



APS **Data Awards** 2026

Promotional content templates

The below content has been developed for you to use as templates to promote within your agency. Please feel free to modify to suit the tone of your individual organisation and the Senior Executive that the communication will be coming from.

APS Data Awards key messages

Tagline

- Celebrating people making an impact with data.

General

- The APS Data Awards celebrate outstanding data-driven initiatives across the Australian Public Service (APS). We recognise projects that push boundaries and demonstrate the power of data to improve services and policy development.
- The awards highlight work that has delivered positive impact on public services and outcomes for Australians. From enhancing services to driving policy insights, these projects showcase the transformative power of data-driven initiatives.
- Held around every 18 months, the awards are timed to give projects the opportunity to mature, demonstrate impact and showcase results, while keeping pace with the rapidly evolving data landscape.
- We are excited to announce the official opening of nominations for the 2026 APS Data Awards! Individuals and teams from across the APS are invited to share how their work has had a positive impact on public services and outcomes for Australians.
- Visit apsdataawards.gov.au for everything you need to know about the awards including categories and criteria.
- To better reflect the evolving data landscape, we've updated some categories. For 2026, the 'Data Engineering' and 'Innovative, Ethical and Responsible Use of AI' categories have been merged into a single category: Data Systems and Innovations. This acknowledges AI's growing role as a system or tool that spans across all categories.
- The Data Leadership category has been clarified to better define its criteria, with a stronger focus on building data capability and impact alongside leadership.
- The 7 categories for 2026 are Data Leadership and Capability Building; Data Sharing and Partnerships; Data Science and Analytics; Data Visualisation and Storytelling; Data Systems and Innovations; Early Data Career; and Diversity and Inclusion in Data.
- Through the APS Data Awards, we aim to inspire and empower data professionals to lead with innovation and ethics, driving positive change and deliver outcomes for all Australians.
- Nominations close on **Monday 17 November 2025**, so submit your entries before the deadline.
- The reference period for eligible work is the period between nominations opening for the 2024 APS Data Awards (6 June 2024) and nominations opening for the 2026 APS Data Awards (8 September 2025).
- All APS Data Awards entries require at least an SES Band 2 sign off (or similar), so if you would like to nominate, make sure you factor approval into your timing to avoid missing the deadline.

On behalf of champions and stakeholders

- As *[Insert job title]*, I encourage all *[insert agency]* staff to nominate their exceptional data initiatives for the APS Data Awards.
- We are committed to fostering innovation and pushing the boundaries of what data can achieve.



- If you have an innovative project or day-to-day work that you feel has driven positive change within the data landscape and could be a good example for the APS Data Awards, I encourage you to come and chat to me about how I can support your nomination.
- Let's ensure that *[insert agency's]* work is well represented in these prestigious awards. Your nominations contribute to showcasing the *[insert agency]* as a leader in data-driven excellence.
- By nominating your projects for the APS Data Awards, you empower our data professionals and demonstrate the *[insert agency's]* commitment to driving impactful data-driven solutions.
- All APS Data Awards entries require at least a SES Band 2 sign off or similar so if you would like to nominate, make sure you factor approval into your timing to avoid missing the deadline.

Internal newsletter article

[Title] Celebrate data excellence with the APS Data Awards 2026

Nominations for the APS Data Awards are now open! **Celebrating people making an impact with data.**

The APS Data Awards celebrate outstanding data-driven initiatives across the Australian Public Service (APS). Recognising projects that push boundaries and make a positive impact for Australians.

Individuals, teams, and agencies are invited to showcase their work and demonstrate the transformative power of data in improving public services and informing policy development.

Held around every 18 months, the awards are timed to give projects the opportunity to mature, demonstrate impact and showcase results, while keeping pace with the fast-changing world of data and technology.

To better reflect the evolving data landscape, we've updated some award categories.

For 2026, the Data Engineering and Innovative, Ethical and Responsible Use of AI categories have been merged into a single category: Data Systems and Innovations. This change acknowledges AI's growing role as a system or tool that spans across all categories.

The Data Leadership category has been clarified to better define its criteria, with a stronger focus on building data capability and impact alongside leadership.

There are now 7 categories in total, ensuring diverse recognition of the innovative efforts within the APS:

- Data Leadership and Capability Building Award
- Data Sharing and Partnerships Award
- Data Science and Analytics Award
- Data Visualisation and Storytelling Award
- Data Systems and Innovation Award
- Early Data Career Award
- Inclusion and Diversity in Data Award

Important Dates and Submission Details

Nominations will close on 17 November 2025, so be sure to submit your entries before the deadline. Please note that all APS Data Award nominations require at least a SES Band 2 sign-off or similar. To ensure you meet the deadline, factor in time for obtaining the necessary approvals.



Let's ensure that our work is well represented in these prestigious awards. Your nominations help showcase us as a leader in data-driven excellence and recognise our talented people.

Visit apsdataawards.gov.au to learn more and start your nomination today!

Internal all staff email

[Subject] Nominate your innovative projects for the APS Data Awards

Dear Colleagues,

It was recently announced that the APS Data Awards nomination period has opened.

As [Insert Job Title], I encourage all [Agency] staff to nominate their exceptional data initiatives for the awards. This is a fantastic opportunity to showcase the innovative work being done within our agency and to gain recognition at a national level.

The APS Data Awards celebrate outstanding data-driven initiatives across the Australian Public Service (APS). The awards highlight work that has had positive impact on the public services and outcomes for Australians. From enhancing services to driving policy insights, the awards showcase the transformative power of data-driven initiatives.

At [Agency], we are committed to fostering innovation and pushing the boundaries of what data can achieve. If you have an innovative project or day-to-day work that you think could be a strong contender for the APS Data Awards, I encourage you to come and chat with me about how I can support your nomination.

Let's ensure that [Agency]'s work is well represented in these prestigious awards. This is a chance to celebrate your hard work and the positive outcomes it has generated.

Please note that all APS Data Awards nominations require at least a SES Band 2 sign-off or similar. If you would like to nominate, make sure you factor in time for obtaining the necessary approvals to avoid missing the deadline.

Visit apsdataawards.gov.au for more detail about the awards including the categories and criteria.

I look forward to supporting your nominations and highlighting the incredible data-driven initiatives within our agency.

Best regards,

[Your Name]
[Your Job Title]
[Agency]
[Contact Information]



Sharing social media content

Please share the below APSC LinkedIn post after the launch date (Monday 8 September).

You may wish to add the following text:

- APS Data Awards are now open! Visit apsdataawards.gov.au to learn more and nominate!

APSC to post the below content on 9 September 2025:

🌟 APS Data Awards 2026 now open! 🌟

Today marks the official opening of the APS Data Awards! Celebrating outstanding data-driven work across the Australian Public Service (APS). This is your chance to showcase initiatives that push boundaries and make a positive impact for Australians.

🏆 Award Categories:

- Data Leadership and Capability Building
- Data Sharing and Partnerships
- Data Science and Analytics
- Data Visualisation and Storytelling
- Data Systems and Innovation
- Early Data Career
- Diversity and Inclusion in Data

📅 **Important Dates:** Nominations are now open and will close on 17 November 2025. Ensure you obtain SES Band 2 sign-off for your submissions.

🔗 **Learn More and Nominate:** Visit apsdataawards.gov.au for detailed information on award categories, criteria, and the nomination process.

Let's celebrate the incredible work being done within the APS. Nominate your projects and help us showcase the power of data in driving positive change for all Australians.

#APSDDataAwards #DataInnovation #PublicService #DataDriven #APS #DataExcellence #Innovation #Leadership

