

64th
**Australian
Export Awards**

2026
Sponsorship
Proposal



Australian Government

Australian Trade and Investment Commission

Become a 2026 sponsor and share centre stage at the 64th Australian Export Awards

The annual Australian Export Awards elevates and promotes Australia's excellence in exporting, and the economic and social benefits for Australia.

The Australian Trade and Investment Commission (Austrade) proudly presents the Australian Export Awards in collaboration with state and territory partners.

As Australia's most prestigious and longest-running export awards program, it showcases the diverse achievements of leading exporters and the vital role they play in Australia's economic prosperity.

This year's 64th Australian Export Awards presents an unmissable opportunity for leading corporate and government stakeholders to connect with Australian businesses making an impact around the world.

We share the stories of Australian exporters - small, medium and large - that have achieved international success through their commitment, innovation and leadership.

These stories profile the participating exporters and the industries they represent, driving international demand for Australian products and services.

Importantly, the program also inspires other Australian businesses to consider exporting, and current exporters to grow and diversify their export markets.

Sponsorship benefits include business profiling and networking opportunities, and the chance to share centre stage with Australia's best exporters to celebrate their outstanding success.

Past sponsors represent a diverse cross-section of industry, spanning major corporate enterprises through to government agencies, all actively engaged in trade and investment and united by a shared commitment to driving international demand for Australian products and services.

We encourage you to contact the Australian Export Awards team at export.awards@austrade.gov.au to discuss sponsorship opportunities for this flagship Australian Government program.

Benefits

- Direct association with one of Australia's most prestigious and longest-running export award programs, and a signature Australian Government trade promotion activity.
- Profiling of your brand, messaging, products and services across multiple digital channels over the 2026 program year reaching an expected 200,000+ exporters and prospective clients in Australia and key global markets.
- Complimentary tickets, priority seating and on-stage remarks at the invitation-only national awards ceremony in Canberra, which Australia's Minister for Trade and Tourism is invited to host.
- Play a key role in judging in your sponsored award category.
- Connection with Australia's most outstanding, innovative and inspiring exporters representing a broad range of industries.
- Additional bespoke partnership or promotional opportunities based on sponsor objectives, subject to final sponsorship agreement.
- Official digital, video and photo assets highlight your support with your client and customer network.

Award Category Sponsorship Packages

For bespoke packages and inclusions, please contact export.awards@austrade.gov.au

		PLATINUM \$75,900	GOLD \$40,500	SILVER \$26,000
BENEFITS		(Sponsorship values exclude GST)		
Program Branding	Named exclusive sponsor of one award category throughout all program promotions	●	●	●
	Use of official Australian Export Awards creative assets to promote your support with your clients and customers	●	●	●
Promotion	Sponsor logo on exportawards.gov.au/en/sponsors landing page	●	●	●
	Individual feature webpage on exportawards.gov.au/en/sponsors	●	●	●
	Original content piece featured on exportawards.gov.au/en/stories-news-and-media	●	●	
	Australian Export Awards digital direct marketing (DDMs) promotion	●	●	●
	Sponsor logo tile featured in 3 Australian Export Awards digital direct marketing (DDMs)	●	●	●
	Austrade exporter or industry facing digital direct marketing	●		
	Austrade Social Media promotion in Australia including one individual sponsor post and promotion in winner's post (Linked In, X, Instagram)	●	●	●
	Austrade Social Media promotion in overseas markets	●		
	austrade.gov.au program cross-promotion	●	●	
	export.business.gov.au program cross-promotion	●	●	
Content	Individual webpage content for exportawards.gov.au/en/sponsors including About the Business and additional Sponsor Promotional Feature content	●	●	●
	Original content piece developed by Austrade for exportawards.gov.au/en/stories-news-and-media	●	●	
	Promotional video (30-60 seconds) displayed on sponsor feature webpage on exportawards.gov.au/en/sponsors	●	●	
Judging	Participation in judging in your sponsored award category	●	●	●
National Ceremony at Parliament House	Presentation of sponsored award including on-stage remarks	●	●	●
	Promotional video (30 seconds) placement during the ceremony	●		
	Complimentary tickets to the ceremony	20	10	4
	Sponsor feature in commemorative program booklet	1 page	1 page	1/4 page
	Sponsor logo across digital touchpoints	●	●	●
	Banner feature at ceremony including sponsor logo	●	●	●
	Provision of edited video of on-stage award presentation	●		
Provision of event photographs including award presentation	●	●	●	

