

# Green Gown Awards Australasia Sponsorship



University of Otago  
2021 Building Back Better winner

[ggaa.acts.asn.au](http://ggaa.acts.asn.au)

 Green Gown Awards  
Australasia

The Green Gown Awards Australia recognise exceptional sustainability initiatives being undertaken by higher and further education institutions across Australia and New Zealand. With the help of our sponsors over the last 13 years, and over 100 winners have been acknowledged as leaders and innovators for sustainability excellence within the sector through our program.

It is with the continued support of our sponsors that ACTS is able to present this prestigious and well-respected program each year. Sponsors are invited to be involved in many areas of the awards, for example: participating in the judging panel, presenting at the awards ceremony and utilising a unique opportunity to associate your brand with global-impacting sustainability innovation from tertiary education institutions and students.

The ethos of the Green Gown Awards, globally and regionally, is to ensure the lessons and examples of best practice are shared within the sector and beyond. The case studies - featuring category partner logos - and video resources which all finalists are asked to create, reconfirm the strength in the Green Gown Awards Australasia to inspire excellence, enhance collaboration and to encourage replication of these award-winning sustainability projects. Our aim is to promote these exemplar projects as far and wide as possible, working with our strategic partners to encourage further uptake of award applications, project replications as well as promotional opportunities for partners.

If your organisation is interested in finding out about how to become part of Australia's most prestigious sustainability awards program for the tertiary education sector, please contact:

ACTS General Manager  
Rhiannon Boyd  
[rboyd@acts.asn.au](mailto:rboyd@acts.asn.au)

The University of Melbourne  
2019 Climate Action finalist



# Why get involved

## Leadership

Your business will be positioned as a leader in sustainable innovation, championing university and further education sustainability excellence in teaching and research, leadership, campuses and employability.



Otago Polytechnic  
2019 Student Engagement finalist

James Cook University  
2018 Creating Impact winner



## Support

As a not-for-profit initiative, your support will help secure the future of the Awards. We need generous sponsors now, more than ever, to ensure continued recognition of sustainability excellence for the education sector.

## Marketing & Branding

Your business will receive formal recognition in all Green Gown Award Australasia marketing materials. This will include media coverage with our partners and members throughout the awards cycle.



University of Wollongong  
2019 Student Engagement winner

# Award sponsorship packages

ACTS offers two levels of sponsorship:

**Headline sponsorship** is an exclusive opportunity to align with the most prestigious, internationally recognised Green Gown Awards Australasia.

**Category** sponsors can select one of ten available award categories, and can take advantage of a extensive brand exposure before, during and after the awards cycle.

Benefits and inclusions are subject to production deadlines.  
Prices are in AUD and exclusive of GST.

	HEADLINE \$6,000	CATEGORY \$2,500
<b>AT THE VIRTUAL AWARD CEREMONY</b>		
Recognition as exclusive headline sponsor throughout the awards cycle including all promotions and award materials	✓	
5 minute pre-recorded address at the virtual awards ceremony and 12 months complimentary ACTS Membership for headline	✓	
Recognition as Green Gown Awards Australasia sponsor	✓	✓
Logo included on AV presentations at the awards ceremony	✓	✓
Logo on all awards certificates	✓	
Company name on sponsored category(s) trophy and certificates		✓
Logo on all event marketing and promotional materials	✓	✓
<b>BRAND ALIGNMENT</b>		
Logo on the homepage of the dedicated Awards website	✓	✓
Logo and weblink on 'our sponsors' page	✓	✓
Acknowledgment on social platforms Facebook, LinkedIn, and Twitter	✓	✓
Royalty free use of Green Gown Awards case material and logo (with attribution)	✓	✓
Logo and weblink added to the International GGAA website, Sustainability Exchange website and International Finalists brochure		✓
Advertisement space in finalist brochure	FULL PAGE	HALF PAGE
Web banner advertisement in enACT monthly bulletin	✓ x2	
Opportunity to promote your organisation's own sustainability case studies to the ACTS network	✓	✓
Opportunity to provide an introduction for any case-study webinars hosted by your category's finalists or winners after the awards	✓	✓

## Single packages

### Finalist Brochure sponsor \$500

- Full page advertisement in the Finalists' Brochure
- Logo included as a sponsor on the Finalists' Brochure
  - Logo and link on 'our sponsors' page

### Awards Broadcast sponsor \$1000

- 30 second dedicated advisement in the virtual awards ceremony (video or pre-recorded message or static advertisement).
- Logo and link on 'our sponsors' page

# Categories

Read the complete category criteria on our website by clicking here.

