class Westin Hotel Sydney, located in the heart of the city at No.1 Martin Place.

## 2018 categories

- Human Rights Medal
- Young People's Human Rights Medal
- Law Award
- Business Award
- Community Organisation Award
- Tony Fitzgerald Memorial Community Individual Award
- Media Award
- Racism. It Stops With Me Award
- Government Award



Winner of the Young Person's Human Rights Medal Georgie Stone, with her mother and National Children's Commissioner Megan Mitchell.



“ It’s a wonderful event that recognises and acknowledges the commendable work of people and organisations supporting human rights. ”



Awards finalists, sponsors and Commissioners at the morning tea event held on the morning of the Awards ceremony.

# Why sponsor?

**Community recognition** of your support for an Australian society where human rights are widely respected by everyone, everywhere, everyday.

**Increase your brand exposure** to audiences including industry and employment peak bodies, politicians, government agencies, legal organisations, business groups, community groups and NGOs.

**Visibility and access** to key government decision-makers, industry-leaders, leaders in the legal profession, community leaders and the media.

**Increase your association** with the Awards regionally and nationally through television, radio, press and social media.

**Networking opportunities** with key business, community and opinion leaders at the Awards ceremony.

**Be inspired** by the remarkable finalists at the 'Meet the Sponsors' morning tea. The morning tea will be hosted by the President and Commissioners on the morning of the Awards ceremony.

## Your valuable support

The Awards relies on the contributions of our generous sponsors for its ongoing success. Sponsorship provides your organisation with a unique opportunity to gain public recognition for those who promote and protect human rights in Australia.



# Medals and awards

## Human Rights Medal

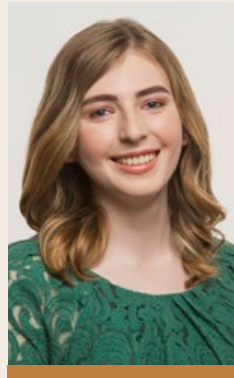
The Human Rights Medal is awarded to an individual who has made an outstanding contribution to the advancement of human rights in Australia. The Medal has a rich history of prestigious winners.



The winner of the 2017 Human Rights Medal was **Johnathan Thurston**. Johnathan is a role model to thousands of young Australians and a mentor to Indigenous students. The medal honours his commitment to improving the educational opportunities available to young Aboriginal and Torres Strait Islander people.

## Young People's Human Rights Medal

The Young People's Human Rights Medal is awarded to an individual, under the age of 25 years, who has made an outstanding contribution to advancing human rights in Australia.



The winner of the 2017 Young People's Human Rights Medal was **Georgie Stone**, a transgender advocate who, at the age of 10, became the youngest person to receive hormone blockers in Australia. She campaigned to allow transgender children and their families access to treatment without Family Court approval.

Previous Human Rights Medal winners include:

**Pat Anderson AO**  
**Peter Greste**  
**Dorothy Hoddinott AO**  
**Sister Clare Condon**  
**Ian Thorpe**  
**Ron Merkel QC**  
**Thérèse Rein**  
**Stephen Keim SC**  
**Lez Malezer**  
**Jeremy Jones AM**  
**Phillip Adams AO**  
**Deborah Kilroy**  
**Marion Le**  
**Rt Hon. Malcolm Fraser AC CH**  
**Helen Bayes**  
**Vivi Germanos Koutsounadis**  
**Eddie Mabo**  
**Hon. Justice Michael Kirby AC CMG**  
**Associate Professor Fred Hollows AC**

Previous winners include:

**Arash Bordbar**  
**Yen Eriksen**  
**Mariah Kennedy**  
**Krista McMeeken**  
**Tshibanda Gracia Ngoy**  
**Jack Manning Bancroft**  
**Vinay Menon**  
**Alan Huynh**

“ It is a brilliant and inspiring event and shows the amazing human rights work being undertaken in our community. Makes one feel proud to be Australian and part of this community. ”

## Law Award

Awarded to an individual or an organisation with a proven track record in promoting and advancing human rights in Australia through the practice of law.



The 2017 Law Award went to **David Woodroffe**. David has made a significant contribution to the promotion of human rights for Aboriginal people in the Northern Territory. He is the Principal Legal Officer for the North Australian Aboriginal Justice Agency and has worked with the Royal Commission into the Protection and Detention of Children in the Northern Territory to ensure that Aboriginal people have the opportunity to participate fully in the Commission.

## Community Organisation Award

Awarded to a non-government / community-based organisation with a proven track record in promoting and advancing human rights in the Australian community.



