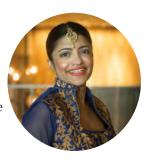


# EVENT DIRECTOR'S MESSAGE

The annual India Australia Business & Community Awards are a welcome sign of how far relations between Australia and India have evolved. With nearly one million people within the Indian Diaspora now living across Australia, IABCA is now a flagship event in the Australian Indian business events calendar



IABCA celebrates migrant entrepreneurship and community leadership. These awards acknowledge Australian Indians who have achieved and contributed greatly to our multicultural nation.

It raises awareness of Indians in Australia and Australians in India, in a way that encourages further growth in relations between the two countries.

I am pleased that the IABCA initiative directly contributes to the Australia India objective of promoting a broader and deeper relationship between the two countries as it showcases success stories of existing Indian Australian investment and recognition of these success stories to Indian decision-makers. .

Annually over 200 nominations are received nationally across our award categories. An independent industry panel with representation from across the nation assesses each of the nominations over a twelve-week period.

We have had a few wins over the years, IABCA Finalists and Winners are annually recognised in the Hansard, which is the official record of the proceedings of the NSW Parliament, thanks to Hon Daniel Mookhey, MLC, NSW's first Indian-origin Member of Parliament.

This year, IABCA was also featured as a successful model and case study in the Australian Council of Learned Academics report, Australia's Diaspora Advantage: Realising the potential for building transnational business networks with Asia. A Federal Government initiative.

In 2017, IABCA will continue to engage, connect and recognise the role played by Australian Indians in shaping this nation through an awards ceremony. Our Youth Ambassador program will continue to engage and connect with Gen Y, business leaders, entrepreneurs and professionals under 35 years with representation from across the nation.

IABCA has transformed the way business investment and community leadership is recognised in Australia. We also believe in giving back, and over the years we have supported national charities such as White Ribbon, Alzheimer's Australia and the National Breast Cancer Foundation at our gala events.

This national platform has been created to bring together business and community leaders from the Indian Diaspora to recogise their excellence, and offers an exceptional partnership opportunity to profile achievements, focus on core strengths, benchmark against competitors, generate positive publicity and demonstrate professional integrity.

I welcome you to explore partnership opportunities for IABCA 2017 as detailed in this prospectus.

Warm Regards
Sonia Gandhi
Director, Gandhi Creations Pty. Ltd. and IABCA
Paul Harris Fellow, Rotary International
Australian Event Awards 2013 | 2015 | State Winner
Mobile: 0414 497 791

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W: www.iabca.com.au



### PREVIOUS SPEAKERS



HON MIKE BAIRD MP Former Premier of NSW



HON LUKE FOLEY MP
Opposition Leader



TRACEY SPICER Ambassador, NBCF



SUNJAY SUDHIR
Former Consul General of India in Sydney



ANDREW O'KEEFE

Ambassador, White Ribbon Australia



RICARDO GONCALVES
Presenter, SBS World News



HON GLADYS BEREJIKLIAN MP Premier of NSW



SHEBA NANDKEOLYAR Chairman, Australia India Business Council



ITA BUTTROSE AO OBE National President Alzheimer's Australia



B. VANLALVAWNA
Consul General of India in Sydney



JANICE PETERSEN
Presenter, SBS World News



JENNY BROCKIE
Presenter, Insight SBS





### THE PRIME MINISTER OF AUSTRALIA

My warmest congratulations to everyone who has been nominated for the India Australia Business and Community Awards this year.

In every sphere of endeavour, in every corner of our country, and in every walk of life, there are passionate Indian Australians helping to make our nation a stronger and better place.

These awards are a great opportunity to recognise these inspiring individuals, businesses, and organisation—the hardworking, caring and innovative people who are making a real difference.

Tonight is also a chance to celebrate the best of Indian culture, and the growing links between our nations.

Australia and India enjoy a long-standing friendship, based on our shared history, a commitment to democracy and the rule of law.

Two-way trade between our countries is around \$15 billion a year, and the conclusion of a Comprehensive Economic Cooperation Agreement will further encourage trade and investment.

Today, over 390,000 people in Australia claim Indian ancestry, and India is our second largest source of international students.

With the New Colombo Plan offering Australians new opportunities to study on the sub-continent, many more of us will have the chance to deepen our understanding of Indian culture and society.

In the years ahead, it is my hope and expectation that we will see the benefits of even closer bonds between our nations.

I once again congratulate tonight's nominees and wish you every success for the future.

