Industry Update

MANUFACTURING MEDIA

AUSTRALIAN MANUFACTURING AWARDS 2026

PROUDLY SUPPORTED BY

VICTORIA State Government

SPONSORSHIP PROSPECTUS







About the AMA

In 2025, Industry Update launched the Awards with the goal of recognising excellence by businesses and individuals in Australia's broad manufacturing and industrial sectors.

That dream was realised with a superb event in Sydney, with over 400 guests in attendance, huge support from sponsors and a great response from businesses across the country, many of which were nominees, finalists and winners.

The awards will alternate between NSW and Victoria each year as the two states have the vast majority of manufacturing. In 2026 in Melbourne, they will be even bigger and better.

That includes a brand new Awards Advisory Council, created by Industry Update in partnership with the Department of Industry, Science and Resources (DISR), the University of Technology Sydney and other partners from industry and academia.

We received superb feedback from attendees to the first event, all of which will go into making the second Awards even better - more spectacular, more entertaining and, above all, more celebratory of the great Australian manufacturing industry!

We had support from the highest offices in the land, with Federal Minister for Industry and Innovation Tim Ayres acting as keynote speaker and leading government figures taking part in the event.

For 2026, we have already fielded more requests for involvement from multiple levels of government, showing the deep commitment to the Awards concept within the manufacturing sector.

Multiple bluechip sponsors, including some of the biggest and most recognisable brands in Australia, have also been in touch.

Our awards present a unique chance to associate your brand with the elite of Australia's manufacturing sector.

In 2025 we had over 400 guests from all over the country, representing unparalleled networking opportunities among the leading lights of Australian manufacturing.

For our second edition, we are expecting all that and more. Your chance to get involved is now.













Australian Manufacturing Awards Key Facts



- The first major national awards event at scale for the Australian manufacturing sector.
- The awards are supported at all levels of government and backed significantly by both business and academia, as well as a mass cross section of manufacturers.
- Judging is conducted independently of Industry Update to ensure maximum transparency and fairness, with the Awards Advisory Council convening the judging panel and overseeing the process.
- Nominations are open to all businesses that operate within the Australian manufacturing sector, across a wide range of categories.
- The event, which was first held in Sydney in 2025, alternates between New South Wales and Victoria on an annual basis. The 2026 event will be held in Melbourne.

Foreword from the Publisher



Thank you for expressing your interest in being involved in the second Australian Manufacturing Awards, which will be held in Melbourne for the first time next October.

Already a highlight of the manufacturing calendar, we are looking to go even bigger and better in 2026, with the same motto at the heart of everything we do.

When I started this concept, advertisers told me time and again that they wanted an awards evening that is not 'just another event' - and from what we have been told by those who were in the ballroom at the Sofitel in Sydney in October would have agreed that we achieved that.

Yes, there was all the prizegiving and entertainment that one would expect from a top-tier awards evening, but we filled the night with surprises and, of course, put a manufacturing twist on proceedings too.

Keeping manufacturing at the heart of what we do has always been the goal at Industry Update. That was true when I founded the magazine over 30 years ago, and it was the same when I began the Awards.

Going into 2026, we can see the ship turning around with greater investment in our sector than ever before.

Our advertisers see this too, as proven by the level of interest shown in our Awards. This event is impossible without the backing of industry sponsors, and I was overwhelmed by the vindication that this concept received from our advertiser base.

The next will be bigger and better than ever - so get in touch now to ensure that your brand is front and centre in a year's time in Melbourne!

Scott Filby,
Director, Industry Update



Foreword from the Minister

Manufacturing has long been a cornerstone of innovation, productivity and economic growth – and it continues to play that role, even in an increasingly digital world.

It is no coincidence that Australia's productivity performance has weakened in parallel with the decline of our manufacturing sector in recent decades.

That is why the Australian Government is committed to revitalising our manufacturing base, reindustrialising our economy and increasing our economic complexity.

We want advanced manufacturing to be a driving force behind Australia's productivity growth. We want to make more here, in a more competitive and dynamic economy.

So, I warmly welcome the launch of Industry Update's Australian Manufacturing Awards.

These awards are more than a celebration of industry achievements – they are a signal of our shared confidence in Australia's manufacturing future and our collective ambition to build a more productive and resilient economy.

