



Human Rights Awards 2013

INVITATION TO SPONSOR



Invitation

The Australian Human Rights Commission would like to invite you to sponsor the Human Rights Awards in 2013. The Awards recognise the extraordinary contribution made to Australian society by a variety of individuals and organisations committed to protecting and promoting human rights, social justice and equality.

In this, our 26th anniversary year, we aim to bring together more than 500 guests in Sydney to celebrate the achievements of the nominees and winners, large and small. The Awards are celebrated on international Human Rights Day on 10 December.

Nominations for the annual Human Rights Awards cover ten categories. Awards include the Human Rights Medal, Young People's Human Rights Medal and various Award categories. These include Law, Community - Individual, Community - Organisation, Literature (non-fiction), Print and Online Media, Television and Radio. Nominees may have made an outstanding contribution nationally or within their communities, through the practice of law, through writing books about human rights issues or through their work in the media.

Last year the prestigious Human Rights Medal was won by Ian Thorpe OAM for his work as a passionate advocate for

Indigenous people. Thorpe established the Fountain for Youth charity thirteen years ago, which brings positive change to the lives of Indigenous children and their communities by supporting education and cultural programs.

Past Medal winners include Thérèse Rein, former Prime Minister Malcolm Fraser, Aboriginal activist Eddie Mabo and medical pioneer, Associate Professor Fred Hollows to name a few. The 26th celebration of these prestigious awards will take place on Tuesday, 10 December 2013 at the Museum of Contemporary Art in Sydney. Nominations for the awards opened on July 15, 2013 and entries close on September 13. Shortlisted entries are placed on the Commission website with all winners announced at the Awards ceremony.

We look forward to learning of your support for the Awards and an Australian society where human rights are widely respected by everyone, everyday, everywhere!

The Human Rights Awards Team

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 NGO's.

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.



2012 Photo Competition Over 18s Winner Katie Pashley with Philip Channells and dancer Lorcan Hopper



2010 Human Rights Television Award Winners - *Football United: Passport to Hope*

The 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 2012 Human Rights Medal was Ian Thorpe. Ian's exploits in the pool have made him a household name, but what is less known is that he has spent more than a decade as a passionate advocate for Indigenous people and young Australians. His Fountain for Youth charity works with 20 remote communities across the country to build better literacy for Aboriginal children.

Previous winners include:

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

The Young People's Human Rights Medal

The Young People's Human Rights Medal was introduced in 2008 and is awarded to an individual who is under the age of 25 years (as at September 2013) and who has made an outstanding contribution to advancing human rights in Australia.

The winner of the 2012 Young People's Human Rights Medal was Krista McMeeken, who was studying to be admitted as a solicitor and was working with the WA Aboriginal Legal Service, mainly on the Stolen Wages case. During her studies, Krista assisted in legal work on the impact of intellectual property rights in regard to gene patenting on Indigenous peoples.

Previous winners include:

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 2012 Law Award went to the Human Rights Law Centre (HRLC). An independent, non-profit, non-government organisation, the HRLC strives to promote and protect human rights, in Australia and in Australian foreign policy, through advocacy, strategic litigation, professional education, strategic legal, human rights and academic partnerships, lobbying and media promotion.

Literature Award

Awarded for a non-fiction work (including social history, social commentary, biography or documentary) published in Australia.

The 2012 Award was won by Robin de Crespigny for *The People Smuggler*. Drawn from three years of interviews, *The People Smuggler* recounts the life of Ali Al Jenabi, one of the first men to be tried in Australia for people smuggling offences.

Business Award

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

The 2012 winner was Hoyts Cinemas, Village Cinemas, Event/Greater Union/ Birch Carroll & Coyle Cinemas and Reading Cinemas. These cinema chains jointly announced an agreement to roll-out the Cinema Access Implementation Plan, a world-first plan to provide captioned and audio-described movie sessions in cinemas across the country.

Community Award (Individual)

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

The 2012 winner was Pat Anderson, recognised for her leadership in promoting and advancing the rights of Aboriginal and Torres Strait Islanders. In the 1980s and early '90s, Pat worked in Tasmania, Western Australia and Victoria advocating for improved education for Aboriginal children. Since the mid-'90s, she has been a national leader in Aboriginal and Torres Strait Islander health.