The 2017 Community Organisation Award was presented to **Blind Citizens Australia**, the peak advocacy body for Australians who are blind or vision impaired. It has played a key role in bringing about significant changes including tactile ground surface indicators and inclusion of blind-specific standards in education.

## Business Award

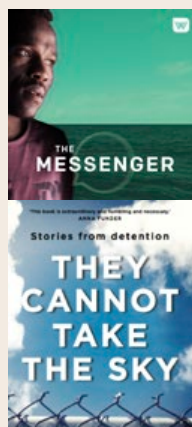
Awarded to a business with a proven track record in promoting and advancing human rights in the Australian community.



The 2017 winner was **Allianz**. Through a partnership with Settlement Services International, Allianz established an innovative Sustainable Employment Program aimed at building a diverse and inclusive workforce, creating employment opportunities and support for refugees and migrants.

## Media Award

The Media Award is for a print or online article, television or radio program or documentary (either a single program, a series or a compilation of highlights) broadcast in Australia.



The 2017 Media Award went to **Behind the Wire** for *The Messenger* podcast and *They Cannot Take the Sky*, which shares stories of people who have been held in immigration detention or subject to third country processing in Nauru and Manus Island.

## Tony Fitzgerald Memorial Community Individual Award

Awarded to an individual with a proven track record in promoting and advancing human rights in the Australian community.



The 2017 Tony Fitzgerald Community Award was awarded to **Barbara Spriggs** for exposing a decade-long culture of cover-up of the abuse and maltreatment of aged care residents at the Oakden Older Person's Mental Health Services facility.

## Racism. It Stops with Me Award

The 'Racism. It Stops With Me' Award recognises the contribution of an organisation to reducing and preventing racism in Australia. Organisations can include community groups or businesses and they can be recognised for a range of anti-racism work including education and prevention.



The 2017 Racism. It Stops With Me award was won by **Cohealth Arts Generator Sisters and Brothers Program National Ethnic and Multicultural Broadcasters Council**. This school leadership and vocational program tackles racism by building empathy through discussions about diversity and racial discrimination.

## Major Sponsor & Human Rights Medal Sponsor

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\$20,000 (GST exclusive)

The major sponsor will receive exclusive rights to top billing as the Major Sponsor on promotional material relating to the Awards.

### **Top billing as the Major Sponsor of the Awards**

- Sponsor banner on stage during the Awards ceremony
- Recognition on the front cover of the Awards program
- One full page advertisement inside the program to promote a joint project (where applicable)
- Prominent positioning of Sponsor logo on the screens at the Awards ceremony

### **Awards ceremony and morning tea participation**

- Five (5) complimentary tickets to the Awards ceremony
- Sponsor representative to give two minute speech (optional) before the Human Rights Medal winner is announced
- Sponsor representative to hand the trophy to the Human Rights Medal winner on stage
- Two (2) sponsor representatives to attend the Meet the Sponsors morning tea, hosted by the Commission President on the morning of the Awards

### **Media, advertising and promotional opportunities**

- Logo placement as Major Sponsor on printed promotional materials
- Logo placement as Major Sponsor on the homepage and sponsor pages of the Awards website
- 200-word description of the organisation on the Awards website
- Where possible, sponsor will be acknowledged on media releases promoting the Awards
- Logo placement on news stories about the Awards published on the Commission website
- Logo placement on Awards e-marketing communications, distributed to over 48,000 subscribers
- Logo placement on social media marketing and promotional content, promoted to a combined 248,000 followers

The Major Sponsor may use the wording “Major Sponsor of the 2018 Human Rights Awards” or “Sponsor of the 2018 Human Rights Medal” and the 2018 Human Rights logo in its corporate promotional material until 30 March 2019.



# Young People's Human Rights Medal Sponsor

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\$11,500 (GST exclusive)

The Young People's Human Rights Medal sponsor may use the wording "Sponsor of the 2018 Young People's Human Rights Medal" and the 2018 Human Rights logo in its corporate promotional material until 30 March 2019.