The Hon Malcolm Turnbull MP Prime Minister of Australia







### THE HIGH COMMISSIONER OF INDIA IN AUSTRALIA

It gives me immense pleasure to extend our support for the 3rd India Australia Business and Community Awards. Within just a couple of years, IABCA has emerged as an important platform for recognizing not only the role and contribution but also the creativity and entrepreneurship of diverse segments of our Indian community in Australia.

This year, the awards come at a time when India is recognized as the world's fastest growing major economy and our relationship with Australia is expanding across multiple sectors - trade and investment, education and skills, irrigation and water resources, urban development and smart cities, defense and security, and even in tourism and sports infrastructure. In many of these areas, we see the vibrant, highly skilled Indian-Australian community act as a bridge between our two countries, combining their professional expertise with their understanding of Indian conditions.

I am especially delighted to learn about IABCA efforts to promote the participation of the younger members of the Indian Australian community through its Youth Ambassadors program by reaching out to the under-35 generation of business leaders, entrepreneurs and professionals and by accessing their enormous energy and dynamism, IABCA can make a real impact on the future.

I convey my best wishes to the organizers, volunteers and participants at the 3rd IABCA for a successful and memorable event. Coming as it does on the eve of the Deepawali festivities, may it also receive the special blessings of Goddess Lakshmi and bring good fortune and prosperity to all participants.

His Excellency Navdeep Suri

High Commissioner of India in Australia





#### FORMER PREMIER OF NSW

I am delighted to send my best wishes to everyone attending the India Australia Business & Community Awards (IABCA) in 2016.

This wonderful event celebrates and recognises the important role played by Indian-Australians throughout a vast number of areas and disciplines.

With the NSW-India relationship stronger than ever, a great opportunity presently exists to become more involved with business and the community.

Former Premier Barry O'Farrell, a close friend of the local Indian community, has taken up a role as special envoy for the NSW-India relationship. As we look to further develop our cultural, business and diplomatic links with India, Mr O'Farrell will represent NSW at key events and assist with hosting high-level business to business engagements, delegations and trade missions.

On this occasion, I commend the IABCA committee for its dedication to Indian-Australians, and congratulate all of the exceptional winners and nominees.

On behalf of the NSW Government, I wish everyone attending the IABCA evening a successful and memorable occasion.

Min Auch

The Hon Mike Baird MP Former Premier of NSW



### PREMIER OF QUEENSLAND

As Queensland's Premier, I am delighted to lend my support to this national award program, which showcases the innovation and dedication of Australia's Indian community. Having previously served as state minister for multicultural affairs, I have seen firsthand the ingenuity and passion with which Indian Australians go about business and community endeavours. You contribute enormously to the economic and social success of our nation. I commend all nominees of this year's India Australia Business & Community Awards for our professional achievements and I invite Queensland's contingent to get involved in our State's \$180 million Advance Queensland program, which is aimed at taking great ideas, turning them into investment-ready proposals, attracting that investment, and creating jobs. By making innovation and knowledge-based industries a key focus and by capitalising on the exceptional skills and accomplishments of our people, we can deliver a new era of opportunity.

Annastacia Palaszczuk MP Premier of Queensland, Minister for Arts



#### CHIEF MINISTER OF THE NORTHERN TERRITORY

The Northern Territory is proud of its reputation as a strong and vibrant multicultural society which is enriched and enhanced by members of our Indian-Australian community. Our two countries have a shared passion for excellence in economic, social and cultural development. The India Australia Business & Community Awards are a key program that help us maintain existing and build new relationships between Australia and India. Cameleers and traders from the Indian sub-continent established trade routes throughout outback Australia, including the Northern Territory, in the early 1860s. Since then, Indian-Australians' business acumen and love of community have proven beneficial to the growth of many sectors in the Northern Territory, particularly in professional, hospitality, health and transport services. The Northern Territory Government values the contribution of Indian-Australians who have made the Territory their home, and thanks organisers of the IABCA for providing a platform to recognise their achievements. These awards reward the business and community leaders who are paving the way for future generations to prosper through trade which is based on mutual respect for culture and diversity. Recipients of these awards will inspire others to follow in their footsteps.

I am pleased to support the IABCA Program.

Hon Michael Gunner MLA Chief Minister of the Northern Territory



### PREMIER OF WESTERN AUSTRALIA

On behalf of the people of Western Australia, I extend my best wishes to the India Australia Business & Community Awards. Western Australia and India share a close and growing relationship based on strong people-to-people ties and increasing trade and investment links. There are tremendous opportunities to further extend and deepen our relationship, and events such as these are an excellent way to recognise the mutually reinforcing value of local-level social and economic ties that serve ultimately to strengthen the broader Australia-India relationship. I wish the India Australia Business and Community Awards every success and send my congratulations to the nominees and award winners.

