

Application for the 2021 Clean Energy Council

MARKETING AND COMMUNICATIONS AWARD



In recognition of an organisation that executed an exceptional marketing and/or communications campaign in relation to the Australian clean energy industry.

ENTRIES OPEN

Thursday 8 April 2021

ENTRIES CLOSE

Friday 30 April 2021

FINALISTS ANNOUNCED

Monday 14 June 2021

AWARDS CEREMONY

Tuesday 13 July 2021

THE WINNER WILL

- Receive an award presented at the Clean Energy Council Awards ceremony at the Australian Clean Energy Summit Gala Dinner in Sydney on Tuesday 13 July 2021.
- Receive two complimentary tickets to one of the following 2022 Clean Energy Council events: Wind Industry Forum, Large-scale Solar Forum, WA Clean Energy Forum or Energy Storage Forum.
- Attract exposure via the Clean Energy Council website, a Clean Energy Council media release, social media and other publications, where appropriate.
- Earn the right to promote yourself as a Clean Energy Council 2021 Award Winner, through use of an exclusive logo.
- Receive exposure through an article about Award winners published in Ecogeneration magazine.

All finalists are entitled to two complimentary tickets to the Gala Dinner and will earn the right to promote themselves as a finalist, using an exclusive logo.

GUIDELINES

All entries must adhere to the following guidelines:

- Must clearly demonstrate the design and development of an exceptional Australian clean energy marketing and/or communications campaign.
- Impact must be demonstrated between 1 June 2020 and 30 April 2021.
- Award submissions must be submitted through the [Marketing and Communications Award portal](#) on or before Friday 30 April 2021.
- Entrants may submit one entry per category only.

TERMS AND CONDITIONS

All entries are subject to the following terms and conditions:

- All entries will be treated as confidential.
- Entries will remain the property of the Clean Energy Council.
- Unless otherwise advised, all information provided, including images, may be made public and used at the discretion of the Clean Energy Council.
- By submitting an entry, entrants agree to be bound by these terms and conditions.

FOR FURTHER INFORMATION

please email awards@cleanenergycouncil.org.au

MARKETING AND COMMUNICATIONS AWARD



COMPILE YOUR ENTRY BY ANSWERING THE FOLLOWING QUESTIONS

OVERVIEW

Please provide an introduction to your organisation (background, location, employees, mission), a 200-word summary of your application and photos/ images of the project/activity (to be used for promotional purposes in the lead-up to the awards and to promote the winners).

THE PROJECT

What was the marketing/communication challenge you were trying to address?

(40 per cent, 300 words max.)

- Provide details of the marketing/communications plan and implementation that was put in place.
- What channels did the project use?
- Which stakeholders were involved in the initiative?

THE AUDIENCE

Who was the target audience for the communication?

(20 per cent, 200 words max.)

- How did the marketing/communications activity address their needs?

PROJECT OUTCOMES

What did the marketing/communications activity achieve?

(40 per cent, 300 words max.)

- What was the outcome of the marketing/communications activity?
- How was this measured?
- Provide supporting documentation of the initiative.

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