# Promotional Content Templates

# The below content has been developed for you to use as templates to promote within your agency. Please feel free to modify to suit the tone of your individual organisation and the Senior Executive that the communication will be coming from.

# APS Data Awards Key Messages

**Tagline**

* Celebrating people making an impact with data.

**General**

* The APS Data Awards celebrate outstanding data-driven initiatives across the Australian Public Service (APS). We are looking to recognise projects that push boundaries and demonstrate the power of data to improve services and/or policy development.
* The awards highlight outstanding work that has had positive impact on the public services and outcomes for Australians. From enhancing services to driving policy insights, these projects showcase the transformative power of data-driven initiatives.
* We are excited to announce the official opening of nominations for the 2024 APS Data Awards! We invite individuals and teams from across the APS to showcase your work and share how it has had a positive impact on the public services and outcomes for Australians.
* Visit apsdataawards.gov.au for everything you need to know about the awards including award categories and criteria.
* To capture the breadth of data-driven initiatives, we have modified last year’s categories and introduced some new ones. There are now eight categories in total.
* Categories include Data Leadership; Data Sharing and Partnerships; Data Science and Analytics; Data Visualisation and Storytelling; Data Engineering; Early Data Career; Diversity and Inclusion in Data; and Innovative, Ethical and Responsible Use of AI.
* Through the APS Data Awards, we aim to inspire and empower data professionals to lead with innovation and ethics, driving positive change and delivering outcomes for Australians.
* Nominations close on 16 August, so submit your entries before the deadline.
* All APS Data Awards require at least an SES Band 2 sign off or similar so if you would like to nominate, make sure you factor approval into your timing to avoid missing the deadline.

**On behalf of champions and stakeholders**

* As [*Insert job title*], I encourage all [*insert agency*] staff to nominate their exceptional data initiatives for the APS Data Awards.
* We are committed to fostering innovation and pushing the boundaries of what data can achieve.
* If you have an innovative project or day-to-day work that you feel has driven positive change within the data landscape and could be a good example for the APS Data Awards, I encourage you to come and chat to me about how I can support your nomination.
* Let's ensure that [*insert agency*] work is well represented in these prestigious awards. Your nominations contribute to showcasing the [*insert agency*] as a leader in data-driven excellence.
* By nominating your projects for the APS Data Awards, you empower our data professionals and demonstrate the [*insert agency's*] commitment to driving impactful data-driven solutions.
* All APS Data Awards require at least a SES Band 2 sign off or similar so if you would like to nominate, make sure you factor approval into your timing to avoid missing the deadline.

**Internal Newsletter Article**

**[Title] Celebrate Data Excellence with the APS Data Awards 2024**

**Nominations for the APS Data Awards are now open!**

**Celebrating people making an impact with data.**

The APS Data Awards celebrate outstanding data-driven initiatives across the Australian Public Service (APS). Recognising projects that push boundaries and make a positive impact for Australians.  
Individuals, teams, and agencies are invited to showcase their work and demonstrate the transformative power of data in improving public services and informing policy development.

To capture the breadth of the current data landscape, we have modified last year’s categories and introduced some new ones. There are now eight categories in total, ensuring diverse recognition of the innovative efforts within the APS:

* Data Leadership
* Data Sharing and Partnerships
* Data Science and Analytics
* Data Visualisation and Storytelling
* Data Engineering
* Early Data Career
* Diversity and Inclusion in Data
* Innovative, Ethical and Responsible Use of AI

**Important Dates and Submission Details**  
  
Nominations will close on 16 August, so be sure to submit your entries before the deadline. Please note that all APS Data Award nominations require at least a SES Band 2 sign-off or similar. To ensure you meet the deadline, factor in time for obtaining the necessary approvals.

Let's ensure that our work is well represented in these prestigious awards. Your nominations help showcase us as a leader in data-driven excellence and recognise our talented people.  
  
Visit [apsdataawards.gov.au](https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fapsdataawards.gov.au%2F&data=05%7C02%7Channah.james%40abs.gov.au%7C46085426d98242b894fa08dc7b18b203%7C34cdb737c4fa4c219a3488ac2d721f88%7C0%7C0%7C638520593203217549%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=kKIYp%2BaY5VnJg5DVUUGXmhiNt%2FcklzYshYCQ2ExWrlw%3D&reserved=0) to learn more and start your nomination process today!

# Internal All Staff email

**[Subject] Nominate Your Innovative Projects for the APS Data Awards**

Dear Colleagues,

It was recently announced that the APS Data Awards nomination period has opened.

As [Insert Job Title], I encourage all [Agency] staff to nominate their exceptional data initiatives for the awards. This is a fantastic opportunity to showcase the innovative work being done within our agency and to gain recognition at a national level.

The APS Data Awards celebrate outstanding data-driven initiatives across the Australian Public Service (APS). The awards highlight work that has had positive impact on the public services and outcomes for Australians. From enhancing services to driving policy insights, the awards showcase the transformative power of data-driven initiatives.

At [Agency], we are committed to fostering innovation and pushing the boundaries of what data can achieve. If you have an innovative project or day-to-day work that you think could be a strong contender for the APS Data Awards, I encourage you to come and chat with me about how I can support your nomination.  
  
Let's ensure that [Agency]'s work is well represented in these prestigious awards. This is a chance to celebrate your hard work and the positive outcomes it has generated.  
  
Please note that all APS Data Awards require at least a SES Band 2 sign-off or similar. If you would like to nominate, make sure you factor in time for obtaining the necessary approvals to avoid missing the deadline.

Visit apsdataawards.gov.au for more detail about the awards including award categories and criteria.   
  
I look forward to supporting your nominations and highlighting the incredible data-driven initiatives within our agency.  
  
Best regards,  
  
[Your Name]  
[Your Job Title]  
[Agency]  
[Contact Information]