GTA Categories

1	Government Sponsored Campaigns	Programs funded by government departments and agencies, including defence, police and health, that advance public understanding of a societal issue, problem, concern or initiative. Entries are open to both government departments and organisations which conduct programs on behalf of government. Note: Similar programs conducted principally to enhance an organisation's standing or to otherwise directly serve its interests fall in Category 2 – Public Affairs.
2	Category 2: Public Affairs	Short-term programs specifically designed to influence public policy and/or affect legislation, regulation or political activities – at the local, state, national or international government levels — so that the entity funding the program benefits.
3	Issues Management and Recovery Communications	Issues Management includes long or short-term campaigns dealing with public policy or policies, or other events or activities affecting an organisation, business or government department, or community. Programs should highlight initiatives undertaken to deal with issues that could have an extraordinary or critical effect on ongoing business, or operations, either in the private or public sectors or the well-being of a community. Recovery Communications deal with rebuilding the reputation of an organisation, municipality, institution in the public or private sector, or both following a disaster, a major issue or other unpredicted emergency. For example, community initiatives in recovery from bush fires, floods, cyclones; or an organisation rebuilding its reputation from product contamination, or the like. Note: Campaigns conducted principally to enhance or improve the business or the marketing of the product or service fall into Category 8, 9 or 10.
4	Emergency / Crisis Communication	Dealing with a disaster or other unpredicted emergency which impacts on an organisation in the public or private sector, or both; or on a community or communities. Emergency and Crisis communication programs are deemed to be those that have taken place over a period of not more than three months, such as bushfires, epidemics, floods, food contamination or energy restrictions.
5	Community Relations	Programs aimed at publics in one or more particular communities in which a company, organisation or institution has a special presence or interest. Includes programs that seek to win the support or co-operation of, or that aim to improve relations with, people or organisations in communities in which the sponsoring organisation has an interest, need or opportunity. Note: "Community" in this category refers to a specific geographic location or locations. Campaigns designed to promote products or services should be entered in Consumer Marketing Categories 8 or 9.
6	Internal Communications	Programs designed to improve employee relations within the company or institution. This may include programs designed to increase efficiency, address OH&S issues, enhance or create awareness of changes in policies or programs (including change management programs), which are aimed at improving or changing stakeholder knowledge or morale or new initiatives being undertaken by the organisation.
7	Investor Relations	Programs intended to influence present and prospective investors and the financial community in companies listed on a stock exchange or about to be listed. These programs can also include merger and acquisition communication.
8	Consumer Marketing –	Programs promoting sales of a consumer product which is new to the marketplace, or has been in the market for some time. If the campaign relates to prescription medicines, the campaign must highlight significant benefit to the community and its

	Products	assistance in promoting the health and wellbeing of the community. It must also have client or company endorsement in the entry process. These programs can include social marketing techniques and approaches.
9	Consumer Marketing - Services	Programs promoting a consumer service, whether it is new to the marketplace, or has been in the market for some time. These programs can include initiatives to introduce new business services to the community, or programs that are designed to enhance sales as well as the profile of an organisation in a community. The programs can include services that have been in the market for some time. They can include social marketing techniques and approaches.
10	Business-to-Business Marketing	Programs promoting sales of business-to-business products or services, which are new to the marketplace, or have been in the market for some time. This could include anything from new IT software development to services being offered by a professional group or business to clients. These programs can include social marketing techniques and approaches.
11	Special Event / Observance	Programs embracing openings, celebrations, commemorations or created events aimed at local, state, national or international communities. This could be a single event or a series of events over a longer period, including conferences, international export or import development tours.
12	Environmental	Programs dealing with a real or alleged threat to the environment, or programs which have been initiated by government, companies or organisations to enhance environmental initiatives. These campaigns should also seek to have a defined benefit to society, as well as climate, vegetation, life, soil, water and land forms (human geography and physical geography).
13	Arts	Programs promoting or fostering the arts by an arts organisation or a sponsoring company, organisation or institution. This category is aimed at organisations which embark on philanthropic initiatives to support the arts, or undertake programs to promote and foster the arts, including visual arts, literary arts and performing arts (music,theatre, dance and film).
14	Health Organisations	Programs designed and implemented by government departments/organisations, hospitals, patient associations, medical research institutes and medical charities and other similar entities dedicated to the improvement of health and wellbeing in the community.
15	Corporate Social Responsibility	Programs designed and implemented to promote Corporate Social Responsibility, including sustainability and stakeholder engagement, covering customers, employees, shareholders, communities and the environment. Note: CSR means that the organisation is undertaking measures that improve the quality of life of employees, communities and society at large. This category covers campaigns broader than Category 6 – Community Relations and Category 12 – Environment, and which extend beyond the statutory obligations, or those activated by a business imperative.
16	Low cost/Pro Bono	A campaign designed and implemented for not-for-profit organisations by students of PR or PR Professionals. Professional fees for the campaign should be less than $1000.