National Award Categories

Please select your preferred category to sponsor from the below national award categories (subject to availability at the time of enquiry) and select your sponsorship package on page 2. Sponsorship packages are available at Platinum, Gold or Silver tier.

Agribusiness, Food and Beverages

Outstanding international success in manufactured foods, beverages or agricultural products.

This includes primary production, forestry, fisheries and related services or technology.

Creative, Lifestyle and Design

Outstanding international success in creative industries and consumer-facing, design-led products and services.

This brings together creative outputs and lifestyle/consumer brands where design and brand experience are central.

Digital and Smart Technologies

Outstanding international success in information technology, digital technologies, software, hardware or digital services.

This includes solutions using cloud, AI/ML, IoT, AR/VR, robotics, quantum, fintech, cybersecurity and related tools.

Emerging Exporter

For outstanding export achievement by a business which has been exporting for two years or less.

This includes established and new businesses in any industry.

First Nations Exporter

Outstanding international success by a First Nations business.

This includes First Nations businesses operating in any industry, who have been exporting for 3 years or more.

International Education and Training

Outstanding international success in education and training.

This includes higher education, VET, transnational education, online learning, curriculum development and EdTech.

International Health

For outstanding international success in the fields of health, medical or wellbeing.

This includes biotechnology, biosecurity, medical technology, digital health, e-health, aged care, disability, complementary health, pharmaceuticals and related services.

Manufacturing and Advanced Materials

Outstanding international success in manufacturing, engineering or advanced materials development.

This includes manufacturing of medical devices, advanced manufacturing technologies, design and production.

Professional Services

For outstanding international success in the field of professional services.

This includes legal, accounting, administration and support services, business management and consultancy, marketing services, franchising and licensing, engineering, financial and insurance, market research, translation services and tourism and business events.

Regional Exporter

Outstanding international success by a regional business.

This includes businesses in any sector that is based in a regional or remote location.

Resources and Energy

Outstanding international success in the resources and energy sectors.

This includes production, processing or value-adding of extractive resources, or provision of related equipment, services or technology.

Small Business

For outstanding international success by a small business.

This includes businesses with total annual turnover not exceeding A\$10 million.

Sustainability and Green Economy

Outstanding international success in the Green Economy

This includes environmental solutions, clean energy, sustainable materials, renewables, waste and water management, green building, smart cities or businesses with strong sustainability practices.

2026 Key Timeline

Applications open	14 April
Applications close	12 June
National category judging	July
National finalists announced	August–October
National awards ceremony	18 November

Program promotions extend over the program year. Early commitment will afford program sponsors an extended promotional period, across the 2026 program.

Pictured, guests at the 2025 national ceremony watching MC Narelda Jacobs OAM.



Engagement and Reach

Multiple digital channels are used to promote the Australian Export Awards sponsors throughout the program year, in Australia and across key export markets. The Australian Export Awards program culminates in the national awards ceremony, where sponsors join national finalist businesses and Australia's leading industry and government representatives at Parliament House, Canberra.