## Organisational

► **Benefitting Society** captures the powerful and innovative ways education institutions are realising their purpose in today's society to benefit the lives of individuals, communities and wider society.

► **Climate Action** captures reduction and adaptation to the effects of climate change are essential for institutional resilience and business continuity – both executive-level issues for our institutions.

► **Creating Impact** recognises institutions that have achieved significant sustainability-related outcomes, on campus or within their community, using minimal and/or limited resources.

► **Next General Learning and Skills** recognises achievement in the development of academic courses, skills and capabilities relevant to sustainability.

**Powerful Partnerships** recognises institutions fostering strong industry and/or cross-sector partnerships, whose collaborative efforts have demonstrated leadership in the transition to a sustainable future.

► **Student Engagement** reflects that students and staff must work together to achieve goals using “top-down” and “bottom-up grassroots” methods to achieve maximum understanding and engagement across an institution.

► **Sustainability Institution of the Year** recognises sustained, whole-institution commitment and impact to becoming a sustainable organisation. To improve social responsibility and environmental performance through a whole of institution approach, strategic sustainability activities through four main areas must be achieved: Leadership and Governance, Facilities and Operations, Learning, Teaching and Research; and Partnerships and Engagement.

## Individual

Sustainability Champion – Staff

Sustainability Champion – Student

Research with Impact – Student

► *The International Green Gown Awards are supported by UN Environment Programme and are administered by the EAUC.*

# Category partnership timeline

Over 12 months of influence and value as a Green Gown Award Australasia category partner

## April

Awards launch  
Stage 1 opens  
Your brand profiled at Awards launch

## June

Stage 1 closes  
Stage 1 judging  
You join sector leaders on judging day

## August

Finalists announced  
Stage 2 opens  
Your brand profiled in finalist announcement

## August

Stage 2 closes  
Stage 2 judging  
You join sector leaders on judging day

## November

Awards ceremony  
Your present your Award

## February – October

Webinar with finalists  
Profile your brand to ACTS' wider network



UNSW Sydney  
2017 Creating Impact finalist



The University of Adelaide  
2017 Creating Impact finalist

Awards partnership offers a unique opportunity to associate your brand with global-impacting sustainability innovation from universities, colleges and students.

Recognition through the Green Gown Awards Australasia for our collective efforts towards a holistic approach to sustainability at the University of Tasmania is a tremendous honour.

Our 'whole of institution' approach supports and encourages all of our staff and students to not only participate in our sustainability efforts but shows them how their efforts are critical to creating a sustainable university.

**University of Tasmania Vice-Chancellor,  
Professor Rufus Black**

**Sustainability Institution of the Year category winner 2021**

To benefit society is a goal that anchors us as an institution. Professor Phil Morgan and his team are a proud example of this, working collaboratively and tirelessly to develop their *Daughters and Dads Active and Empowered* program to improve the lives of families across the globe. We are honoured to see our people recognised through this prestigious award that aligns so closely with our core values.

**The University of Newcastle  
Benefitting Society category winner 2020**

Creating genuine and lasting impact can only be achieved through effective planning, strong collaboration and by listening to our community. Being formally recognised by our industry peers for achieving excellence in creating impact, would serve as an acknowledgement that RMIT is committed to open and transparent engagement which empowers our students and staff, builds capabilities and makes our community proud advocates for sustainability.

**RMIT University  
Creating Impact category winner 2020**

Incorporating sustainability into our teaching curriculum and developing the sustainability knowledge and skills of our students is essential, but to be recognised nationally and internationally for that work is fantastic

**University of Technology Sydney  
Next Generation Learning and Skills category winner 2021**