



Human Rights Awards 2016

celebrating human rights achievements

Sponsorship Prospectus



30 years
Australian Human Rights Commission



Australian Human Rights Commission

Invitation



I would like to invite you to sponsor the 2016 Human Rights Awards.

This year marks the 30th anniversary of the establishment of the Australian Human Rights Commission as the statutory body responsible for the observance of human rights in Australia.

Respect for human rights and freedoms is the cornerstone of a cohesive and peaceful society. The Human Rights Awards recognise the extraordinary contribution made to Australian society by individuals and organisations committed to human rights, social justice and equality.

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*.

Last year the prestigious Human Rights Medal was won by journalist Peter Greste. Following his release from an Egyptian jail on unsubstantiated national security related offences, Mr Greste campaigned tirelessly for the release of his colleagues and used his case as a platform to advocate for freedom of speech and a free media.

The Commission aims to bring together more than 500 guests to celebrate our achievements in promoting and protecting human rights and freedoms. The Awards ceremony will be held in Sydney on Friday 9 December, one day before International Human Rights Day on 10 December.

We look forward to your support and to celebrating the 30th anniversary of the Australian Human Rights Commission with you.

A handwritten signature in black ink that reads "Gillian Triggs". The signature is fluid and cursive, with a large initial 'G' and 'T'.

Emeritus Professor Gillian Triggs
President
Australian Human Rights Commission

About the 2015 Human Rights Awards



Human Rights Awards 2015

Previous sponsors



AUDREY PAGE & ASSOCIATES



LexisNexis®



Records broken for nominations and attendees in 2015

329
awards
nominations

500+
attendees

Media reach

220 media mentions across print, radio, television broadcast and online

Potential audience reach of over

2.3 million*

* Source: iSentia.
1st November 2015
– 31st January 2016



Amplification to a wider audience

Connecting digitally with millions of Australians



top 2015 post reached over 159,135 unique viewers



561 views
1,000 subscribers



#HRA2015 1,500 tweets reach 1.2+ million accounts



Email campaigns
48,000+ subscribers



www.hrwards.humanrights.gov.au
26,052 page views

Why sponsor?

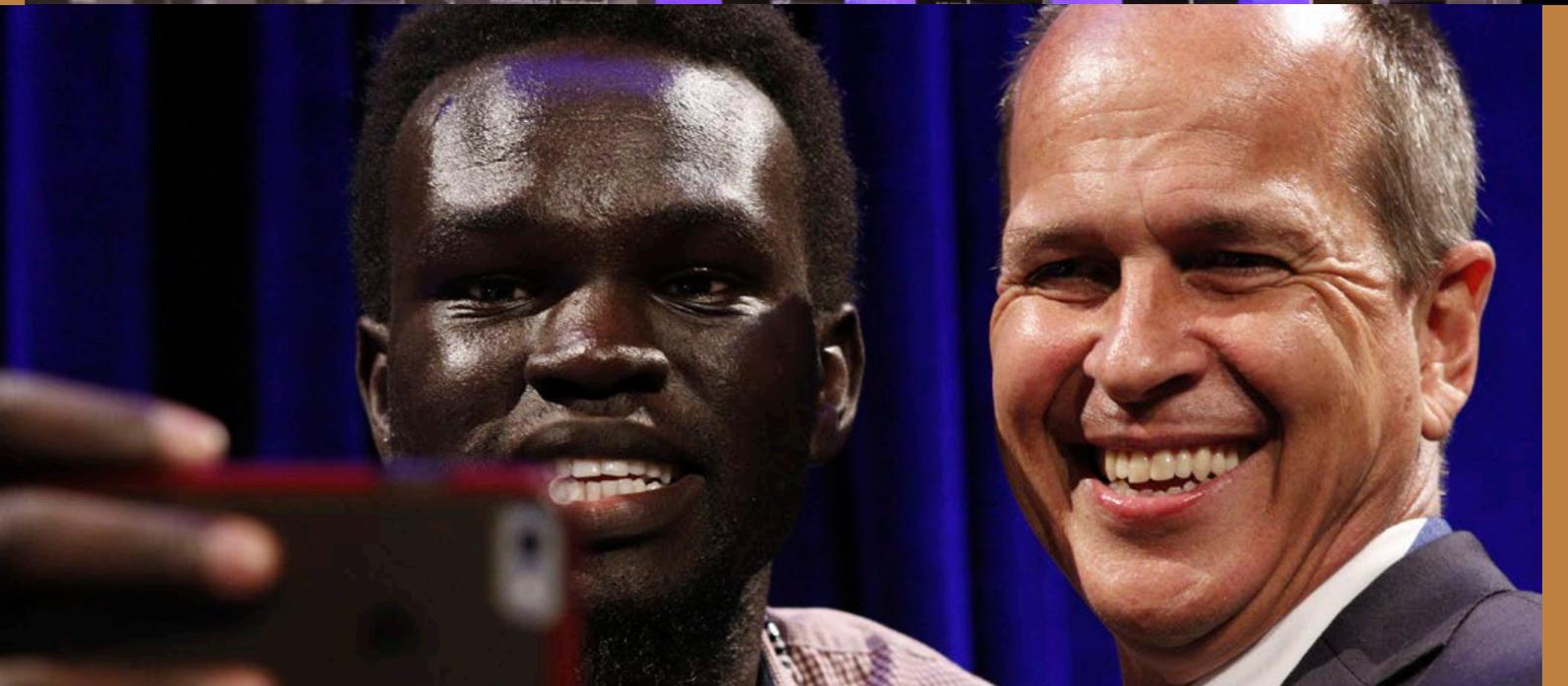
Community recognition and awareness of your support for an Australia where human rights are respected by everyone.

