



AIMIA Announces 2011 AMBER Award Winners

SYDNEY, Australia 16 September 2011 AIMIA

is pleased to announce the winners of the 2011 AMBER

Awards. The AMBER Awards celebrate and recognise excellence in eServices, Customer Service & eCommerce in Australian and New Zealand industries such as Online Banking, Online Retail, Online Travel and Online Government.

The 3rd Annual AMBER Awards, hosted by James O'Loghlin, were held last night at Customs House in Sydney. Senator the Hon Nick Sherry, Minister for Small Business, spoke at the event and presented an award.

The accolades awarded reflect strong and expanding Australian eServices, Customer Service & eCommerce sectors. The growing popularity of group buying sites has led to the inclusion of an award dedicated to the online trend with JumpOnIt taking out this year's inaugural award.

AMBER Awards co-founder Paul McCarthy said, Group buying is a hot area globally and this is no different in Australia where we are seeing a hyper-competitive environment and significant amount of investment in the space. At the intersection of social media, pure-play online retail and private shopping, the group buying sector will continue to be an interesting one to watch.

Banking and financial services were another hotly contested area. Australian banks are the envy of many of their peers around the world and Australians have been quick to take up online banking services, said McCarthy. It's a little known fact that Australia's major banks and insurance companies are among our largest employers of technology talent. The winners of this year's AMBER Awards demonstrate the fruits of the sector's investment in this talent.

McCarthy said this year's awards reflect a coming of age of Australia's online retail sector. Online retailing by the major Australian retailing groups Coles Myer and Woolworths is now mainstream with over 1.5 million Australians each month using online grocery services. Dan Murphy's, Woolworth's online liquor store has been a standout success in this sector recording stellar growth in 2011.

At the same time, there's also plenty of healthy competition from "pure-play" challengers and independents who have significantly expanded their physical franchise online such as Peter's of Kensington.

The AMBER awards are an important celebration of the successes of businesses that have embraced the digital economy, Senator Sherry said launching the awards.

They are a timely reminder of the fundamental shift in the way that we are delivering and consuming services.

I congratulate all finalists and winners on developing innovative business models to deliver high quality online services.

2011 AMBER Awards Winners by
Category

Category

Service

Website

Parent Company

Status

Online Auctions

eBay Australia

ebay.com.au

eBay Australia & New Zealand

Winner

Online Banking

NetBank

netbank.commbank.com.au

Commonwealth Bank

Winner

Online Government

Bureau of Meteorology

bom.gov.au

Bureau of Meteorology

Winner

Online Insurance

NRMA Insurance

nrma.com.au

Insurance Australia Group

Winner

Online Retail (Fashion)

Surf Stitch

surfstitch.com

Surf Stitch

Winner

Online Retail (General)

Peter's of Kensington

petersofkensington.com.au

Peter's of Kensington

Winner

Online Retail (Group Buying)

Jump On It

jumponit.com

JumpOnIt

Winner

Online Retail (Group Buying)

Scoopon

scoopon.com.au

Scoop On

Highly Commended

Online Retail (Group Buying)

Spreets

spreets.com.au

Spreets

Highly Commended

Online Retail (Media &
Entertainment)

Dymocks Online

dymocks.com.au

Dymocks Group

Winner

Online Retail (Technology)

The Apple Store

store.apple.com.au

Apple Inc

Winner

Online Trading

NAB OnLine Trading

ols.nab.com.au

NAB

Winner

Online Travel (Accommodation)

Wotif.com

wotif.com

Wotif.com Holdings

Winner

Online Travel (Flights)

lastminute.com.au

lastminute.com.au

Lastminute

Winner

Mobile Banking (iPhone, Android
and Other)

NetBank

CommBank

Commonwealth Bank

Winner

Mobile Commerce (iPhone, Android
and Other)

PayPal

PayPal

eBay inc

Winner

Online Services Innovation

Dan Murphy's

danmurphys.com.au

Dan Murphy's

Winner

The AMBER finalists are selected from a range of online businesses that receive the highest traffic by Australian visitors. The winners are then established by using combined results of scores from independent, nationwide customer satisfaction survey and expert analysis from an independent online services lab testing facility. For more information on the AMBER Awards visit: www.amberawards.com.au

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About AIMIA

Founded in 1992, AIMIA is the peak industry body for Digital Content, Services & Applications in Australia.. AIMIA is devoted to the commercial development of the industry as a whole and to the commercial development of the distinct AIMIA members and AIMIA member groups. See www.aimia.com.au.