We already have the essential ingredients to support our economic transition and compete globally: a highly skilled workforce; a world-class research and development sector; abundant natural resources; and innovative businesses ready to turn ideas into new products and processes.

The Australian Government's Future Made in Australia agenda is about realising our genuine advantages and seizing the economic opportunities on offer.

It is designed to encourage and facilitate private-sector investment in areas where we have a competitive edge, like aspects of green metals production and battery technology.

It is also about fostering deeper collaboration between government, industry, and research institutions, and encouraging more firms to invest in R&D.

We are reviewing our R&D system to better harness science's proven ability to foster a competitive and dynamic economy.



We are also working closely with industry to boost the adoption of transformative technologies, like artificial intelligence, and to ensure they are enablers of and contributors to our future competitiveness.

These inaugural awards highlight how Australian businesses are already harnessing emerging technologies to reshape our manufacturing sector and compete on the global stage.

By recognising the creativity and achievements of our leading firms and individuals, these awards will help inspire the next generation of manufacturing success stories. I look forward to learning more about the award-winners and celebrating their contributions to Australia's industrial future.

Tim Ayres,
Minister for Industry and Science

Venue







The Crown Melbourne is one of the most glamorous venues in Australia, with world-class food, wine and entertainment.

It is also the largest destination venue in the country, which will enable the Australian Manufacturing Awards to be bigger than ever.

The Palladium at Crown, which will host the event, is the country's largest hotel ballroom and seats up to 1,500 guests - a number that we hope to reach this year.

The venue also boasts a state-of-the-art audio/visual set-up, and after last year's AV extravaganza in Sydney, you can guarantee that we will go all out in Melbourne to make the most of the facilities available!

Sponsorship tiers

PLATINUM EVENT PARTNER
$30,000 + naming rights

plus compulsory purchase of Gold Awards sponsorship priced at $20,000.00

The Platinum sponsorship is the key event partner, and will receive:

- Presentation sponsor of the event
- Most prominent branding on all marketing materials
- Table of eight tickets on the night, plus two on VVIP top table
- Double page spread ad in Nov 2026 print magazine
- Full page editorial in Nov 2026 print magazine
- 2 x A e-News banner ads in Nov 2026
- Complimentary room if interstate sponsor
- Foreword in event guide
- Full page ad in event guide
- 60 second promotional video played on night prior to Award presentation
- Your company name on award trophy
- Branding across all IU channels
- Branding in event guide
- Sponsor's logo panel mentions in every edition of IU in 2026
- Article in IU e-News to celebrate announcement
- Half page editorial in print to celebrate announcement
- Coverage in all IU social channels on announcement
- Year-round supporter status
- First right of refusal on 2027 award sponsorship (expires 13th November 2026)

GOLD

From
$20,000

This sponsorship is for the most celebrated awards of the evening, and those that sponsor it will receive:

- Presentation of the award on the night
- Prominent mentions in all promos, post- and pre-event, across all IU channels
- Inclusion in post-event round-up video
- 1 x full page Editorial (also runs online) and 1 x full page Ad in Nov print magazine, running next to each other as a double page spread
- Branding on lectern
- 45 second promotional video played on night prior to Award presentation
- 2 x VVIP tickets to top table, plus 50% discount on additional tickets
- 4 x B e-News banner ads in Nov 2026
- Your company name on award trophy
- Branding across all IU channels
- Branding in event guide
- Sponsor's logo panel mentions in every edition of IU in 2026
- Article in IU e-News to celebrate announcement
- Half page editorial in print to celebrate announcement
- Coverage in all IU social channels on announcement
- Year-round supporter status
- Badge for company's own marketing purposes
- First right of refusal on 2027 award sponsorship (expires 13th November 2026)

SILVER

From
$15,000

This sponsorship will receive:

- Presentation of the award on the night
- 2 x complimentary event tickets
- 1 x half page ad in print magazine
- 1 x half page editorial in print magazine
- 4 x C e-News banner ads in Nov 2026
- 30 second promotional video played on night prior to Award presentation
- Sponsor's logo panel mentions in every edition of IU in 2026
- Your company name on award trophy
- Branding across all IU channels
- Branding in event guide
- Article in IU e-News to celebrate announcement
- Inclusion in sponsors' announcement in print
- Coverage in all IU social channels on announcement
- Year-round supporter status
- Badge for company's own marketing purposes
- First right of refusal on 2027 award sponsorship (expires 13th November 2026)