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 opinion leaders.



About the Commission

The Australian Human Rights Commission is Australia's national human rights institution. We operate as a Corporate Commonwealth Entity under the Public Governance, Performance and Accountability Act 2013 (Cth). Our operations are determined independently of the government through our President and Commissioners.

We provide direct services to the Australian community, in particular by assisting people to resolve disputes about 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.



Medals and awards

The Human Rights Medal

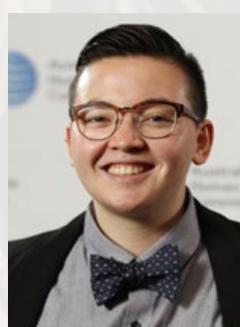
The Human Rights Medal is awarded to an individual who has made an outstanding contribution to the advancement of human rights in Australia. The medal has a rich history of prestigious winners.



The winner of the 2015 Human Rights Medal was journalist **Peter Greste**. Peter Greste spent 400 days in an Egyptian jail after being arrested in Cairo and charged for terrorism-related offences in 2013/14. The trial was widely publicized and also criticized around the world for the lack of evidence and the political issues that surrounded the case. Following his release, Peter used his case as a platform to advocate for freedom of speech and a free media. He has made numerous public appearances and spoken about the importance of a free and unencumbered media in properly functioning democracy.

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 2015 Young People's Human Rights Medal was **Yen Eriksen**, an exceptional campaigner on LGBTIQ issues who fought for safety and respect for LGBTIQ students and influenced change through her role on the ACT Government Ministerial Council for LGBTIQ.

Previous winners include:

Daniel Haile-Michael and **Maki Issa**
Mariah Kennedy
Krista McMeeken
Tshibanda Gracia Ngoy
Jack Manning Bancroft
Vinay Menon
Alan Huynh

Previous winners include:

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



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.



In 2015 the Law Award went to **Genevieve Bolton**. Genevieve has dedicated her career to improving access to justice and is a powerful advocate for systemic change. Genevieve is currently the coordinator and principal solicitor at Canberra Community Law.

Business Award

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



In 2015, the joint winners were **Coles & Maitree House Productions**. Coles won for its Indigenous employment programs which saw indigenous employment grow from 65 Indigenous team members to 1,800 over six years. This success was facilitated by cultural awareness training to support positive in-store experiences for Indigenous staff and customers. Maitree House Productions uses multimedia communication tools to showcase the work that is being done around the country for social good, giving a voice to diverse groups of Australians including young people, women, Indigenous people and older Australians.

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.



In 2015, the Tony Fitzgerald Community Award was awarded to **Ludo McFerran** for her work in advocating for the rights of women and children, specifically in conducting research and identifying innovative solutions to family violence.

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.

In 2015 this award was combined with the Individual Award, however due to an overwhelming number of nominations last year, the Commission has decided to separate the Community Award category to award both an individual and an organisation.

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 2015 Media Award went to **Kirsti Melville** for *The Storm* which was broadcast on ABC Radio National. This powerful radio documentary provides a personal reflection about her former partner's lifelong battle as a survivor of childhood sexual abuse.

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.



Introduced in 2015, the first Racism. It Stops With Me award was won by **Tasmanian Students Against Racism**, an education and advocacy group involving over 220 young presenters and 10,000 participants.

Sponsorship opportunities

MAJOR SPONSOR: 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 Human Rights Medal to the winner on stage.

