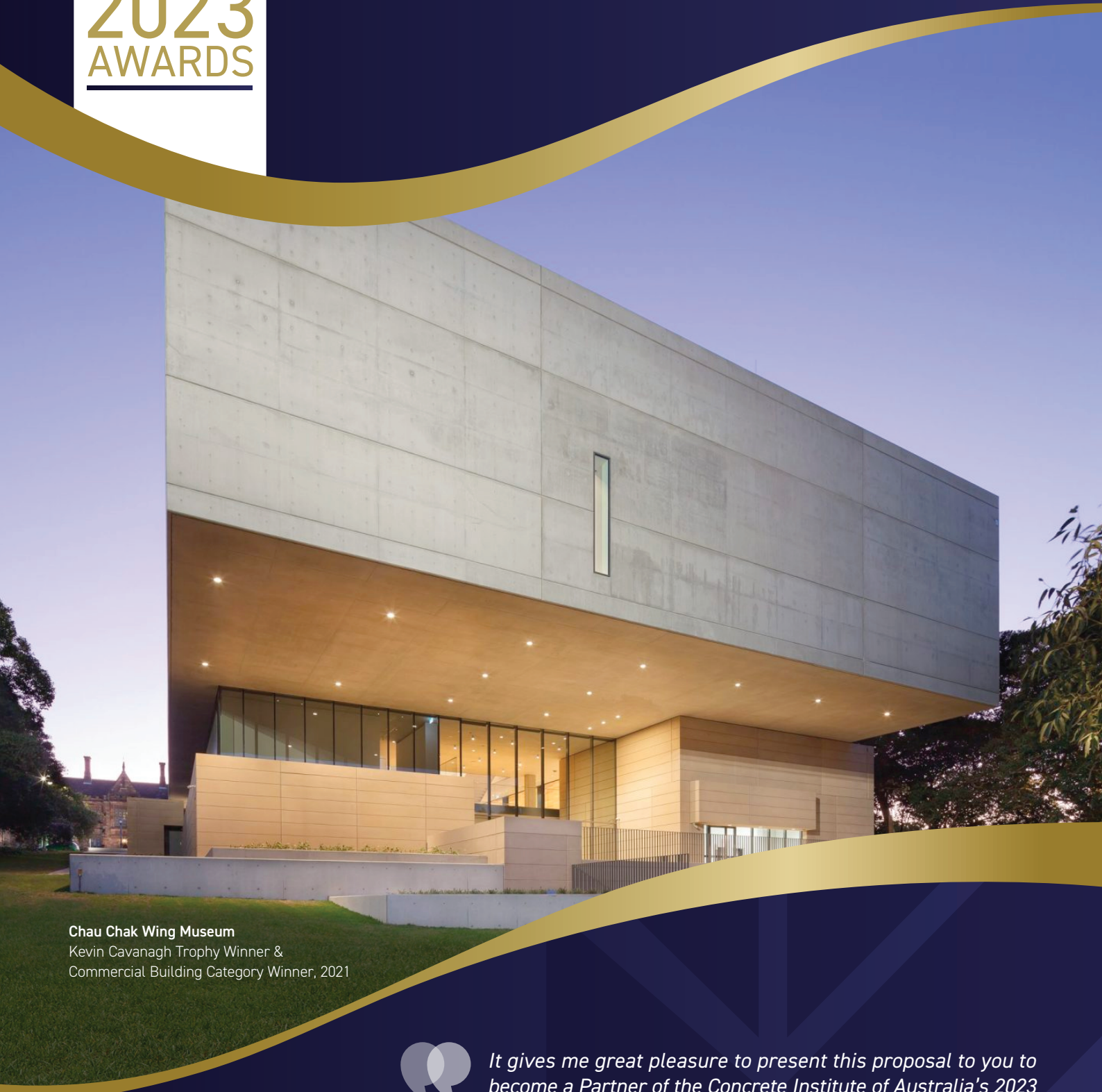




EXCELLENCE IN  
CONCRETE  
**2023**  
AWARDS

CONCRETE INSTITUTE   
of AUSTRALIA

# PARTNERSHIP PROSPECTUS



**Chau Chak Wing Museum**  
Kevin Cavanagh Trophy Winner &  
Commercial Building Category Winner, 2021



*It gives me great pleasure to present this proposal to you to become a Partner of the Concrete Institute of Australia's 2023 Awards for Excellence in Concrete program*

Liza O'Moore, Awards for Excellence in Concrete Chair

## 2023 AWARDS FOR EXCELLENCE IN CONCRETE | PARTNERSHIP INVITATION

The Concrete Institute of Australia (CIA) is delighted to invite you to partner the 2023 Awards for Excellence in Concrete program. A key event on the construction and engineering industry calendar, the Awards program will allow partners to profile their company amongst some of the most influential organisations and most innovative individuals.