Colin Barnett MLA Premier of Western Australia, Minister for State Development



### PREMIER OF SOUTH AUSTRALIA

I welcome the India Australia Business & Community Awards as a national initiative that rewards excellence and highlights the breadth of the contribution made by Indians in Australia. India is emerging as an economic powerhouse in the Asian century and plays a key role in Australia's future. The skills, dedication, and passion that result in business success are just as important in delivering effective community initiatives. This sentiment resonates with entrepreneurs, community leaders and investors seeking to build strong economic and cultural ties between the two nations. The large number of Australians of Indian heritage will help create this mutually beneficial bi-lateral relationship. This connection in a fluid financial environment is proving vital in furthering prosperity in Australia. IABCA is a welcome sign of how far relations between Australia and India have advanced. The South Australian Government released the South Australia - India Engagement Strategy in 2012 and our engagement with India continues to grow. An increasing number of Indians are choosing South Australia as their preferred destination in which to live, work and study. We are an open people and welcome students, tourists, migrants, traders and investors from India. On behalf of the South Australian Government, I convey my congratulations and best wishes to the organisers and the winners of the India Australia Business & Community Awards.

Jay Weatherill Premier of South Australia





### PREMIER OF VICTORIA

On behalf of the Victorian Government and people of Victoria, I offer my best wishes to the India Australia Business & Community Awards. There is a large Indian community diaspora, living in Melbourne, who are part of Multicultural Victoria. Awards such as these are a great initiative that recognize achievements of migrants in various fields of business, innovation and community services. The small and medium enterprise sector is one of the fastest growing in our economy and it's a trend we're seeing right across the world. I wish all nominees for this year's awards good luck.

The Hon Daniel Andrews MP Premier of Victoria



### PREMIER OF TASMANIA

The Tasmanian Government is eager to build on our links with India. India is fast becoming one of the world's economic superpowers and with the rising affluence in India, Tasmania is well placed to become a niche provider of specialised services to the top end of the market. Tasmania is a unique State of diverse natural beauty, offering high quality products, services and facilities on an accessible scale. Historically we have exported many products to India, including mineral ores and concentrates, processed metals and metal products and printing and writing paper. In the future, we believe there are many opportunities for trade between Tasmania and India in the services sector. Combining Tasmania's expertise with India's considerable manufacturing capacity and market size could lead to mutually beneficial outcomes in areas such as renewable energy, agriculture and scientific research. We already welcome many Indian nationals into our State as visitors, students and migrants, and we look forward to increasing these numbers as our relationship with India grows.

Will Hodgman MP Premier of Tasmania

### CHIEF MINISTER OF AUSTRALIAN CAPITAL TERRITORY

Canberra's already strong business relationships with India continue to grow and I was delighted to hear news of Mr Deepak-Raj Gupta's success at the India Australia Business & Community Awards in 2015. I am pleased to send my congratulations to this year's nominees and winners.

In September 2015 ACT Minister for Education and Training Joy Burch travelled to India to sign an agreement between the Canberra Institute of Technology and NeST Information Technologies to jointly develop and deliver spatial information and surveying programs. Minister Burch also met with the Gujarat Education Minister, Shri Bhupendrasinh Manubha Chudasm, to sign an MoU with the Gujarat Forensic Sciences University.

For me these agreements represent the significant potential of Canberra's growing commercial and cultural linkages with India.

Andrew Barr MLA Chief Minister of Australian Capital Territory



### PANEL OF EXPERTS



Stuart Davis South Asia Forum



Linda Fazldeen Former Adviser to the Chief Minister of the Northern Territory



Dhruba Gupta DBM Consultants



Peeyush Gupta SBS Board Member



Robyn Hendry Canberra Business Chamber



Anthea Hancocks
The Scanlon Foundation



Sunil Lal Barker Henley Legal Group



Lisa McAuley Export Council of Australia



The Honourable Daniel Mookhey MLC NSW Parliament



Neville Roach AO Tata Consultancy Services



Professor Arun Sharma QUT



Parsuram Sharma-Luital JP FECCA



Associate Professor
Adrian Vicary
University of South
Australia



Nicola Watkinson

### YOUTH AMBASSADORS



Dr Tanveer Ahmed bddiaspora.com



**Ky Chow** Media Personality



Navneesh Garg Adactin Group



Indranil Halder Crown Group



Sally Hetherington Human and Hope Association (HHA)



