

## SNAPSHOT OF THE ELIGIBILITY AND CRITERIA OF THE ACOMMS AWARDS 2008

Award	Short description	Open to	Eligibility	Criteria	Suggested Inclusions
<b>Industry Leadership – Innovation (large)</b>	Offering innovative telecommunications service or product to customers to drive industry growth	Communication companies with over 200 employees in Australia	New communications service or product (min. – 6months and max. 2 years prior to April 2008)	<ul style="list-style-type: none"> <li>» Describe the innovative product or service.</li> <li>» Demonstrate the uptake by customers of the service/ product.</li> <li>» Explain how the product/service was introduced to the market.</li> <li>» Future plans and expectations of the offering, e.g.                             <ul style="list-style-type: none"> <li>- contribution to market growth,</li> <li>- to increased competition; to</li> <li>- driving demand for broadband services,</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>» What customer need does your new service/product fulfil?</li> <li>» What makes your offering innovative?</li> <li>» How does your offering differ from those of your competitors?</li> <li>» What is its contribution to the evolving Broadband environment?</li> <li>» What has been the customer take-up (and response) of the innovation so far?</li> </ul>
<b>Industry Leadership – Innovation (SME)</b>	Offering innovative service or product to customers to drive industry growth	Communication companies with under 200 employees in Australia	New communications service or product (min. – 6months and max. 2 years prior to April 2008)	<ul style="list-style-type: none"> <li>» Describe the innovative product or service.</li> <li>» Demonstrate the uptake by customers of the service/ product.</li> <li>» Explain how the product/service was introduced.</li> <li>» Future plans and expectations of the offering                             <ul style="list-style-type: none"> <li>- contribution to market growth,</li> <li>- to increased competition; to</li> <li>- driving demand for broadband services,</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>» What customer need does your new service/product fulfil?</li> <li>» What makes your offering innovative?</li> <li>» How does your offering differ from those of your competitors?</li> <li>» What is its contribution to the evolving broadband environment?</li> <li>» What has been the customer take-up (and response) of the innovation so far?</li> </ul>
<b>Services to Industry – Professional Services</b>	long-term value towards industry development and/or industry co-operation	Professional services organisations and government and regulatory agencies	The company's professional service offering must have been provided within the last 12 months	<ul style="list-style-type: none"> <li>» Describe the initiative.</li> <li>» Demonstrate the benefit of the service to industry growth and development, ie                             <ul style="list-style-type: none"> <li>- communications delivery</li> <li>- demand for convergent services</li> <li>- development of skills</li> <li>- fostering industry knowledge</li> <li>- increasing competition</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>» What is the benefit of the service to industry growth and development</li> <li>» How do the services provided distinguish themselves from other contributions?</li> <li>» How will it contribute to a broadband/IP enabled environment</li> </ul>
<b>Commitment to Customer Service (Large)</b>	Demonstrable commitment to customer service improvement	Communication companies with over 200 employees in Australia	Company's contribution which is being recognised must have occurred since 1 January 2007	<ul style="list-style-type: none"> <li>» Describe the company's initiative for and/or commitment to customer service.</li> <li>» Describe how your customer service strategy helps your customers, eg customer empowerment, better informed.</li> <li>» Provide evidence of positive customer response.</li> <li>» Describe how the initiative contributes to issues for customer service in a Broadband/IP enabled environment.</li> </ul>	<ul style="list-style-type: none"> <li>» What are the strategies used to promote customer service within the organisation?</li> <li>» What training and development programs exist within your organisation to drive the company's commitment to customer service?</li> <li>» What differentiates your company's commitment to customer service?</li> <li>» How has your commitment to customer service contributed to the customer's benefit?</li> <li>» How will it assist the customer in a Broadband/IP enabled environment</li> </ul>