The Awards will be promoted extensively to CIA stakeholders, including academia, architects, suppliers, contractors, consultants, government, and associated industry support organisations, providing extensive branding and exposure.

CIA plays an important role in developing and promoting the use of concrete in a variety of contexts, and continues to work with individual and company Members to strengthen the knowledge-base that champions excellence in concrete.

Companies in the Australian construction sector have shown great leadership in implementing a broad range of innovative construction methodologies to achieve results. The 2023 Awards for Excellence in Concrete program will highlight the achievements of both individuals and organisations in this area, and we want you to be a part of it.

### ENTRY CATEGORIES

There are five entry categories.

- 1. Residential buildings** – single dwellings or multi-storey dwellings used for residential purposes only (up to eleven storeys).
- 2. Commercial buildings** – offices, industrial buildings, institutional buildings, large residential complexes, or combinations of these.
- 3. Infrastructure projects** – buildings such as (but not limited to) schools, hospitals etc, and engineering infrastructure projects such as (but not limited to) bridges, roads, wharfs, water resources etc.
- 4. Repairs, Restoration & Retrofitting** – for both buildings and infrastructure. This category includes projects that have had significant concrete repair works completed to rehabilitate a structure, or projects related to restoring or retrofitting existing structures.
- 5. Technology & Innovation** – includes significant contributions to the understanding or use of concrete as evidenced by research, technical publications, patent applications, new products or pieces of equipment, new techniques, design innovations, or educational activity.

International entries under any of the above categories will be accepted, provided that they demonstrate significant Australian content such as in design, materials, construction or research.

### AWARDS

The 2023 Awards for Excellence in Concrete opens for submissions on 1 September 2022 and closes on 31 March 2023. Entrants of the Awards for Excellence in Concrete will be judged in their category that they have placed their entry in. Judges may determine that an entry be judged under a different category if it is deemed more applicable.

Awards are granted at two levels:

**State Awards** – All entries are judged in groups based on the state in which the entry was completed, and winners will be awarded with an Award for Excellence in Concrete. There can be multiple winners in categories at a state level.

**National Awards** – State Award winners are then placed in their separate categories and judged to determine an overall category winner. The 5 category winners will each receive a Medallion for Excellence in Concrete. From those 5 category winners, one will be judged to receive the overall *Kevin Cavanagh Trophy for Excellence in Concrete*. National awards will be presented at the Institute's Gala Dinner at Concrete 2023 on 12 September 2023.

### PUBLICITY AND REACH

All entries and winners will be included in the Institute's 2023 Awards for Excellence in Concrete Commemorative Booklet which will be handed out at the conclusion of the Concrete 2023 Conference Dinner on 12 September 2023.

All entries will be included in a video presentation and displayed at various awards events and will also be displayed for its duration at the 2023 Conference. All entries and winners will be showcased on the Institute's website following the 2023 Conference. The Institute may also further publicise winners of awards in its magazine *Concrete in Australia*, social media channels and in international journals of allied industry organisations.

### ALLOCATION OF PARTNERSHIP

Concrete Institute of Australia Company Members will be given first opportunity on any partnership item before an offer is extended to a non-member company.

Partnership applications are open now and will generally be awarded on a first come, first served basis. The Concrete Institute of Australia reserves the right to allocate sponsorship as it sees appropriate.



*For over 50 years the Concrete Institute of Australia has recognised excellence in concrete through our Awards program, and we invite you, as someone who shares these values, to partner us for the 2023 journey.*

**David Millar** Chief Executive Officer, Concrete Institute of Australia

## PROMOTION AND MARKETING

Our promotion and marketing reach is wide and varied, with a local and international stakeholder base of over 10,000. The Concrete Institute of Australia will coordinate and execute marketing communications through the following channels:

- Dedicated Awards for Excellence in Concrete webpage.
- Content across social media channels (LinkedIn, Instagram, YouTube, Facebook).
- Awards for Excellence in Concrete submission portal, with dedicated partnership page reserved for Awards Partner.
- Coordinated electronic mail out promotional activity; State and National e-comms and dedicated Awards for Excellence in Concrete e-comms.
- Advertising and editorial content within our publication, *Concrete in Australia*, released quarterly.
- Visual and verbal acknowledgement at all upcoming webinars, seminars and events.
- Visual and verbal acknowledgement in upcoming Concrete 2023 promotions, specifically Awards for Excellence in Concrete Gala Dinner.
- Acknowledgement on digital and hard copy marketing collateral.

## PARTNERS WILL FIND SIGNIFICANT EXPOSURE TO:

- Local and State Government authorities (road, water, rail, local).
- Research and academia personnel.
- Concrete and concrete material suppliers.
- Consultants and specifiers.
- Architects.
- Industry and Affiliated Professional Associations.
- Key influencers and industry advocates.