Community Award (Organisation)

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

The Award was won in 2012 by the Aboriginal Legal Service of Western Australia (ALSWA). ALSWA provides legal representation and support to Aboriginal and Torres Strait Islander peoples throughout WA. Its clients represent some of WA's most disadvantaged people, many suffering from mental illness, homelessness, or carrying the legacy of our stolen generations.

Print and Online Media Award

Awarded for work published in Australian magazines, metropolitan or regional newspapers and online media.

The 2012 winner was Professor Sharon Pickering and The Conversation Academic Expert Panel on Asylum Seekers series. Following two boat tragedies off Christmas Island in June 2012, Professor Pickering wrote 'Six issues missing from the Asylum seeker debate' for the online publication, The Conversation. The Conversation then asked her to lead an expert panel of academics who, using evidence-based research, wrote 14 articles that exposed the realities of asylum seeker issues.

Television Award

Awarded for a TV drama, news or current affairs program or documentary, broadcast in Australia.

The 2012 Award went to Age of Uncertainty, screened on Network Ten's The Project and produced by Hamish MacDonald and Sam Clark. Over three months, Macdonald and Clark investigated the case of Ali Jasmin, an Indonesian child serving five years in a maximum security adult prison in WA for people smuggling.

Radio Award

Awarded for a news or current affairs program or documentary of no more than one hour duration (one program, a series or a compilation of highlights), broadcast in Australia.

The Award was won in 2012 by Intellectually Disabled People Fight for Access to Justice, aired on ABC Radio National, PM, and produced by Nance Haxton. This program exposed a legal loophole preventing South Australians with disabilities from giving evidence in court, leaving several cases of sexual abuse against people with intellectual disabilities untested.



2012 Human Rights Medal Winner Ian Thorpe

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.

Participation in the Awards ceremony

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

Logo

Your organisational logo will feature on the following promotional material:

- As a major sponsor on the Human Rights Awards website home page and sponsor page
- Human Rights Awards e-marketing material, distributed monthly
- Media release template
- Tickets.

Website

In the 2012-2013 financial year the Commission website attracted over 5.7 million page views.

Your organisation will be featured on the Human Rights Awards website in the following ways:

- A 200 word description of your organisation (subject to approval by the Commission)
- A logo with a link direct to your organisation's site from the sponsorship page.

Ticket allocation

- Receive five complimentary tickets to the ceremony which includes cocktails and canapés

Social media

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

- Facebook, promoted to 10,505 followers
- You Tube, with total views of 332,965
- Twitter, promoted to 12,500 followers
- Flickr, viewed by 51,266 contacts.

**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.

- Approximately 15 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 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 (subject to approval from the Commission)
- Providing up to two items of promotional merchandise.

Delegate list

Hard copy and electronic list of attendees sent to you seven days prior to the Awards and seven days after the Awards. The list will feature attendee's first name, surname, organisation, state and postcode only.

Endorsement

The sponsor may use the wording "Sponsor of the 2013 Human Rights Medal" in their corporate promotional material up until December 31, 2013.

MAJOR SPONSOR: YOUNG PEOPLE'S 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.

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.

Logo

Your organisational logo will feature on the following promotional material:

- As a major sponsor on the Human Rights Awards website homepage and sponsors page
- Human Rights Awards e-marketing material, distributed monthly
- Media release template

Website

In the 2012-2013 financial year the Commission website attracted over 5.7 million page views.

Your organisation will be featured on the Human Rights Awards website in the following ways:

- A 200 word description of your organisation (subject to approval by the Commission)
- A logo with a link direct to your organisation's site from the sponsorship page.

Ticket allocation

- Receive four complimentary tickets to the ceremony which includes cocktails and canapés

Social media

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

- Facebook, promoted to 10,505 followers
- You Tube, with total views of 332,965
- Twitter, promoted to 12,500 followers
- Flickr, viewed by 51,266 contacts.

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- Approximately 15 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 received 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 (subject to approval from the Commission)
- Providing up to two items of promotional merchandise.

Delegate list

Hard copy and electronic list of attendees sent to you seven days prior to the Awards and seven days after the Awards. The list will feature attendee's first name, surname, organisation, state and postcode only.

Endorsement

The sponsor may use the wording "Sponsor of the 2013 Young People's Human Rights Medal" in their promotional material up until December 31, 2013.