170 media items

over 30 days with majority positive sentiment with a potential editorial reach of **133 million**

120,986 unique page views

of the dedicated Australian Export Awards website

89 social media posts

across Austrade's digital channels, which generated **194,664 impressions**

Features in Austrade and external newsletters with a combined reach of over **87,400 exporters and industry contacts**

13 targeted digital direct mail (DDMs) with a combined reach of **31,088 business and government contacts**

Social media posts on LinkedIn, X and Instagram had a combined reach of **243,300**

Snapshot of the 63rd Australian Export Awards National Finalists

From 370 quality applications across 14 national categories, 95 businesses were recognised as State and Territory Award winners. These businesses progressed as national finalists in the Australian Export Awards.

The **95** national finalists:

- Collectively employed more than **18,114** people in 2025 and generated over **\$4.3 billion** in export earnings
- Included 9 ASX listed companies who generated **\$1.9 billion** in export earnings
- **37%** were led by women (either independently or jointly)
- **34%** were first-time applicants
- **45%** were small businesses with an annual turnover of less than A\$10 million.
- **8%** were First Nations businesses (at least 50% owned by indigenous persons).



Pictured, Vicki Park, Strategic Account Manager, (centre) from 2025 silver sponsor Qantas Freight with the Six Zero Pickle Ball team, winners of the 2025 Emerging Exporter award category.

National Awards Ceremony

The national ceremony is the culmination of the Australian Export Awards program. It attracts over 450 guests including national finalists, sponsors, members of parliament, business leaders and senior representatives of chambers of commerce, government organisations, diplomatic missions and industry.

This high-profile invitation-only event celebrates the achievements of all national finalists, and showcases program sponsors. The national award winners are announced by their category sponsors, and one winner is crowned Australian Exporter of the Year.

The Minister for Trade and Tourism is invited to host the 64th Australian Export Awards ceremony at Parliament House in November 2026.



Pictured, Ambassador Justin Mohamed (second from right) from 2025 silver sponsor Department of Foreign Affairs and Trade pictured with the Premier Metal Recyclers team, 2025 Australian Exporter of the Year and winner of the Sustainability and Green Economy award category.

National Category Judging

Entry into the Australian Export Awards is a two-tiered process. Eligible winners from each state and territory export awards program progress as national finalists in the Australian Export Awards. Category judges assess the national finalists' applications against selection criteria to identify the most outstanding business in each category.