BRONZE

From
$10,000

This sponsorship will receive:

- Presentation of the award on the night
- 2 x complimentary event tickets
- Quarter page editorial in print magazine
- Quarter page ad in print magazine
- 15 second promotional video played on night prior to Award presentation
- Sponsor's logo panel mentions in every edition of IU in 2026
- Your company name on award trophy
- Branding across all IU channels and in the event programme
- Article in IU e-News to celebrate announcement
- Inclusion in sponsors' announcement in print
- Coverage in all IU social channels on announcement
- Year-round supporter status
- Badge for company's own marketing purposes
- First right of refusal on 2027 award sponsorship (expires 13th November 2026)

ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE

Please see next page for branding opportunities across the awards gala

Special Partnerships

GOLD PARTNER NEW

Buy two or more sponsorships in one year to become a Gold Partner.

- Sponsor referred to Gold Partner in all media coverage
- Presentation of 2 award categories on the night
- 4 x complimentary event tickets (2x for each award)
- 2 x half page ads in print magazine (1x for each award)
- 2 x half page editorial in print magazine (1x for each award)
- 8 x C e-News banner ads in Nov 2026 (4x for each award)
- 2x 30 second promotional videos played on the night prior to Award presentation (1x for each award)
- Sponsor's logo panel mentions in every edition of IU in 2026
- Your company name on award trophy (2x trophies in total)
- Branding across all IU channels
- Branding in the event guide
- Article in IU e-News to celebrate announcement
- Inclusion in sponsors' announcement in print
- Coverage in all IU social channels on announcement
- Year-round supporter status
- Badge for company's own marketing purposes
- First right of refusal on 2027 award sponsorship (expires 13th November 2026)

THANKS TO OUR 2025 SPONSORS AND SUPPORTERS

st.george | NSW Government | Investment NSW | sugarcrm

Australian Made | SEW Eurodrive | central innovation | AMTIL | WilliamBuck

CeMAT Australia | Industrial Transformation Australia | COMBILIFT Lifting Innovation | Roxset | LAPP | Atlas Copco

Graph-Pak | UTS | A-SAFE | ARBON Equipment Corporation

SUPPORTERS

AMRF Advanced Manufacturing Readiness Facility | AMGC Advanced Manufacturing Growth Centre Ltd | applied | Integra Systems | SEMMA South East Melbourne Manufacturers Alliance

Additional sponsorship opportunities



01 | Entertainment Sponsor
$20,000

Put your brand front and centre of the show by taking the naming rights to our interval act



02 | Glam Photo Booth
$6,000

Branded premium photo booth with instant prints and downloads - your logo on every selfie all night long.



03 | Illuminated Square Columns
$6,000*

LED-lit table centrepieces with fully customised panels for 360° brand visibility at every table.



04 | Event Guide Advertising
from $1,000

Full-page ad in the official awards booklet - delivered directly into the hands of 700+ guests and industry leaders.



05 | Red Carpet & Welcome Board
$3,000

Branded red-carpet entry and welcome signage that puts your logo front-and-centre as guests arrive.

Awards

The awards are split into two categories: the Australian Manufacturing Gold Awards, four highly prestigious awards which represent the cream of the crop of our industry, and the Australian Manufacturing Awards, which reward the outstanding performers in specific fields.



Australian Manufacturing Gold Awards

1. Manufacturer of the Year (company)
2. Gold Award for Excellence in Manufacturing (male)
3. Gold Award for Excellence in Manufacturing (female)
4. Australian Made Manufacturer of the Year
5. Gold Award – Hall of Fame
6. Innovation Award
7. Safety Award

Australian Manufacturing Awards

8. Best medium business (20-199 employees)
9. Best small business (0-19 employees)
10. Best start-up (less than two years)
11. Australian Made Manufacturer of the Year
12. MaXXflow Supply Chain award
13. Defence Award
14. Digital Transformation Award
15. Advanced Manufacturing Award
16. Environmental, Social and Governance (ESG) Award (company)
17. Best Regional Manufacturer
18. Renewable Energy Manufacturer
19. Medical Device Manufacturing Award
20. Exporter of the Year Award
21. Apprentice of the Year
22. Food & Beverage Award
23. Food & Beverage Innovation Award
24. Manufacturing Worker of the Year Award

Nominations

The Industry Update Australian Manufacturing Awards are the culmination of a rigorous nomination process befitting such a prestigious event.