## AWARDS FOR EXCELLENCE IN CONCRETE COMMEMORATIVE PROGRAM

The Commemorative Program will be made available to all delegates in attendance at the Concrete 2023 Awards for Excellence in Concrete Gala Dinner. The Program will also be distributed to all CIA Members in November 2023 (up to 2500 people) and showcased at future seminars and events.

The Commemorative Program highlights not only the winners of the Awards for Excellence in Concrete, but specifically profiles each and every entry that will be submitted for the 2023 program.

Opportunities in the Commemorative Program include -

- Company logo on the front cover.
- Full page advertisement.
- Acknowledgement in the program as Awards for Excellence in Concrete partner.



### CONCRETE 2023 | GALA DINNER

The Awards will be presented during the Gala Dinner which will be held on Tuesday 12 September 2023 in Perth, Western Australia, as part of Concrete 2023.

Awards will be presented in front of a large audience at the Gala Dinner and will include the Medallion for Excellence in Concrete in our five respective categories, as well as the prestigious Kevin Cavanagh Trophy for the overall winner.

## OPPORTUNITIES AT THE GALA DINNER INCLUDE:

- Visual and verbal acknowledgement at the Gala Dinner by the event host.
- An opportunity to present the prestigious Kevin Cavanagh Trophy to the winner.
- Complimentary tickets at VIP table(s).
- Complimentary registration of table.
- Opportunity to provide banner(s) in prominent positions.





## SUMMARY OF PARTNERSHIP OPPORTUNITIES

There are several opportunities available for prospective partners of our 2023 Awards Program.

### AWARDS PROGRAM PARTNER

(EXCLUSIVE - ONE AVAILABLE)

- Partner logo, optional graphics, website link and content on CIA Awards Portal - Partner Page.
- Logo and company link on CIA Awards webpage.
- Content across social media channels (LinkedIn, Instagram, YouTube, Facebook).
- Logo and link included on all 2023 Awards e-Newsletters and event reminders.
- Advertising and editorial content within our publication, *Concrete in Australia*, released quarterly.
- Visual and verbal acknowledgement at all upcoming seminars, webinars and events.
- Visual and verbal acknowledgement in upcoming Concrete 2023 promotions.
- Acknowledgement on all 2023 Awards digital and hard copy marketing collateral.
- Visual and verbal acknowledgement of partnership by event host during the Awards for Excellence in Concrete Gala Dinner.
- Opportunity to present winner with the prestigious Kevin Cavanagh Trophy for Excellence in Concrete.
- Two tickets at a VIP table(s).
- Eight tickets or one complimentary table registration.
- Opportunity to display two full-size banners in prominent locations at the Gala Dinner.
- Full page advertisement (artwork supplied by partner) included in the Official Commemorative Program; all guests will receive a copy of this.

**\$20,000** (inc. GST)

### CATEGORY PARTNER

(ONE AVAILABLE FOR EACH CATEGORY)

- Company logo to be included on 2023 Awards CIA Webpage – with links to partner's website.
- Logo and link included on various 2023 Awards State and National e-Newsletters and event reminders.
- Written, graphic and video content across social media channels (LinkedIn, Instagram, YouTube, Facebook).
- Two tickets at Awards for Excellence in Concrete Gala Dinner.
- Opportunity to present Medallion for Excellence to winner of respective partnership category.
- Visual and verbal acknowledgement of partnership by event host during the Gala Dinner.
- Company logo to be included in Official Commemorative Program; all guests will receive a copy of this.
- Company logo to appear on screen at dinner.
- 1/4 page advertisement (artwork supplied by the partner) included in the Official Commemorative Program; all guests will receive a copy of this.

**\$5,000** (inc. GST)

To take up one of these exciting Partnership opportunities or for further information please contact the Concrete Institute of Australia's Marketing Coordinator Pooja Srivastava:  
**communications@concreteinstitute.com.au**  
**T: 02 9955 1744**



*I have been fortunate enough to serve on the Institute's judging panel in previous Awards for Excellence in Concrete programs, but the high quality of submissions continues to amaze me. After 50 years of excellence in concrete I am excited to see where the next 50 will take us.*

**Malcolm Boyd** Honorary Member, Concrete Institute of Australia

### PARTNERSHIP TERMS AND CONDITIONS

'Event' refers to the 2023 Awards for Excellence in Concrete Gala Dinner.

'Organiser' means The Concrete Institute of Australia (CIA).

ABN: 25 000 715 453.

After written acceptance by the organiser issuing a tax invoice, the partner must provide a high quality image of their logo in the format required by the organiser and other details as required (e.g. contact details, trademarks) to the organiser within 10 days of receipt of acceptance.

The partnership includes outlined event registrations, however does not include access to delegate lists unless specifically stated in the partnership package.

All partnership materials must be submitted to the organiser as agreed on between the parties.