## **Awards ceremony and morning tea involvement**

- Four (4) complimentary tickets to the awards ceremony
- Sponsor representative to hand the trophy to the Young People's Human Rights Medal winner on stage
- Two (2) sponsor representatives to attend the Meet the Sponsors morning tea, hosted by the Commission President on the morning of the awards
- Sponsor banner can be placed in the foyer at the awards ceremony
- Sponsor logo placement in the printed awards ceremony program
- Sponsor logo to be displayed on the screens at the awards ceremony

## **Media, advertising and promotional opportunities**

- Sponsor logo placement on the awards website homepage and sponsor page
- 150-word description of the organisation on the awards website
- Where possible, sponsor logo placement on publicity collateral and printed promotional material
- Where possible, sponsor will be acknowledged on media releases promoting the awards
- Sponsor logo placement on news stories about the awards published on the Commission website
- Sponsor logo placement on awards e-marketing communications, distributed to over 48,000 subscribers
- Sponsor logo placement on social media marketing and promotional content, promoted to a combined 248,000 followers

## Law Award Sponsor

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\$11,500 (GST exclusive)

The Law Award sponsor may use the wording “Sponsor of the 2018 Law Award” and the 2018 Human Rights logo in its corporate promotional material until 30 March 2019.

### **Awards ceremony and morning tea**

- Four (4) complimentary tickets to the awards ceremony
- Sponsor representative may be present on stage to congratulate the winner of the Law Award
- Two (2) sponsor representatives to attend the Meet the Sponsors morning tea, hosted by the Commission President on the morning of the awards
- Sponsor banner can be placed in the foyer at the awards ceremony
- Sponsor logo placement in the printed awards ceremony program
- Sponsor logo to be displayed on the screens at the awards ceremony

### **Media, advertising and promotional opportunities**

- Sponsor logo placement on the awards website homepage and sponsor page
- 150-word description of the organisation on the awards website
- Where possible, sponsor logo placement on publicity collateral and printed promotional material
- Where possible, sponsor will be acknowledged on media releases promoting the awards
- Sponsor logo placement on news stories about the awards published on the Commission website
- Sponsor logo placement on awards e-marketing communications, distributed to over 48,000 subscribers
- Sponsor logo placement on social media marketing and promotional content, promoted to a combined 248,000 followers

# Award Sponsor

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\$6,500 (GST exclusive)

## **There are six Award Sponsorship packages available for each specific Award category:**

- Business Award
- Government Award
- Racism. It Stops With Me Award
- Community Organisation Award
- Tony Fitzgerald Memorial Community Individual Award
- Media Award

The sponsor may use the wording "Sponsor of the 2018 (category) Award" and the 2018 Human Rights logo in its corporate promotional material until 30 March 2019.

## **Awards ceremony and morning tea**

- Two (2) complimentary tickets to the awards ceremony
- Two (2) sponsor representative to attend the Meet the Sponsors morning tea, hosted by the Commission President on the morning of the awards
- Sponsor logo placement in the printed awards ceremony program
- Sponsor logo to be displayed on the screens at the awards ceremony

## **Media, advertising and promotional opportunities**

- Sponsor logo placement on the awards website homepage and sponsor page
- 50-word description of the organisation on the awards website
- Where possible, sponsor logo placement on publicity collateral and printed promotional material
- Where possible, sponsor will be acknowledged on media releases promoting the awards
- Sponsor logo placement on news stories about the awards published on the Commission website
- Sponsor logo placement on awards e-marketing communications, distributed to over 48,000 subscribers
- Sponsor logo placement on social media marketing and promotional content, promoted to a combined 248,000 followers

# Sponsorship form

Name:					
Position:					
Organisation:					
Address:					
Suburb:		State:		Postcode:	
Telephone:		Mobile:			
Email:					

## Sponsorship category

Human Rights Medal	\$20,000 (ex gst)
Young People's Human Rights Medal	\$11,500 (ex gst)
Law Award	\$11,500 (ex gst)
Business Award	\$6,500 (ex gst)
Tony Fitzgerald Memorial Community Individual Award	\$6,500 (ex gst)
Community Organisation Award	\$6,500 (ex gst)
Media Award	\$6,500 (ex gst)
Racism. It Stops With Me Award	\$6,500 (ex gst)
Government Award	\$6,500 (ex gst)

## General terms and conditions

This form constitutes an expression of interest to sponsor the Human Rights Awards. The Human Rights Awards team will contact you to discuss the availability, benefits and terms and conditions of your preferred sponsorship package.

Terms and conditions of sponsorship will be contained in the sponsorship agreement. After signing the agreement, you will be issued with a tax invoice to be paid within 30 days of receipt. Cancellation will be subject to the terms and conditions of the sponsorship agreement.

Signature:		Date:	
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**Australian  
Human Rights  
Commission**

Please complete and return this form to:  
**hrwards@humanrights.gov.au**

For any queries in relation to sponsorship please contact  
**Adrian Flood on 02 9284 9779.**