



Human Rights Awards 2017

celebrating human rights achievements

Sponsorship Prospectus



Invitation

The Australian Human Rights Commission would like to invite you to sponsor the 2017 Human Rights Awards.

The Australian Human Rights Awards are the pinnacle of human rights recognition in Australia. They acknowledge the extraordinary contributions made to our society by those committed to human rights, social justice and equality.

The Human Rights Awards are in their 30th year, and are going from strength to strength. The event has grown in size and popularity over time, with all-time record ticket sales in 2016. The Awards attract significant media interest and are well attended by business, government and the community sector.

There are eight sponsorship opportunities available: The Human Rights Medal, Young People's Human Rights Medal, Business Award, Law Award, Tony Fitzgerald Memorial Community Individual Award, Community Organisation Award, Media Award and Racism. It Stops With Me Award.

In 2016, the prestigious Human Rights Medal was awarded to Pat Anderson. Chair of the Lowitja Institute and co-chair of the Prime Minister's Referendum Council, Ms Anderson has worked tirelessly to advance the rights and welfare of Aboriginal and Torres Strait Islander peoples.

This year the Commission will bring together 550+ guests to celebrate our achievements in promoting and protecting human rights and freedoms. The ceremony will be held in Sydney on Friday 8 December to commemorate International Human Rights Day on 10 December.

We look forward to celebrating the Human Rights Awards with you.

Human Rights Awards Team
Australian Human Rights Commission

Why sponsor?

Community recognition and awareness of your support for an Australia where human rights are respected by everyone.

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 opportunity with key business, community and opinion leaders.

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.

Our Vision:

Human rights: everyone, everywhere, everyday

Our Mission:

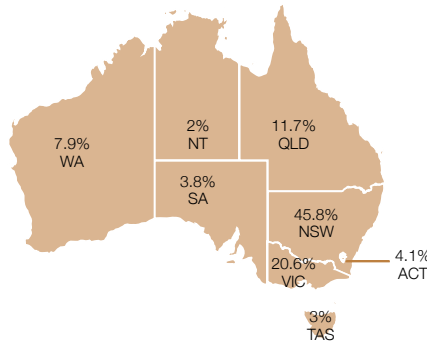
To lead the promotion and protection of human rights and freedoms in Australia by:

- Making human rights part of everyday life and language
- Empowering all people to understand and exercise their rights and responsibilities
- Providing an efficient and effective national investigation and dispute resolution service
- Holding government accountable to international human rights obligations and domestic legal standards
- Fostering collaborations that inspire action on human rights.





About the Human Rights Awards



290
awards
nominations

Connecting with millions of Australians

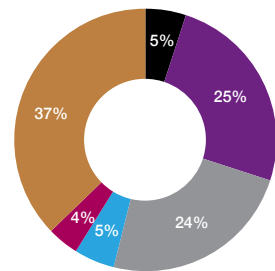
- top 2016 post reached over 77,773 unique viewers
- #HRA2016 over 1,500 tweets, reach 1.2+ million accounts
- www.hrawards.humanrights.gov.au 33,285 page views
- Email campaigns 48,000+ subscribers



All-time record attendance in 2016

550+ attendees

- Website
- eNewsletter
- Facebook
- Twitter
- Word of mouth
- Other



“ 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. ”



Pat Anderson, 2016 Human Rights Medal recipient



2016 Awards ceremony MC, Magda Szubanski



Archie Roach performing "Took the Children Away"

Previous sponsors



Medals and awards

The 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 2016 Human Rights Medal was **Pat Anderson AO**. Pat Anderson is an Alyawarre woman and advocate for the rights of Aboriginal and Torres Strait Islander peoples, particularly in regards to education, health, early childhood development, and violence against women and children.

The 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 2016 Young People's Human Rights Medal was **Arash Bordbar**, an exceptional advocate for refugee and asylum seeker issues. Since arriving in Australia as a refugee, Arash Bordbar has volunteered for a number of local and international organisations on asylum seeker issues.

