



AWARDS RECOGNISING EXCELLENCE IN THE
COMMUNICATIONS INDUSTRY

THE ACOMMS: COMMUNICATIONS ALLIANCE & COMMSDAY AWARDS – 2008 WINNERS

Category Awards to Alcatel-Lucent, Herbert Geer, Telarus,
Telstra, Unwired and Uecomm;
Simon Hackett honoured as
2008 Communications Ambassador

Sydney, 7 August 2008 – The winners of the prestigious 2008 ACOMM Awards were announced at last night's Communications Alliance Annual Dinner.

In her opening remarks Communications Alliance CEO, Anne Hurley, commented that the awards reflected the way in which communications products and services had evolved in recent years.

"When you look through the list of finalists for tonight's awards it's instructive to note they mostly relate to products and services that reach deep into our daily lives," Ms Hurley said.

"Once our industry awards were about exotic solutions for esoteric problems – hardware, software and services that delighted boffins but lived in the shadows deep within the networks. Now they are about devices and services that are in the hands – and often the ears – of most teenagers in the country."

Telstra was the winner of the *Industry Leadership – Innovation for a Large Company* award, with Unwired taking out the *Industry Leadership – Innovation SME* award.

There were three '*Services to the Industry*' winners. Herbert Geer Lawyers secured this year's prize for *Professional Services Excellence*, while Alcatel-Lucent took the *Partnerships for Growth* award. The *Commitment to Customer Service for a Large Company* award was won by Uecomm with Telarus taking out the *Commitment to Customer Service – SME* award.

The inaugural *Environmental Responsibility* award was won by Telstra.

The industry's top honour for individual achievement, *the 2008 Communications Ambassador* award, was presented to Simon Hackett, CEO and founder of Internode.

In the form nominating him for the award, he was described as having taken "a leadership role in Australia's broadband sector since its emergence in 2000-2001. Simon is



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an activist CEO who is driven to deliver customer value and technical innovation as well as achieve commercial success".

Commenting on the outcome, Communications Day Publisher, Grahame Lynch said: "The 2008 Awards evidence a new high standard of industry excellence. Tonight's trophies were presented to the industry's 'most deserving' but the real winners are Australian businesses and consumers who are being increasingly well served by an innovative, competitive and growing communications sector."

A comprehensive listing of this year's Award finalists and their accomplishments is available from the www.commsalliance.com.au website.

Industry sponsors for the Communications Alliance Annual Dinner at which the Awards were announced, included Platinum sponsors Pipe Networks and Telstra Wholesale and Gold sponsor KPMG.

ABOUT COMMUNICATIONS ALLIANCE

Communications Alliance was formed in 2006 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

Membership of Communications Alliance is drawn from a wide cross-section of the communications industry, including service providers, vendors, consultants and suppliers. The prime mission of Communications Alliance is to promote the growth of the Australian communications industry by fostering the highest standards of business ethics and behaviour through industry self-governance.

For further information see www.commsalliance.com.au

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ABOUT COMMS DAY

Communications Day is the major daily telecommunications newsletter published under the Decisive Publishing stable. It was founded in Sydney in 1994 and launched what was then an innovative product for Australia's duopolistic telecom sector, a two-page daily fax newsletter about all matters telecom called *Communications Day*.



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Fourteen years later, *Communications Day* is still going strong, regarded by many as the bible of Australia's telecom industry and boasting a subscriber list that reads like a who's who of the industry. In turn, it has become one of the world's most successful Internet-only publications.

In 2001 Decisive launched *CommsDayAsia* - later to become *CommsDay Global*, which have also attracted loyal and influential subscribers across Asia, America and Europe. Decisive now employs one of the largest dedicated telecom media teams in the world – six journalists in three continents - Australia, Asia and North America - as well as accessing the European content of two dedicated writers working for TelecomTV.com based in London.

Decisive has also diversified into conferences, with its annual CommsDay Summit. For further information see www.commsday.com