Deepa Mathew Commonwealth Bank



Navdeep Pasricha IABCA Young Community Achiever of the Year 2015



Kerry-Anne Peterson Miss Colyton Galaxy Australia



Ananya Soni Miss India Australia International 2015



**Shaun Star** Australia India Youth Dialogue



**Lisa Sthalekar** Former Vice-Captain of Australia Women's Cricket team

### IABCA 2016

### **DIGNITARIES IN ATTENDANCE**

Hon Gladys Berejiklian MP, NSW Treasurer

Hon Luke Foley MP, Opposition Leader, Shadow Minister for Western Sydney

B. Vanlalvawna, Consul General of India in Sydney

Hon Daniel Mookhey MLC, NSW Parliament

Dr Geoff Lee MP, Member for Parramatta

Matt Kean MP, Parliamentary Secretary for Treasury

Jodi McKay MP, Member for Strathfield

Dr Hugh McDermott MP, NSW Parliament

Hon Peter Styles

Hon Patrick Farmer AM

Dr Hari Harinath OAM, Chairman, Multicultural NSW

Hon. Philip Ruddock, MP, Federal Member for Berowra

Dr Hari Harinath OAM, Chairman Multicultural NSW

Nihal Agar, President, Hindu Council

Sheba Nandkeolyar, National Chair, AIBC

Rhonda Piggott, Director, NSW State Office, DFAT

Paul Myler, Assistant Secretary, India & Indian Ocean Branch, DFAT

Dr Sev Ozdowski OAM, Chair, Australian Multicultural Council

Neville Roach AO, Patron, NSW

Jim Varghese AM, Executive Director of Business Development, Australia India Institute

Raja Venkateshwar, President, AIBC

Sunil Lal, Executive Chairman, Barker Henley Legal Group

Dipen Rughani, National Chairman, AIBC

Tracey Spicer, Ambassador, National Breast Cancer Foundation

Anupam Sharma, Director, UnIndian, Films Temple Casting.

### 2017 AWARD CATEGORIES

Young Professional of the Year

Young Community Achiever of the Year

Community Services Excellence Award

Spirit of Sport Award

Business Woman of the Year

Australian Exporter of the Year

Indian Investment in the Australian Market

Business Leader or Professional of the Year

Indian Restaurant of the Year

Travel Agency or Travel Operator of the Year

Small Business of the Year

SME of the Year

Indian Australian Ambassador of the Year



# IABCA 2016



### IABCA 2017

IABCA is now a flagship event in the Australian Indian business and community events calendar. In 2017, IABCA will continue to engage, connect and recognise the role played by Australian Indians in shaping this nation through an awards ceremony, and will maintain a charity partner. 2017 will create history for IABCA as the awards program will travel from New South Wales to Queensland for the first time. The IABCA Gala will be hosted by the Hon Annastacia Palaszczuk, Premier of Queensland, at Brisbane City Hall. We thank the Queensland Government for their support towards this national initiative. The IABCA platform now has two major events associated with it, one that takes place in New South Wales and one in Queensland.



Our Youth Ambassador program will engage and connect with Gen Y, business leaders, entrepreneurs and professionals under 35 years. Nominations for the 2017 awards will open in March and an independent, experienced panel will assess each nomination over a twelve-week period. This merit based process ensures the highest degree of credibility in the judging process, and by extension, gives the awards the unparrallelled prestige within the Indian Australian Business and Community sector. Ethnic and main stream media will continue to provide editorial coverage pre and post event.

IABCA is the brain child of Sonia Gandhi, who is a Paul Harris Fellow and Director of Gandhi Creations, an award winning event management company for the state of New South Wales 2013 and 2015. She has also directed Multicultural NSW 2013 and has delivered over 500 events throughout her career.

Date: Friday, 13 October 2017

Venue: Bribane City Hall, 64 Adelaide St, Brisbane City QLD 4000

Time: 6.30pm -11.30pm

Format: Black Tie Gala Dinner

Dress Code: Indian Attire or Black Tie



Your organisation can play a key role at this event, supporting the business community while at the same time benefiting from the outstanding promotional and commercial opportunities nationally.

By becoming a sponsor you can achieve the following for your organisation:

Heightened brand awareness and profiling in the business community

Direct access to high net worth individuals, Small Businesses, SME's and Large Enterprises

Positioning as a key supporter of cultural diversity

Access and visibility to a wide-ranging audience within the business space and in the wider community.



### PLATINUM SPONSOR

Positioning at IABCA pre and post event as platinum sponsor. Sponsor branding will also extend to all references in the invitation to parliamentarians, VIPs and other dignitaries.

