



# ASTRA

## INDUSTRY AWARDS 2017



# ABOUT THE AWARDS

The ASTRA Industry Awards recognise outstanding individuals and excellence in marketing and creative campaigns for the subscription television industry.

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 post to the close of 2016 nominations, 1st July 2016 to 30th June 2017. Winners will be announced at the ASTRA Industry Awards to be held in Sydney on **Thursday, 27th July 2017**.

Entries Open **Friday 7 April 2017** and will close at **4pm, Thursday 18 May 2017**.

# AWARD CATEGORIES

## INDIVIDUAL AWARDS

### Creative Professional of the Year\*

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

### Television Professional of the Year\*

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

### Rising Star\*

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

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

## TEAM AWARDS

### Most Outstanding Advertising Campaign

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

### 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 off-air 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 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 Innovation

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

### Channel Achievement Award\*

Awarded to the small Australian subscription television channel with the most outstanding broadcast, on-demand and digital content. Entries are invited from channels achieving an average audience share of 0.5% or lower for the most recent calendar year.

### Channel Brand of the Year\*

Awarded to the Australian subscription television channel with the most outstanding broadcast, on-demand and digital content.

\* Channel Achievement Award and Channel Brand of the Year will be announced at the 2017 ASTRA Conference held on **Tuesday, 12th September 2017**.

# 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.

With exception to the Individual Award categories which allow a 150-word limit, all other categories have a 100-word limit that cannot be exceeded.

## STEP 3

### Prepare Relevant Supporting Materials

Entrants are encouraged to provide a variety of supporting materials. 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)
- 3-4 high resolution images that best promote the entry/campaign

Supporting materials for the Individual Awards is not mandatory however can be supplied if relevant to the entry.

A high resolution head-shot for is required for Individual Award entries.

These materials will be used should your entry be selected as a finalist.

Please ensure the appropriate person has approved these materials before uploading, 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.

**NB:** Rates are exclusive of GST and entries are non refundable.

### Individual Award Categories

\$260 per entry (excl. GST)

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

### Team Award Categories

\$260 per entry (excl. 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 Campaign Under \$50k (excl. GST)
- Most Outstanding Innovation
- Channel Achievement Award
- Channel Brand of the Year

# ENTRY TERMS AND CONDITIONS

By entering the ASTRA Industry 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 categories) 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, Thursday 18th May 2017** will not be eligible for consideration. The entrant agrees that ASTRA and the ASTRA Industry 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 publically show entries and supporting materials 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, Thursday 18th May 2017**  
[www.astra.org.au](http://www.astra.org.au)

For any queries  
Please contact Two de Force on:  
Ph. **02 9281 8788** or  
email [clare@twodeforce.com.au](mailto:clare@twodeforce.com.au)