AWARD CATEGORIES

- Law Award
- Business Award
- Community Award (Organisation)
- Community Award (Individual)
- Print Media Award
- Television Award
- Radio Award
- Literature Awards (Non Fiction)

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.

Logo

Your organisational logo will feature on the following promotional material:

- Human Rights Awards website sponsor page
- Human Rights Awards e-marketing material, distributed monthly
- Media release template.

Website

In the 2012-2013 financial year the Commission website attracted over 5.7 million page views.

Your organisation will be featured on the Human Rights Awards website in the following ways:

- A 50 word description of your organisation (subject to approval by the Commission)
- A logo with a link direct to your organisation's site from the sponsorship page.

Ticket allocation

Receive two complimentary tickets to the ceremony which includes cocktails and canapés

Social media

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

- Facebook, promoted to 10,505 followers
- You Tube, with total views of 332,965
- Twitter, promoted to 12,500 followers
- Flickr, viewed by 51,266 contacts.

**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.

- Approximately 15 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 received 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 (subject to approval from the Commission).

Delegate list

Hard copy and electronic list of attendees sent to you seven days after the Awards. The list will feature attendee's first name, surname, organisation, state and postcode only.

Endorsement

The sponsor may use the wording "Sponsor of the 2013 Human Rights Awards for (award category)" in their corporate promotional material up until December 31, 2013.

About the Commission

About the Commission

The Australian Human Rights Commission was established in 1986 by an act of the Federal Parliament. We are an independent statutory organisation and report to the Federal Parliament through the Attorney-General.

Our Vision:

Human rights: everyone, everywhere, everyday

Our Mission:

Leading the promotion and protection of human rights in Australia by:

- making human rights values part of everyday life and language
- empowering all people to understand and exercise their human rights
- working with individuals, community, business and government to inspire action
- keeping government accountable to national and international human rights standards.

We do this by:

- listening, learning, communicating and educating
- being open, expert, committed and impartial
- fostering a collaborative, diverse, flexible, respectful and innovative workplace.

Our statutory responsibilities include:

- education and public awareness
- discrimination and human rights complaints
- human rights compliance
- policy and legislative development.

We do this through:

- resolving complaints of discrimination or breaches of human rights under federal laws
- holding public inquiries into human rights issues of national importance
- developing human rights education programs and resources for schools, workplaces and the community providing independent legal advice to assist courts in cases that involve human rights principles
- providing advice and submissions to parliaments and governments to develop laws, policies and programs
- undertaking and coordinating research into human rights and discrimination issues



2012 Print and Online Media Award Winner Professor Sharon Pickering with Elizabeth Broderick

General terms and conditions

Financial facts

After signing this agreement we will issue you a tax invoice which will need to be paid within 14 days, unless prior arrangements have been agreed upon. All sponsorship agreements will need to 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.

In addition, your contact details such as your name, company, state may be published on the delegate list.

If you do not consent to your details being published, please contact the Australian Human Rights Commission.

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



2012 Human Rights Awards - Professor Gillian Triggs and Tim Soutphommasane



Application form

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

Sponsorship category

<input type="checkbox"/> Human Rights Medal	\$20000 (ex gst)
<input type="checkbox"/> Young People's Medal	\$10000 (ex gst)
<input type="checkbox"/> Law Award	\$10000 (ex gst)
<input type="checkbox"/> Business Award	\$5000 (ex gst)
<input type="checkbox"/> Community Award (Organisational)	\$5000 (ex gst)
<input type="checkbox"/> Community Award (Individual)	\$5000 (ex gst)
<input type="checkbox"/> Print Media Award	\$5000 (ex gst)
<input type="checkbox"/> Television Award	\$5000 (ex gst)
<input type="checkbox"/> Radio Award	\$5000 (ex gst)
<input type="checkbox"/> Literature Award (Non-Fiction)	\$5000 (ex gst)

I have read and understood the general terms and conditions

Signature:	
Date:	

Please complete and return this FORM VIA:

Email: priscillaheathwood@humanrights.gov.au
 Fax: (02) 9284 9849
 Post: HR AWARDS 2013
 Australian Human Rights Commission
 GPO BOX 5218
 Sydney NSW 2001

For any queries in relationship to sponsorship please contact (02) 9284 9750



Australian
Human Rights
Commission