Opportunity to open the evening or close the evening

Opportunity to be profiled at the IABCA Stars event

Opportunity to present a token of appreciation to our guest of honour

Opportunity to hand out an award

Opportunity to be profiled via multimedia channels

Multiple references by the MC at the event

Two seats at the VIP or head table with other dignitaries

Acknowledgement in all marketing literature; online & print

Acknowledgement as platinum sponsor through our social media channels, Facebook, twitter and You Tube

Prime positioning as part of the logo on the IABCA website

Profiling in all marketing emails in relation to the event

Logo to be displayed in the loop slides at the awards night

Branding on the program booklet that is distributed on the night

One full-page advert or editorial in the program booklet

Two complimentary tables of 10 valued at \$6000.00 to the black tie event (22 complimentary tickets)

Prime positioning of tables at the event

The opportunity to display banners near the registration desk

The opportunity to have one piece of marketing collateral distributed to guests on the night

Logo and company profile listed on the event website, hyperlinked to your website creating brand leverage

Pre and post-event website branding

One complimentary EDM post event to all delegates with branding and post event photo collage

Media coverage to reflect brand in post event editorial

The opportunity to be profiled through 6 x full page adverts in print publications

<sup>\*</sup>Sponsorship tariffs are GST exclusive





### **GOLD SPONSOR BENEFITS**

Gold sponsorship acknowledgment in all marketing literature relating to both events

Gold Sponsor branding on the event website

Logo to be displayed on the loop slides throughout the evening

Branding on the program booklet

Opportunity to hand out one set of the business and community awards

One full-page advert or editorial in the program booklet

Multiple references by the MC

One table of 10 to event (12 complimentary tickets)

Prime positioning of table at the event.

2 tickets at the VIP headtable with dignitaries

Opportunity to be profiled via multimedia channels

The opportunity to have one piece of marketing collateral distributed to guests on the night

Logo and company profile, hyperlinked to your website creating brand leverage

Pre and post-event website branding

Acknowledgement as Gold Sponsor in on all print, online and social media

The opportunity to be profiled via a full page advert in association with our media partner

### SILVER SPONSOR BENEFITS

Acknowledgement as a silver sponsor in all marketing literature relating to both events Logo and company link back on the event website

Logo to be displayed on the loop slides at the awards night including in our multimedia video

Branding on the program booklet at the event

Multiple references by the MC at the event

1 table of 10 to the gala dinner event

Pre and post-event website branding

The opportunity to be profiled via a full page advert in association with our media partner

<sup>\*</sup>Sponsorship tariffs are GST exclusive



<sup>\*</sup>Sponsorship tariffs are GST exclusive



### SUPPORTING SPONSOR

5 VIP tickets to the event valued at \$1500.00

Logo to be displayed on the loop slides at the gala event website, hyperlinked to your website creating brand leverage

Opportunity to be profiled via multimedia channels

Pre and post-event website branding

Social Media presence and channeling

Half page advert in the program booklet for the night

Prime seating at the event

Multiple references by the MC at the event

### SPONSORSHIP IN KIND OR DOOR PRIZES

References by the MC at the event

Logo to be displayed on the loop slides at the awards night

Branding in the black tie event program distributed on the night

Pre and post-event website branding

The Sponsorship in Kind package will be dependent on the type of service/offer provided, and determined on a case-by-case basis.

EDITORIAL COVERAGE WILL FEATURE IN MAIN STREAM AND ETHNIC MEDIA

<sup>\*</sup>Sponsorship tariffs are GST exclusive



### FACEBOOK AND WEBSITE REACH AND STATISTICS

#### WEBSITE ANALYTICS

13 EDMs were sent out to a database of over 12,000 people and a combined database reach included over 23,000 contacts.

25,335 pages were viewed in the IABCA website between 2nd March and 2nd November across 10,247 total sessions

67.9% of the website users were new users and a total of 6,957 users.

During March - October the website received 6,962 new visitors against 3,285 returning visitors.

Most website users came via organic searches (keywords entered in a search engine such as Google) with total of 2,970 users. Followed by 2,381 users reached from email sent. 2,038 users came from Social Media, 1,806 came from a direct search (direct website link) and 1,042 users came from Referral Path (link from other website)

Website Users were from across Australia as well as from 71 countries and from all continents

The partners page has been views 365 times over the program

#### **FACEBOOK ANALYTICS**

The IABCA Facebook Page reached a total of 173, 654 people in just a four week period in October During October month the page experienced a rapid influx of 1,203 page views (+78%) 1,858 Page Likes (+137%) was received in October only 77,967 Post Engagements (+256%) was received in October only

### **BROUGHT TO YOU BY**



### FOR FURTHER INFORMATION, PLEASE CONTACT

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