



South Australia to host 12th AIMIA Awards in 2006

A new capital and a new instalment of Australia's premier Interactive Media Awards

Australia's leading industry body for interactive media, the Australian Interactive Media Industry Association (AIMIA), has announced Adelaide, South Australia as the 2006 venue for the 12th Annual AIMIA Awards ceremony.

The announcement was made by AIMIA's National President, Sandra Davey, as AIMIA honoured 20 winners at its 11th Annual AIMIA Awards at a ceremony held Friday evening at the Metro Theatre, Sydney, and is sure to bring a new spark to an already bustling city in 12 months' time.

Ms Davey said that South Australia will bring a unique flavour to the awards, allowing for a different audience to experience this wonderful event.

"It's great to see the awards moving to a new location," said Ms Davey. "The high calibre of entrants from this year's ceremony has shown that next year's awards will be even more hotly contested as companies vie to better each other through their respective achievements."

The President of AIMIA's South Australian Chapter, Steve Watt, has also said that the Adelaide AIMIA awards will emphasise AIMIA's profile as a truly national association in a progressive industry sector characterised as much by arts and entertainment as by technology.

"The AIMIA Awards will be great for our local industry - throwing a national spotlight on innovative and world class South Australian companies, raising the profile of our industry in the community and local government and providing opportunities for students and local business to get involved in the longest-running interactive media awards in the world," said Mr Watt.

The awards will also mark the emergence and maturing of the mobile content industry with fully sponsored live audience access to a showcase of finalists and local 3G content via the mNet corporation 3G network.

"Following the success of events like the World Congress in IT we're pleased that our own patch in the industry in South Australia, interactive media, continues to grow and receive recognition," said Mr Watt.

AIMIA's 11th Annual Awards program reflects the success of the Australian interactive digital content and development industries, together with AIMIA's leadership role. This year saw a dramatic increase in entries - up 60% on last year alone - and presented judges with a difficult time as they reviewed some of the most competitive examples of Australian work in the history of AIMIA.

Hosted by celebrity Adam Spencer, the ceremony sold out weeks ago and tonight attracted 500 members of the Australian Interactive Media Industry, as well as leading dignitaries including the Hon. Helen Coonan, Federal Minister for Communications, Information Technology and the Arts. The Minister formally opened the Awards with a speech detailing the importance of the interactive media industry for the Australian economy and how the country is at the forefront of digital content creation.

"The 11th Annual Awards were the most successful to date and attendance at the event was staggering," said John Butterworth, AIMIA CEO.

"Everyone had a fabulous night and I think that this is due to the relevance of the Awards to everyone in our industry. This year boasted so many competitive entries and there is little doubt that it has highlighted the industry's fast growth and increased importance in everyday life."

Among the 20 winners was South Australian firm Imagination Entertainment, with their MGM Screen test DVD Game entry taking home the award for Best Game for 2005.

To find out more information about the winning entries of the 11th Annual AIMIA Awards, visit: www.aimia.com.au.

ABOUT AIMIA

AIMIA is the peak body representing the Interactive Media and Digital Content industry. Founded in 1992, AIMIA promotes growth and success in the Australian interactive media industry and its services include acting as a lobby group, providing industry news, hosting professional functions, and organising its annual Interactive Media Awards. AIMIA members are drawn from the broad spectrum of the Australian IT industry, including producers and developers of digital content and applications for interactive platforms such as broadband and narrowband internet services, interactive television, wireless, CD/DVD media and games consoles. AIMIA also delivers export assistance to members through the TradeStart program in partnership with Austra