



Audio Visual Industry Awards

integrate 2010
sound.light.vision



24 - 26 AUGUST 2010
integrate-expo.com

PROMOTING INNOVATION, REWARDING EXCELLENCE

WHAT IS THIS ABOUT?

Industry Awards for the professional audiovisual community. Awards with a focus on innovation and excellence. Awards for people and AV companies.

Overwhelmingly, the response to the idea of the Awards has been positive, with most appreciating the focus on innovative design rather than simply the scope or profile of a project.

WHAT THE AWARDS WON'T BE

We've all seen how Awards can be hijacked by commercial interests. As soon as this occurs, and the awards' credibility is called into question, then they're of little value to anyone. We are determined for these AV Awards to be hard-won and a legitimate recognition of innovation and excellence – in other words, something that really means something.

We'd like to emphasise our commitment to keeping the awards free of manipulation, and we believe the various category 'weight divisions' along with the 'wild card' Innovation Award will ensure smaller participants will feel just as much in the race as the big operators. This can only happen if the submission process and judging criteria are well formulated, totally transparent and rock solid. *Importantly, there won't be any awards for product categories.*

INDUSTRY BACKING

Special thanks go to InfoComm, AETM and ALIA. These key associations have pledged to assist in mobilising members. Any new awards program inevitably suffers from a combination of apathy and/or modesty and hopefully we can overcome both. We need to shine the light on innovators, and innovators aren't generally the world's best self-publicists, and having these associations giving the industry a gee-up will be very beneficial.

WHAT WILL THEY BE CALLED?

For want of anything better, their working title remains the AV Industry Awards. We're still awaiting suggestions of a name that's snappy and has some significance to the industry. If you have an idea for a name, please go to the Forums area of the AV web site www.av.net.au/avforums, and post your suggestion.

ELIGIBILITY OF PROJECT

These AV Awards are for any projects completed in 2009. The project must either be located in the Australia/Pacific region or have been primarily the concept of an organisation based in the Australia/Pacific region.

SUBMISSIONS PROCESS

Each submission will attract a \$100 fee. This money will be kept in an AV Awards bank account and used to defray costs in assessing the awards, as well as discouraging less-than-serious submissions... 'no tyre kickers', in other words. Clearly, the Awards are not a money making venture for any parties concerned but the fee might well 'kill two birds' here.

HOW WILL IT BE JUDGED?

The panellists will be top-draw, working AV professionals. As many have observed, getting the judging panel right will be critical to the Awards success. It is difficult to find people who have the breadth and depth of experience to be competent judges while still having a degree of separation from the people they are judging. Selecting the judges will be difficult and, doubtlessly, regardless of the choices, will attract some criticism – we will need to cop this criticism so long as we can adequately justify our selections. We're in the process of finalising a judging panel, with the assistance of industry associations InfoComm, AETM and ALIA.

CONFIDENTIALITY

"I don't want to share my trade secrets with the rest of the industry!" Fair enough, and if there are any commercially sensitive aspects to your submission, you can be assured it will be treated in confidence.

WHAT DO I NEED TO ENTER?

We're currently working on an entry form to make the AV Awards submission process as easy as possible. This will be available as a download from the www.av.net.au AV website shortly. But don't delay, now's the time to have that conversation about which project you think is worthy of attention.

You will need to think about why your project has 'something about it' – a level of innovation that sets it apart. A clear explanation of the technicalities, testimonials from clients, stats to back up contentions... it's a case of collecting a dossier of relevant information, packaged in a concise, persuasive fashion. Nice photos will help.

INDUSTRY BACKS AWARDS

"The AV industry needs an Awards program to help recognise those who are truly pushing the industry forward and to give everyone a goal to aim for beyond that of just completing the project and keeping our clients happy. It's great to see AV and Integrate taking on an issue that many have discussed in recent years. I hope that the industry will embrace

this proposed Awards program and that we can use it as a great opportunity to come together and celebrate the achievements of our peers."

Peter Swanson

Director Audio Visual, WSP Lincolne Scott

"The proposed AV Awards fill a void. Currently the only industry accolades go to those who sell the most or have the biggest budgets. This has nothing to do with innovation. B&H is right behind saving our clients money with smarter thinking – a \$100k job can often be a \$50k job thanks to an innovative design. So it's not all about the biggest, the brightest or the flashiest, there are other criteria, and I like the fact that this proposal recognises this fact. I look forward to hearing more."

Barry Smith

Managing Director, B&H Australia

"The AV industry in Australia has always been some kind of huge dysfunctional family. Competitors fight like cats and dogs over all sorts of issues, but at the end of the day we're all family! When the chips are down there's always been a kind of unwritten camaraderie.

Competitive feelings get cast aside when we get together over a couple of beers, talk about past triumphs and disasters, or simply put faces to names. Our industry has sadly lacked an organisation to bring us together for some years. A categorised awards program is a perfect forum to make this happen."

Lester (Doc) Jurott

Haycom QLD



AV AWARDS CATEGORIES

BEST INSTALLATION \$1m+

Represents the most innovative, best conceived and consistently excellent audiovisual installation of the year.

BEST INSTALLATION UNDER \$1m

This award provides smaller installers and integrators the chance to show their wares. The install that best meets the unique demands of the project wins. Doesn't need to be the most glamorous or highest profile project going around.

BEST AV PRODUCTION

This award covers all staged events – commercial product launches, made-for-TV spectaculars, one-off events etc. The winner won't necessarily be the most lavish production but, rather, the best conceived application of AV technologies and design.

BEST USE OF AV IN POST-SECONDARY TEACHING

This award covers audiovisual projects and installations in the post-secondary education sector.

BEST USE OF AV IN K-12 TEACHING

This award covers audiovisual projects and installations in the K-12 (Kindergarten to Year 12) education sector.

INNOVATION AWARD

This award isn't tied to any one event or installation. It recognises a nifty 'idea'; a solution to a curly problem; a unique perspective on an existing technology. In other words, anyone reading this could potentially win this award with their wit and cunning.

Your comments and suggestions are not only invited they're required. Please get in touch.
To find out more about the AV Industry Awards, visit the AV magazine web site:
www.av.net.au.

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