Previous Human Rights Medal winners include:

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:

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



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 2016 Law Award went to **Anna Cody**. As Director of Kingsford Legal Centre, Anna Cody has provided high quality casework to thousands of disadvantaged people, as well as advocating for law reform to address systemic human rights breaches.

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 2016 Community Organisation Award was presented to **Bus Stop Films**. For approximately eight years, Bus Stop Films has provided film studies and filmmaking opportunities for people with disabilities, as well as advocating for inclusion in the film industry.

Business Award

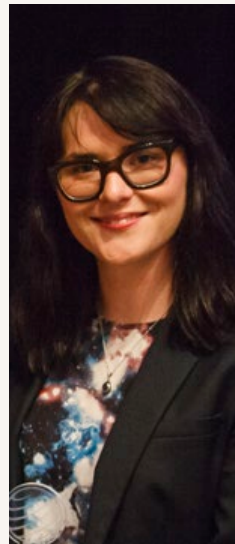
Awarded to a business with a proven track record in promoting and advancing human rights in the Australian community.



In 2016, the joint winners were Etiko and Lendlease, Westpac and Australian Network on Disability. Etiko is a small business that has focused on supply chains by developing an accredited and scalable ethical supply chain model. Also winning a Business Award was the Lendlease, Westpac and Australian Network on Disability collaboration that led to the Design for Dignity guidelines. The guidelines incorporate accessibility at the design phase and were implemented at Barangaroo Tower Two.

Media Award

The Media Award is for a print or online article, television or radio program or documentary broadcast in Australia.



The 2016 Media Award went to **Caro Meldrum-Hana, Mary Fallon and Elise Worthington** for *Australia's Shame* which was broadcast on ABC's Four Corners. *Australia's Shame* exposed the mistreatment of young people in the Northern Territory detention system.

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 2016 Tony Fitzgerald Community Award was awarded to **Jane Rosengrave**, a proud Yorta Yorta woman with an intellectual disability and a passionate advocate for people with disability.

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 2016 Racism. It Stops With Me award was won by **National Ethnic and Multicultural Broadcasters Council**, the peak organisation of ethnic community broadcasters in Australia.

Sponsorship opportunities

MAJOR SPONSOR & HUMAN RIGHTS MEDAL SPONSOR

Community recognition

Sponsorship of the Human Rights Awards will provide your organisation with public recognition of your support for an Australian society where human rights are widely respected by everyone, everywhere, everyday.

Participation in the Awards ceremony

The opportunity for a representative of your organisation to give a 2 minute speech prior to the announcement of the Human Rights Medal winner, and present the Human Rights Medal to the winner on stage.

Meet the Sponsors morning tea

To enhance networking opportunities for our sponsors, this year we will provide a sponsor morning tea with Commissioners and finalists. The morning tea will be held on the morning of the Awards ceremony.

Branding on Awards promotional material

Your organisation's logo will feature on the following promotional material prior to and at the awards ceremony:

- As the Major Sponsor on the Human Rights Awards website home page and sponsor page
- Human Rights Awards e-marketing communications, sent to over 48,000 subscribers
- Social media marketing and promotional content
- Awards media releases
- Publicity collateral for the Human Rights Awards
- Your organisation's banner can be placed on the main stage at the awards ceremony
- Displayed as the major sponsor on screens at the awards ceremony
- Printed award ceremony program
- Finalist certificates

Complimentary tickets

- You will receive five complimentary tickets to the awards ceremony

Digital promotion

In 2016, the Commission website attracted over **9.6 million** page views. Your organisation will be featured on the Human Rights Awards website with:

- A 200-word description of your organisation
- Your organisation's logo with a direct link to your organisation's website from the sponsorship page

The Awards will be promoted on the following social media sites:

- Facebook, promoted to **100,000** followers
- Twitter, promoted to **127,700** followers
- LinkedIn promoted to **3,800** followers
- YouTube, with **1,340** subscribers
- Instagram with **1,600** followers

**please inform us if you do not wish to be promoted on any of the above social media sites.*

Media exposure

As major sponsor, your logo and/or name will be placed on all media and promotional material, thereby potentially receiving national and regional television, radio and print media exposure.