Our panel of experts is drawn from industry leaders, academics and representatives from peak bodies and politics to ensure that the best of the best are rewarded.

Nominations will open in June 2026, and once they close, our expert panel will evaluate each nomination in each category and craft a shortlist that represents the best of the best.

The shortlist will then be published and, from those selected, the panel will choose a winner to be announced on the night.

Timetable

The first Australian Manufacturing Awards will be held on October 8 2026 at the Crown Melbourne.

Industry Update are already taking expressions of interest for sponsorship.
Please contact Scott Filby on **0294391288** or **scott@industryupdate.com.au**

Nominations will begin in June 2026 across all categories and will close on July 18th 2026.

Acceptance

It would be much appreciated if you could confirm your intention to sponsor as soon as possible so our admin team can begin the invoicing process.

Please contact **scott@industryupdate.com.au** or by calling **0294391288** during business hours.

☐ I would like to sponsor _____ (write awards here)

NAME	**SIGNATURE**
DATE	

Form

NAME	**ORGANISATION**	
ADDRESS	**STATE**	**POSTCODE**
TEL	**MOBILE**	**EMAIL**

	AWARD	LEVEL	AMOUNT	
☐	Platinum Naming Rights (please also tick one Gold Award)	PLATINUM	$50,000.00	SOLD
☐	Manufacturer of the Year (Company)	GOLD	$20,000.00	SOLD
☐	Gold Award for Excellence in Manufacturing (Male)	GOLD	$20,000.00	SOLD
☐	Gold Award for Excellence in Manufacturing (Female)	GOLD	$20,000.00	SOLD
☐	Australian Made Manufacturer of the Year	GOLD	$20,000.00	SOLD
☐	Gold Award – Hall of Fame	GOLD	$20,000.00	SOLD
☐	Innovation Award	GOLD	$20,000.00	SOLD
☐	Safety Award	SILVER	$15,000.00	SOLD
☐	Best Medium Business	SILVER	$15,000.00	
☐	Best Small Business	SILVER	$15,000.00	
☐	Best Start-up	SILVER	$15,000.00	
☐	Exporter of the Year Award	SILVER	$15,000.00	SOLD
☐	Apprentice of the Year	SILVER	$15,000.00	SOLD
☐	Food & Beverage Award	SILVER	$15,000.00	SOLD
☐	Food & Beverage Innovation Award	SILVER	$15,000.00	SOLD
☐	Environmental, Social and Governance (ESG) Award	BRONZE	$10,000.00	
☐	MaXXflow Supply Chain Award	BRONZE	$10,000.00	SOLD
☐	Advanced Manufacturing Award	BRONZE	$10,000.00	SOLD
☐	Defence Award	BRONZE	$10,000.00	SOLD
☐	Digital Transformation Award	BRONZE	$10,000.00	
☐	Best Regional Manufacturer	BRONZE	$10,000.00	SOLD
☐	Renewable Energy Manufacturer	BRONZE	$10,000.00	SOLD
☐	Manufacturing Worker of the Year Award	BRONZE	$10,000.00	SOLD
☐	Medical Device Manufacturing Award	BRONZE	$10,000.00	SOLD

*Note: Gold, Silver and Bronze refers only to sponsorship levels, not to the actual awards. All awards are Gold or standard. All prices are plus tax

Industry Update MANUFACTURING MEDIA

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industryupdate.com.au

OUR 2026 SPONSORS

PLATINUM SPONSOR

VICTORIA State Government

AUSTRALIAN MADE | SugarAI | SEW EURODRIVE | CeMAT AUSTRALIA | Industrial Transformation AUSTRALIA

Orrcon Steel Distribution | BlueScope Distribution | METALCORP Everything in Steel | AON | export finance australia

COMBILIFT LIFTING INNOVATION | SEMMA SOUTH EAST MELBOURNE MANUFACTURERS ALLIANCE | MAXFLOW MRP by central innovation | Roxset HEALTH AND SAFETY FLOORING | central innovation

APPLIED MACHINERY | Integra Systems | BECKHOFF | TENTE | VOLGREN Marcegaglia | WilliamBuck | AMGC