



**ASTRA
INDUSTRY
EXCELLENCE
AWARDS**

CALL FOR ENTRIES

Entries Close 4pm, Tuesday, 28 April 2015

www.astra.org.au



ABOUT THE AWARDS

The ASTRA Industry Excellence Awards recognise excellence in the marketing and creative professions that support subscription television in Australia. In 2015 the ASTRA Industry Excellence Awards have been updated with simpler categories, a new online entry system and fresh judging panels that combine subscription television executives with external leaders from entrants' professional peer groups.

Entries are sought from subscription television channels, operators, production houses, advertising sales and creative agencies. To be eligible, campaigns must have been created to support the Australian subscription television sector and launched in the 12 months prior to the close of nominations.

Winners will be announced at the ASTRA Industry Excellence Awards to be held in Sydney on Thursday, 16 July 2015.

AWARD CATEGORIES

Individual Awards

Creative Professional of the Year*

NEW

Awarded to the subscription television industry's most outstanding individual working in a creative, marketing or communications function.

Television Professional of the Year*

NEW

Awarded to the subscription television industry's most outstanding individual working in a role other than creative, marketing or communications.

Rising Star*

NEW

Awarded to the subscription television industry's most outstanding individual aged under 30 years (at the date that nominations close).

Team Awards

Most Outstanding Advertising Campaign

NEW

Awarded for the most outstanding use of subscription television by a consumer advertiser. Subscription television platforms, channels and programs are not eligible to enter however are eligible to enter on behalf of their client.

Most Outstanding On-Air Promotion

Awarded for the most outstanding on-air promotion for a subscription television platform, channel, program or event.

Most Outstanding Off-Air Promotion

Awarded for the most outstanding promotion for a subscription television platform, channel, program or event - may include print, outdoor, online, experiential or other non-on-air elements.

Most Outstanding Social Media Campaign

Awarded for the most outstanding stand-alone social media campaign to promote a subscription television platform, channel, program or event.

Most Outstanding Public Relations Campaign

Awarded for the most outstanding public relations campaign to promote a subscription television platform, channel, program or event.

Most Outstanding Corporate Responsibility Campaign

NEW

Awarded for the most outstanding campaign to promote a corporate responsibility initiative of a subscription television platform or channel.

Most Outstanding Campaign under \$50k (excluding GST)

Awarded for the most outstanding marketing campaign costing less than \$50,000 (excluding GST) to promote a subscription television platform, channel, program or event.

Most Outstanding Use of Innovation

Awarded for the most outstanding use of technological innovation in programming, production, presentation or delivery of a platform, program, channel or event.

* Entries should be submitted by channel manager or head of function.

HOW TO ENTER

Step 1 Determine Eligibility

To be eligible, campaigns must have been created to support the Australian subscription television sector and launched in the 12 months prior to the close of nominations.

Step 2 Choose the Most Appropriate Category

Pick the category that best suits your project. Projects and campaigns may be submitted into multiple categories if relevant.

Entry submission requirements vary for each category so you will need to tailor your responses and material for each entry.

Entries must be typed into the appropriate text boxes and not uploaded as an attachment. Each text box has a **100 word limit** that can not be exceeded.

Step 3 Prepare relevant supporting materials

Entrants may provide a variety of materials (vision, radio etc) in a montage/showreel format. Material is to be limited to 3 minutes and not exceed 10MB.

Footage must not include bugs or graphic overlays as this may be used in the Awards presentation.

When submitting your entry, please include the following materials:

- Channel / Network logo in full colour (300dpi JPG)
- Program logo in full colour (300dpi JPG)
- 3 or 4 high resolution images that best promotes the entry/campaign

Materials for Individual Awards; Rising Star, Creative Professional of the Year and Television Personality of the Year is not mandatory however may be supplied if relevant to the entry. Supporting imagery is required to be uploaded.

These materials will be used should your entry be selected as a finalist. Please ensure these materials have been approved by the appropriate person before uploading as you will not be given the opportunity to change at a later date.

Step 4 Payment

Payment for your entry will be the final step in the online process.

PLEASE NOTE:

Rates are exclusive of GST and entries are non refundable.

INDIVIDUAL AWARD CATEGORIES

\$175 per entry (excluding GST)

- Creative Professional of the Year
- Television Professional of the Year
- Rising Star

TEAM AWARD CATEGORIES

\$260 per entry (excluding GST)

- Most Outstanding Advertising Campaign
- Most Outstanding On-Air Promotion
- Most Outstanding Off-Air Promotion
- Most Outstanding Social Media Campaign
- Most Outstanding Public Relations Campaign
- Most Outstanding Corporate Responsibility
- Most Outstanding Campaign under \$50k (excluding GST)
- Most Outstanding Use of Innovation

ENTRY TERMS AND CONDITIONS

By entering the ASTRA Industry Excellence Awards, submitting entities agree to the following rules and conditions of entry.

The decision of the judges is final; no correspondence will be entered into. Scores and comments will not be disclosed. Judges reserve the right to move entries between award categories.

Incomplete entries or entries that are ineligible (based on the criteria outlined in each award category) may not be considered for judging. Entry fees will not be refunded.

More than one entry may be submitted by an organisation in any given category.

Submitting organisations warrant that all entries concern productions, programs, campaigns, talent or contributions relevant to Australian STV within the eligibility period.

Entries received after: **4pm, Tuesday, 28 April 2015** will not be eligible for consideration. The entrant agrees that ASTRA and the ASTRA Industry Excellence Award organisers are indemnified for any error, omission, loss or damage.

Entries accepted as a submission will be retained by ASTRA. The entrant grants ASTRA permission to broadcast (on STV in Australia), publish or publicly show entries and supporting material at such times as ASTRA deems appropriate.

Entrants warrant that they have obtained all rights, permissions and clearances necessary for ASTRA to publish (either in print or on the internet), broadcast (on STV in Australia), publicly show the entries and supporting material. It also confirms that this material may be provided to the National Film and Sound Archive for archiving purposes.

Under no circumstances shall the entrant or anyone claiming through or acting on behalf of the entrant, require the payment of any royalty by ASTRA in respect of the use by it of such entries or materials for any purpose.

The entrant indemnifies ASTRA against all losses, damages, liabilities, claims, costs and expenses (including legal costs) arising out of any claim by any holder of any rights in the entry.

Entries Close
4pm, Tuesday, 28 April 2015
www.astra.org.au

For any award queries, please contact
Two de Force on **02 9281 8788** or
email clare@twodeforce.com.au