Branding on Awards promotional material

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

- As a 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
- Printed award ceremony program
- Publicity collateral for the Human Rights Awards
- Your organisation banner can be placed on the main stage at the awards ceremony
- Displayed as a major sponsor on screens at the awards ceremony

Complimentary tickets

- You will receive five complimentary tickets

Digital promotion

In 2015, the Commission website attracted over **8.4 million** page views. Your organisation will be featured on the Human Rights Awards website with:

- A 200-word description of your organisation
- Your organisation 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 **85,000** followers
- YouTube, with **1,130** subscribers
- Twitter, promoted to **118,000** followers
- Instagram with **1,200** 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 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
- Provided with a comprehensive report of media coverage of the Awards ceremony

Awards gift bag

Each and every attendee will receive an Awards gift bag which will contain information about the Australian Human Rights Commission along with sponsor promotional material and merchandise. Your organisation will have the opportunity to be highlighted in the gift bags by:

- Providing a four-page booklet or flyer about your organisation
- Providing up to two items of promotional merchandise

Endorsement

The sponsor may use the wording "Sponsor of the 2016 Human Rights Medal" and the 2016 Human Rights Award logo in their corporate promotional material until June 1, 2017.

MAJOR SPONSOR: 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.

Branding on Awards promotional material

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

- As a 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
- Printed award ceremony program
- Publicity collateral for the Human Rights Awards
- Your organisation banner can be placed on the main stage at the awards ceremony
- Displayed as a major sponsor on screens at the awards ceremony

Complimentary tickets

- You will receive four complimentary tickets

Digital promotion

In 2015, the Commission website attracted over **8.4 million** page views. Your organisation will be featured on the Human Rights Awards website with:

- A 200-word description of your organisation
- Your organisation 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 **85,000** followers
- YouTube, with **1,130** subscribers
- Twitter, promoted to **118,000** followers
- Instagram with **1,200** followers

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

Media exposure

As a 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 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
- Provided with a full comprehensive report on media coverage of the Awards Ceremony

Awards gift bag

Each and every attendee will receive an Awards gift bag which will contain information about the Human Rights Commission along with sponsor promotional material and merchandise. Your organisation will have the opportunity to be highlighted in the gift bag by:

- Providing a two-page booklet or flyer about your organisation
- Providing up to two items of promotional merchandise

Endorsement

The sponsor may use the wording "Sponsor of the 2016 Young People's Human Rights Medal" and the 2016 Human Rights Award logo in their promotional material until June 1, 2017.

AWARD CATEGORIES

- Law Award
- 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.

Branding on Awards promotional material

Your organisation 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
- Printed award ceremony program
- Publicity collateral for the Human Rights Awards
- Displayed on screens at the awards ceremony

Complimentary tickets

- You will receive two complimentary tickets

Digital promotion

In 2015, the Commission website attracted over **8.4 million** page views. Your organisation will be featured on the Human Rights Awards website with:

- A 50-word description of your organisation
- Your organisation 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 **85,000** followers
- Twitter, promoted to **118,000** followers
- YouTube, with **1,130** subscribers
- Instagram with **1,200** 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

Awards gift bag

Each and every attendee will receive an Awards gift bag which will contain information on the Australian Human Rights Commission along with sponsor promotional material and merchandise. Your organisation will have the opportunity to be highlighted in the gift bag by:

- Providing an item of promotional merchandise

Endorsement

The sponsor may use the wording "Sponsor of the 2016 Human Rights Awards for (award category)" in their corporate promotional material until June 1, 2017.

General terms and conditions

Financial facts

After signing this agreement, we will issue a tax invoice which must be paid within 14 days of receipt unless prior arrangements have been agreed upon. All sponsorship agreements must be paid in full one month prior to the Awards Ceremony.

Cancellations

Are subject to the terms and conditions of the sponsorship contract.

Privacy Statement

Your name, organisation and email address may be used by the Australian Human Rights Commission for promotion, networking and administration of the Awards and future events of the Australian Human Rights Commission.

Australian Human Rights Commission
Level 3, 175 Pitt Street
SYDNEY, NSW 2000
<http://hrawards.humanrights.gov.au>



30 years of Australian Human Rights Commission



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	\$10,000 (ex gst)
<input type="checkbox"/> Law Award	\$10,000 (ex gst)
<input type="checkbox"/> Business Award	\$5,000 (ex gst)
<input type="checkbox"/> Tony Fitzgerald Memorial Community Individual Award	\$5,000 (ex gst)
<input type="checkbox"/> Community Organisation Award	\$5,000 (ex gst)
<input type="checkbox"/> Media Award	\$5,000 (ex gst)
<input type="checkbox"/> Racism. It Stops With Me Award	\$5,000 (ex gst)

I have read and understood the general terms and conditions

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 2016
 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**.