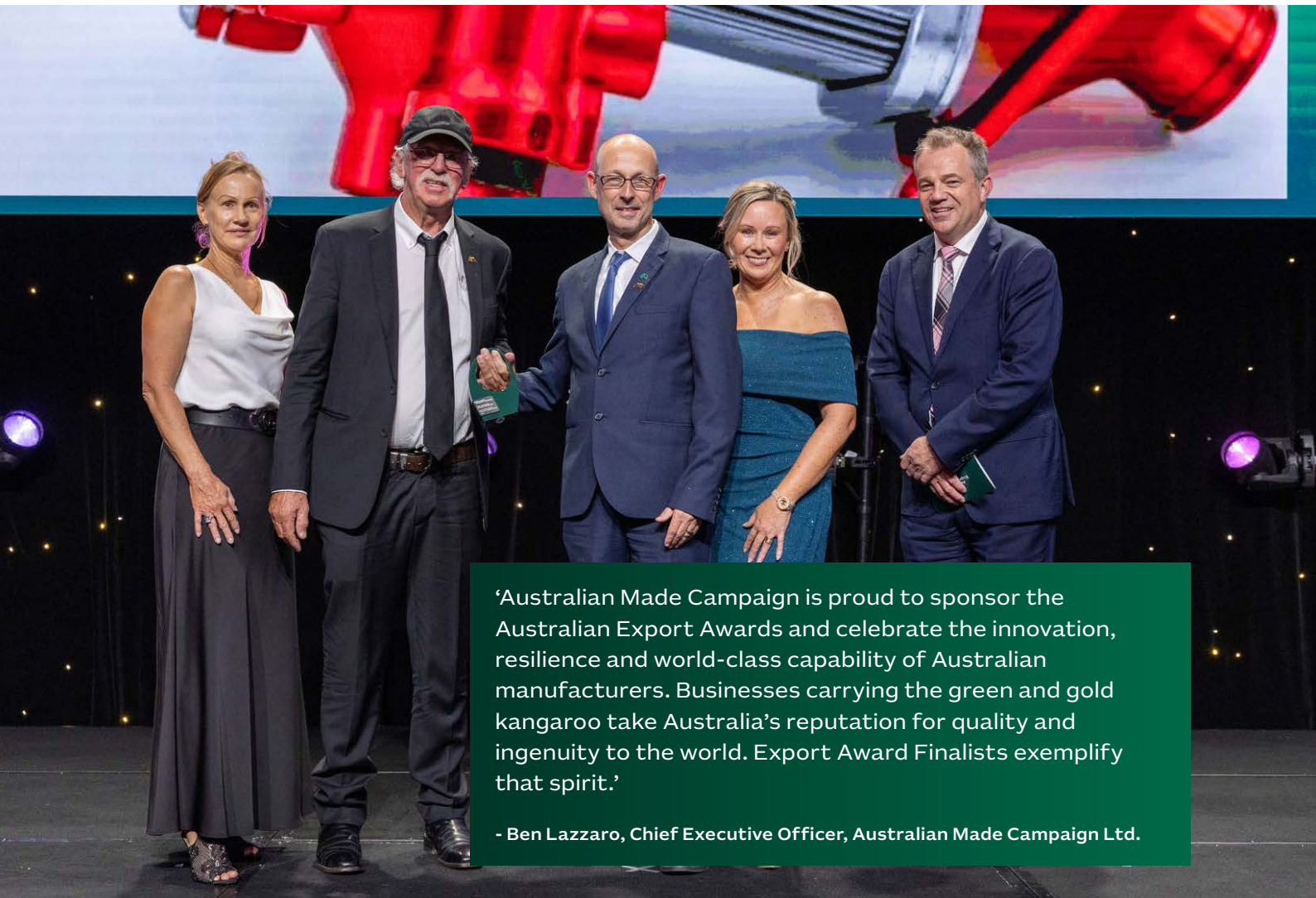
Category sponsors have the opportunity to judge in their sponsored award category, or across multiple categories if their commercial interests extend further.

Involvement in the national judging process provides sponsors with in-depth insight into export and marketing strategies, and the diverse export activities of leading Australian businesses.

All judges are required to formally disclose any current, past or potential private and/or business interests or relationships that may give rise to a real or perceived conflict of interest and preclude them from undertaking their role in the Australian Export Awards program.

All information submitted and accessed through the judging portal is treated as commercial-in-confidence and handled in accordance with strict confidentiality requirements.

Pictured, John Thompson, Head of Brand and Growth, (far right) from 2025 silver sponsor Australian Made Campaign Ltd pictured with the PWR Advanced Cooling Technology team, winner of the Manufacturing and Advanced Materials award category.



'Australian Made Campaign is proud to sponsor the Australian Export Awards and celebrate the innovation, resilience and world-class capability of Australian manufacturers. Businesses carrying the green and gold kangaroo take Australia's reputation for quality and ingenuity to the world. Export Award Finalists exemplify that spirit.'

- Ben Lazzaro, Chief Executive Officer, Australian Made Campaign Ltd.