- Several media releases are distributed nationally prior to and following the event
- Media exposure extends to a diverse range of outlets including major television networks, national newspapers, popular news websites, and key radio stations

Endorsement

The sponsor may use the wording "Human Rights Awards 2017 Major Sponsor" and "Sponsor of the 2017 Human Rights Medal" and the 2017 Human Rights Award logo in your corporate promotional material until June 1, 2018.

YOUNG PEOPLE'S HUMAN RIGHTS MEDAL

Community recognition

Sponsorship of the Human Rights Awards will provide your organisation with public recognition of your support for an Australian society where human rights are widely respected, by everyone, everywhere, everyday.

Participation in the Awards ceremony

The opportunity for a representative of your organisation to present the Young People's Human Rights Medal to the winner on stage.

Meet the Sponsors morning tea

To enhance networking opportunities for our sponsors, this year we will provide a sponsor morning tea with Commissioners and finalists. The morning tea will be held on the morning of the Awards ceremony.

Branding on Awards promotional material

Your organisation's logo will feature on the following promotional material prior to and at the awards ceremony:

- As a sponsor on the Human Rights Awards website home page and sponsor page
- Human Rights Awards e-marketing communications, sent to over 48,000 subscribers
- Social media marketing and promotional content
- Awards media releases
- Publicity collateral for the Human Rights Awards
- Your organisation's banner can be placed in the foyer at the awards ceremony
- Printed award ceremony program
- Finalist certificates
- Displayed as a sponsor on screens at the awards ceremony

Complimentary tickets

- You will receive four complimentary tickets to the Awards ceremony

Digital promotion

In 2016, the Commission website attracted over **9.6 million** page views. Your organisation will be featured on the Human Rights Awards website with:

- A 150-word description of your organisation
- Your organisation's logo with a direct link to your organisation's website from the sponsorship page

The Awards will be promoted on the following social media sites:

- Facebook, promoted to **100,000** followers
- YouTube, with **1,340** subscribers
- Twitter, promoted to **127,700** followers
- Instagram with **1,600** followers
- LinkedIn promoted to **3,800** followers

**please inform us if you do not wish to be promoted on any of the above social media sites.*

Media exposure

As a sponsor, your logo and or name will be placed on all media and promotional material, thereby potentially receiving national and regional television, radio and print media exposure.

- Several media releases distributed nationally prior to and following the event
- Media exposure extends to a diverse range of outlets including major television networks, national newspapers, popular news websites, and key radio stations

Endorsement

The sponsor may use the wording "Sponsor of the 2017 Young People's Human Rights Medal" and the 2017 Human Rights Award logo in their promotional material until June 1, 2018.

LAW AWARD

Community recognition

Sponsorship of the Human Rights Awards will provide your organisation with public recognition of your support for an Australian society where human rights are widely respected, by everyone, everywhere, everyday.

Meet the Sponsors morning tea

To enhance networking opportunities for our sponsors, this year we will provide a sponsor morning tea with Commissioners and finalists. The morning tea will be held on the morning of the Awards ceremony.

Branding on Awards promotional material

Your organisation's logo will feature on the following promotional material prior to and at the awards ceremony:

- As a sponsor on the Human Rights Awards website home page and sponsor page
- Human Rights Awards e-marketing communications, sent to over 48,000 subscribers
- Social media marketing and promotional content
- Awards media releases
- Publicity collateral for the Human Rights Awards
- Your organisation's banner can be placed in the foyer at the awards ceremony
- Printed award ceremony program
- Finalist certificates
- Displayed as a sponsor on screens at the awards ceremony

Complimentary tickets

- You will receive four complimentary tickets to the Awards ceremony

Digital promotion

In 2016, the Commission website attracted over **9.6 million** page views. Your organisation will be featured on the Human Rights Awards website with:

- A 150-word description of your organisation
- Your organisation's logo with a direct link to your organisation's website from the sponsorship page

The Awards will be promoted on the following social media sites:

- Facebook, promoted to **100,000** followers
- YouTube, with **1,340** subscribers
- Twitter, promoted to **127,700** followers
- Instagram with **1,600** followers
- LinkedIn promoted to **3,800** followers

**please inform us if you do not wish to be promoted on any of the above social media sites.*

Media exposure

As a sponsor, your logo and/or organisation name will be placed on all media and promotional material, thereby potentially receiving national and regional television, radio and print media exposure.

- Several media releases distributed nationally prior to and following the event
- Media exposure extends to a diverse range of outlets including major television networks, national newspapers, popular news websites, and key radio stations

Endorsement

The sponsor may use the wording "Sponsor of the 2017 Human Rights Awards for Law Award" and the 2017 Human Rights Award logo in their promotional material until June 1, 2018.

AWARD CATEGORIES

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

Community recognition

Sponsorship of the Human Rights Awards will offer your organisation public recognition of your support for an Australian society where human rights are widely respected by everyone, everywhere, everyday.

Meet the Sponsors morning tea

To enhance networking opportunities for our sponsors, this year we will provide a sponsor morning tea with Commissioners and finalists. The morning tea will be held on the morning of the Awards ceremony.

Branding on Awards promotional material

Your organisation's logo will feature on the following promotional material prior to and at the awards ceremony:

- Human Rights Awards website home page and sponsor page
- Human Rights Awards e-marketing communications, sent to over 48,000 subscribers
- Social media marketing and promotional content
- Awards media releases
- Publicity collateral for the Human Rights Awards
- Printed award ceremony program
- Finalist certificates
- Displayed on screens at the awards ceremony

Complimentary tickets

- You will receive two complimentary tickets to the Awards ceremony

Digital promotion

In 2016, the Commission website attracted over **9.6 million** page views. Your organisation will be featured on the Human Rights Awards website with:

- A 50-word description of your organisation
- Your organisation's logo with a direct link to your organisation's website from the sponsorship page

The Awards will be promoted on the following social media sites:

- Facebook, promoted to **100,000** followers
- Twitter, promoted to **127,700** followers
- LinkedIn promoted to **3,800** followers
- YouTube, with **1,340** subscribers
- Instagram with **1,600** followers

**please inform us if you do not wish to be promoted on any of the above social media sites.*

Media exposure

As a sponsor, your logo and or name will be placed on all media and promotional material, thereby potentially receiving national and regional television, radio and print media exposure.

- Several media releases distributed nationally prior to and following the event
- Media exposure extends to a diverse range of outlets including major television networks, national newspapers, popular news websites, and key radio stations

Endorsement

The sponsor may use the wording "Sponsor of the 2017 Human Rights Awards for (award category)" in their corporate promotional material until June 1, 2018.

Sponsorship form

Contact:			
Position:			
Organisation:			
Address:			
Suburb:			
State:		Postcode:	
Telephone:		Mobile:	
Email:			
Website:			

Sponsorship category

<input type="checkbox"/> Human Rights Medal	\$20,000 (ex gst)
<input type="checkbox"/> Young People's Human Rights Medal	\$11,500 (ex gst)
<input type="checkbox"/> Law Award	\$11,500 (ex gst)
<input type="checkbox"/> Business Award	\$6,500 (ex gst)
<input type="checkbox"/> Tony Fitzgerald Memorial Community Individual Award	\$6,500 (ex gst)
<input type="checkbox"/> Community Organisation Award	\$6,500 (ex gst)
<input type="checkbox"/> Media Award	\$6,500 (ex gst)
<input type="checkbox"/> Racism. It Stops With Me 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:

Email: hrawards@humanrights.gov.au
 Post: HR AWARDS 2017
 Australian Human Rights Commission
 GPO BOX 5218
 Sydney NSW 2001

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