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<b>Partnerships for growth</b>	Partnership or alliance that has demonstrably driven the communications industry forward	Organisation which has been part of a partnership or alliance with service providers (eg vendors, content providers)	A partnership or alliance between separate entities for the (min. – 6 months and max. 2 years prior to April 2008)	<ul style="list-style-type: none"> <li>» Demonstrate the benefit of the partnership to either <ul style="list-style-type: none"> <li>- communications delivery,</li> <li>- convergent services,</li> <li>- development of skills,</li> <li>- fostering industry knowledge,</li> <li>- increasing competition.</li> </ul> </li> <li>» If applicable, comment on the expected impact of the contribution in future years</li> </ul>	<ul style="list-style-type: none"> <li>» What do the entities which make up the partnership or alliance bring to the relationship?</li> <li>» Why was the partnership or alliance formed?</li> <li>» What are the future plans for the partnership?</li> <li>» How will the partnership contribute to a Broadband/IP environment</li> </ul>
<b>Environmental Responsibility Award</b>	Organisations undertaking initiatives to address corporate responsibility for sustainability and the environment, eg recycling programs, energy saving programs, carbon reduction strategies	Companies	Environment initiatives undertaken by the company in Australia	<ul style="list-style-type: none"> <li>» Describe the initiative including if applicable how it exceeds any existing industry standards or benchmarks.</li> <li>» Explain how the initiative is integrated into your business planning and operations.</li> <li>» Explain the actual or likely impact/measure of success for the initiative – including external social/environmental impacts and internal impacts (eg shareholder value, reduced costs).</li> <li>» Please provide independent testimonials for the initiative</li> </ul>	<ul style="list-style-type: none"> <li>» What tangible and quantifiable results help to demonstrate the success of the initiatives put in place now and in the future?</li> <li>» What are the future plans of the organisation to address the needs of the environment?</li> <li>» How has your initiative been integrated into your business planning and operations</li> <li>» Provide independent testimonials for the initiative</li> </ul>
<b>Communications Ambassador</b>	Outstanding Individuals who show strong leadership and made a significant and visible contribution to the Australian communications industry	Individuals in leadership positions across the whole range of stakeholders in the industry, including but not limited to service providers, carriers, content providers, policy-makers, regulators.	The individual's contribution must be current and is expected to be ongoing	<ul style="list-style-type: none"> <li>» Outline the involvement the individual has had with the communications industry.</li> <li>» Provide examples of how the individual has displayed diplomacy and leadership in carrying out their contribution.</li> <li>» Demonstrate (with supporting external testimonials) how the contribution of the individual has been for the benefit of all industry stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>» What is the contribution the individual has made to the industry?</li> <li>» Why is this individual deserving of the Ambassador Award?</li> <li>» What qualities does this individual have that helps them to make a contribution?</li> <li>» What sort of contribution are they likely to make in the future?</li> <li>» In keeping with the Vision and Mission of Communications Alliance, it is expected that nominations will highlight contributions for the co-operative development and growth of the industry, innovation, and the highest standards of business behaviour</li> <li>» Third party testimonials must be provided in support of nominations.</li> </ul>

- » Please note that no 2007 ACCOM Award winners are eligible for a 2008 Award for the same product/service.
- » Third party testimonials must accompany nominations for the Communications Ambassador Award
- » Please provide independent testimonials for the Environmental Responsibility Award
- » Submissions are invited from Australian organisations and individuals, which operate within the Australian telecommunications sector irrespective of size or geographic location.
- » Companies whose business activities cut across multiple economic sectors may apply for an Award and will be considered on the basis of their contribution to the telecommunications sector.
- » Please note:
  - Fully owned subsidiaries of an Australian company are eligible provided that they operate in the market as a separate business with an identity that is distinct from that of its parent company
  - Awards will be judged primarily on the basis of eligible performance and contribution within the Australian telecommunication market. In the case of close competition, judges may consider performance and contribution outside of Australia as a secondary factor for certain of the Awards.
  - An Australian subsidiary of a company with a foreign head office will be eligible for an Award provided that it is an operational entity and not merely a representational office.