# Promotional Content Templates

# Thank you for your help in promoting the awards.

# The below content has been developed for you to use as templates to promote your agency having finalists in the APS Data Awards. We encourage you to add in specifics about the project/s that your agency has been nominated for and the staff members involved. Please feel free to modify to suit the tone of your individual organisation and the Senior Executive that the communication will be coming from.

This promotional pack primarily focuses the announcement of the finalists. If you would like a copy of the original packs which includes more contextual details and overarching messaging, please contact us at [info@apsdataawards.gov.au](mailto:info@apsdataawards.gov.au).

# Graphics and videos

There is a range of graphics and video content available at [Stakeholder resources | apsdataawards](https://www.apsdataawards.gov.au/resources)

Please feel free to use these in your internal promotions. Here is an example of the type of content available:

A group of logos with text

Description automatically generated A blue background with colorful dots

Description automatically generated

A close up of a sign

Description automatically generated

**Internal Newsletter Article**

**[Title] Announcing the Finalists for the 2024 APS Data Awards!**

The [APS Data Awards](http://www.apsdataawards.gov.au) are a celebration of people making an impact with data. **The finalists for the 2024 APS Data Awards have recently been announced, showcasing the exceptional talent and innovative projects driving the future of data across the Australian Public Service (APS).**

**This year, 85 nominations were received across 30 agencies. The calibre of nominations highlighted the remarkable work being done across the APS. Each of the finalists represent projects** that push boundaries and demonstrate the power of data to improve services and/or policy development.

You can review the full list of finalists via [apsdataawards.gov.au/winners-and-finalists](https://www.apsdataawards.gov.au/winners-and-finalists).

Finalists will have the opportunity to present to the panel of judges before the winners are announced at the APS **Data Awards Gala Dinner on Wednesday, 13 November 2024, at Hotel Realm in Canberra.**

**The evening will also feature a keynote address from Assistant Minister Andrew Leigh as well as opportunities to connect with fellow data professionals.**

[Tickets](http://www.apsdataawards.gov.au/2024-awards-ceremony) **are now available, with a special discount for table bookings made before 13 October 2024.**

The APS Data Awards are an initiative of the APS Data Profession. The [APS Data Profession](https://apsprofessions.gov.au/professions/dataprofessionhome) is open to all APS employees interested in learning more about data and working with it.

**Internal Staff email**

**[Subject] Exciting News: We are a Finalist in the APS Data Awards**

Dear Colleagues,

The finalists for the [APS Data Awards](http://www.apsdataawards.gov.au) have just been announced, and I am proud to inform you that [project name/team/s] has been selected as a finalist in the [Category Name] category.

This achievement is a testament the outstanding work and dedication each of you brings to our agency every day.

Being selected as a finalist among so many impressive submissions from across the public service is an incredible honor and reflects the high caliber of our projects and initiatives. You can review the full list of finalists via [apsdataawards.gov.au/winners-and-finalists](https://www.apsdataawards.gov.au/winners-and-finalists).

I want to take this opportunity to thank everyone involved in this/our submission/s and for your continued commitment to excellence. Your hard work and innovative contributions are what make moments like this possible.

Please join me in celebrating [project team/s].

We will be eagerly awaiting the announcement of the winners at the APS Data Awards Gala Dinner on 13 November 2024.

Regardless of the outcome, being named a finalist is recognition of the work that we do.

The APS Data Awards are an initiative of the APS Data Profession. The [APS Data Profession](https://apsprofessions.gov.au/professions/dataprofessionhome) is open to all APS employees interested in learning more about data and working with it.

Thank you once again for your dedication and for helping to make [agency name] a leader in the field.

Best regards,  
[Senior Executive's Name]  
[Senior Executive's Title]  
[Agency Name]

# Social Media Post

🎉 Exciting News! 🎉 We are thrilled to announce that we have been named a finalist in the APS Data Awards in the [Category Name] category! Being acknowledged in this space reinforces our commitment to leveraging data for impactful decision-making and innovation. We are thrilled to be recognised alongside other agencies making strides in building a stronger, data capable APS. For the full list of finalists visit [apsdataawards.gov.au](http://www.apsdataawards.gov.au) #APSDataAwards #DataImpact #ProudFinalists