



Australian
Telecommunications
Users Group

Media Release

Australians working towards becoming ‘world leaders in the effective use of broadband’ National Awards for the Effective Use of Broadband, presented by ATUG

The Minister for Communications, Information Technology and the Arts, Senator the Hon Helen Coonan’s vision for broadband in Australia is clear ‘Through our continued investment in telecommunications services the government will ensure Australia becomes a world leader in the effective use of broadband’.

This is a positive vision which ATUG shares and we are pleased to use our network of members, associations, industry, government and many friends from our successful ATUG Regional Broadband Road Shows to search the country from top to toe to find Australia’s leaders in the effective use of broadband.

ATUG’s national search will begin in November with the launch of the National Awards for the Effective Use of Broadband in all states with the support of our state based branches and Convenors. ATUG will be encouraging users of broadband from business - small and large, government and community to tell their story of the benefits broadband has brought to business and everyday life.

State based winners will be announced and awarded in February 2007 and from these a short list will be determined for The Inaugural National Awards for the Effective Use of Broadband which will be announced at ATUG’s 2007 Annual Gala Dinner Event in March.

ATUG is striving to highlight through the National Awards for the Effective Use of Broadband the benefits of broadband by focusing on successful applications in categories such as sales, marketing, farming, education, health, information and business processes.

The benefits affordable access to broadband can bring to business, government and community users, is an issue ATUG has been focused on since 2001.

ATUG’s vision is for all Australian telecommunications users to have access to competitively priced, innovative, quality communications services that improve government services, community life and business outcomes.

To view the award criteria or to get an early start on the application process go to www.atug.org.au/NationalBroadbandAwardProForma.cfm for a simple, seven question submissions page. You can also nominate someone you know to be considered for the award.

Dates for the November launch of the National Awards for the Effective Use of Broadband are listed at www.atug.org.au/NationalBroadbandAward.cfm and ATUG welcomes anyone interested to attend.

For more information about the National Awards for the Effective Use of Broadband and how you or your organisation can be involved please contact ATUG on 02 9927 9999 or visit www.atug.org.au/NationalBroadbandAward.cfm

ATUG would like to thank and acknowledge the Department of Communications, Information Technology and the Arts for their platinum sponsorship of the National Awards for the Effective Use of Broadband



Australian Government

**Department of Communications,
Information Technology and the Arts**