Partnering with Austrade

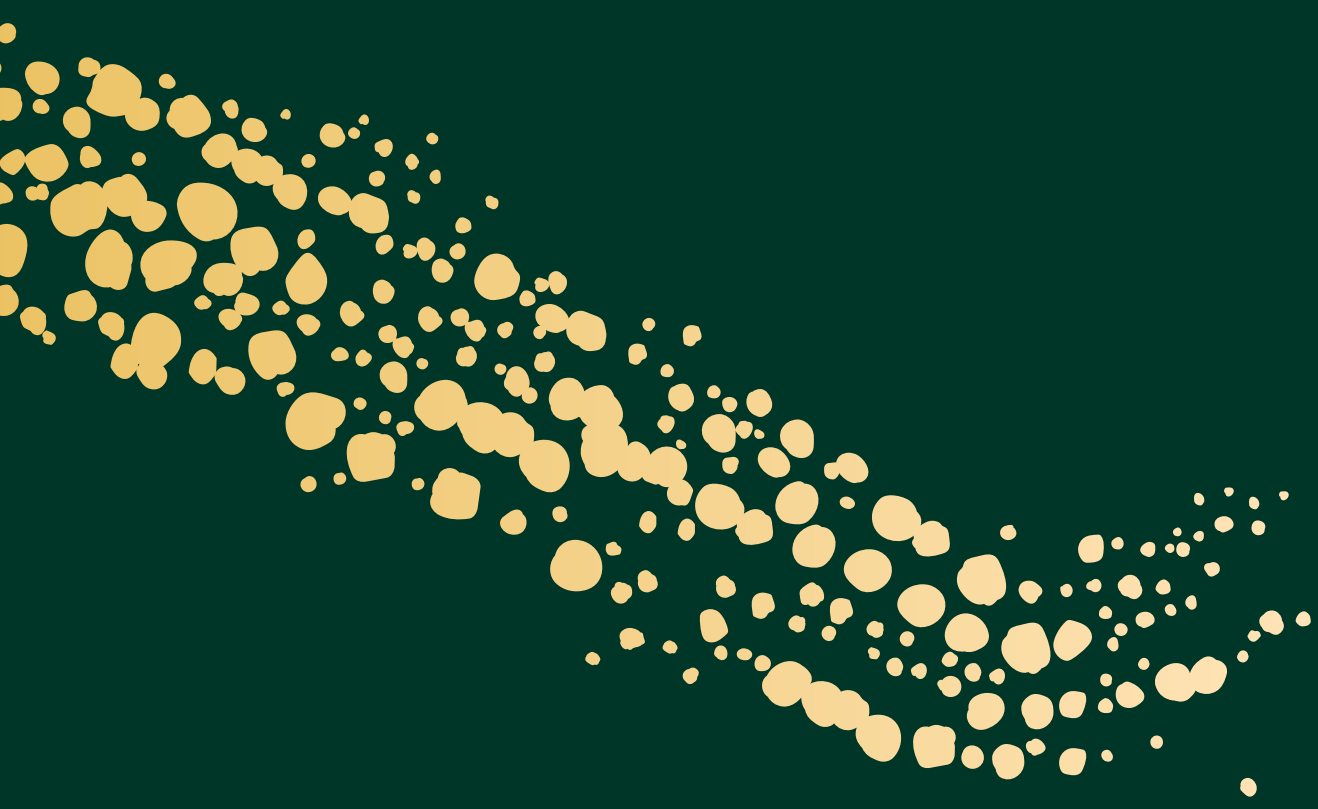
In line with the Australian Government's objective to strengthen exporter capability, competitiveness and global market reach, the Australian Export Awards program provides a unique platform for collaboration with Austrade.

Through alignment with the Accessing New Market Initiative (ANMI) and the recently established Trade Diversification Network (TDN), the program brings together a targeted cohort of export-ready businesses, high-growth enterprises and international trade stakeholders.

Subject to the detail of individual sponsorship agreements, sponsors may have the opportunity to participate in additional bespoke partnership or promotional activities based on sponsor objectives, subject to final sponsorship agreement to support commercial outcomes and amplify shared trade and investment objectives.

Pictured, Nicola Grayson, Head of Public Affairs, from 2025 silver sponsor Creative Australia, presenting the Creative Industries award category at the 2025 national ceremony.





Contact us

To discuss this opportunity
contact the Australian Export Awards team
export.awards@austrade.gov.au

To find out more, visit **exportawards.gov.au**



Australian Government
Australian Trade and Investment Commission



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