



**CONTENT
SUMMIT
AWARDS**

**2027 AWARD CATEGORIES,
ENTRY FORMATS AND
JUDGING CRITERIA**

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Presented by The Lord Mayor of Brisbane

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**THE AWARDS PROGRAM THAT
RECOGNISES THE BEST CONTENT AND
SOCIAL MEDIA WORK IN AUSTRALIA.**

2027 AWARD CATEGORIES, ENTRY FORMATS AND JUDGING CRITERIA

ELIGIBILITY

- Work must have been published or active during the 12-month entry period (1 December 2025 - 30 November 2026)
- Entrants may be Australian-based brands, in-house teams, agencies or individuals.
- There is no size restriction; entries from SMBs are as welcome as enterprise submissions.
- Entries can be submitted by Agencies in collaboration with or on behalf of brands.

ENTRY FORMAT

- All entries are submitted via the online portal.
- Supporting materials (videos, links, PDFs) may be attached or linked.
- Written submissions should be clear and concise; judges value quality over length.

JUDGING PROCESS

- All entries are scored by a panel of senior industry practitioners.
- Judges score each criterion independently using the provided scorecard.
- Scores are averaged across all panel judges.

PRIVACY

Entering an award means sharing sensitive information – client names, campaign budgets, strategy, results. We take that seriously, and our process is designed to protect it.

PRIVACY POLICY

BRAND AND AGENCY TRACK

Best Educational Content

This category recognises content created with the primary purpose of informing, educating or upskilling an audience. Eligible entries may include how-to content, explainer series, thought leadership, or any content that demonstrably builds knowledge or capability in its audience. Entries should reflect a content series or campaign.

ENTRY REQUIREMENTS

- Submit 3–5 examples of your content (links or files) published in the entry period.
- Provide a written response (max 500 words) covering: the educational objective and audience need it served; how the content was crafted and distributed; and evidence of impact, including relevant metrics or audience feedback.
- Supporting materials (additional links, PDFs, screenshots) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of the educational objective and the audience need it serves. How well does the strategy justify the content approach chosen?	20
Execution	Quality, clarity and creativity of the content itself. Is it genuinely useful? Is it well-structured, engaging, and delivered in a format appropriate to the audience?	40
Outcome	Evidence that the content achieved its educational objective. Metrics may include reach, engagement, shares, time-on-page, audience feedback, or demonstrable uplift in audience knowledge or capability.	40
Total		100

Best Behaviour Change Content

This category recognises content designed to shift behaviour, whether that's changing individual habits, driving community action, or influencing policy. Eligible entries include government campaigns, NFP initiatives, public health content, advocacy work, or any content produced with a clear behavioural or societal objective. Entries should reflect a content series or campaign. Entries will be judged on the clarity of the behavioural objective and the evidence that the content contributed to achieving it.

ENTRY REQUIREMENTS

- Submit 3–5 examples of your content (links or files) published in the entry period.
- Provide a written response (max 500 words) covering: the behavioural objective and audience insight that shaped the approach; how the content was crafted and delivered; and evidence of behavioural impact, including any measurable outcomes.
- Supporting materials (additional links, PDFs, screenshots) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of the behavioural objective and the audience insight that informed the content approach. What behaviour was being targeted, and why was this the right strategy to shift it?	20
Execution	Quality, creativity and craft of the content. Is it compelling enough to actually change minds or prompt action? Is the message clear, and is the format appropriate to the audience and channel?	40
Outcome	Evidence of behavioural impact. Metrics may include conversions, sign-ups, donations, policy responses, attitudinal research, or any measurable indicator that the target behaviour shifted.	40
Total		100

Best Commerce Content

This category recognises content created with the primary purpose of driving a commercial outcome, whether that's direct sales, lead generation or purchase consideration. Eligible entries may include social content, email series, or any content with a clear commercial intent. Entries should reflect a content series or campaign.

ENTRY REQUIREMENTS

- Submit 3–5 examples of your content (links or files) published in the entry period.
- Provide a written response (max 500 words) covering: the commercial objective and audience insight that shaped the approach; how the content was crafted and distributed; and evidence of commercial impact, including relevant metrics.
- Supporting materials (additional links, PDFs, screenshots) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of the commercial objective and the audience insight that informed the content approach. Why was this the right content strategy to drive the intended outcome?	20
Execution	Quality, creativity and craft of the content. Is it compelling? Does it serve the commercial purpose without sacrificing content value? Is the format appropriate to the audience and channel?	40
Outcome	Evidence of commercial impact. Metrics may include sales, leads, conversions, click-through rates, revenue attribution, or any measurable indicator of commercial performance.	40
Total		100

Best Community Building

This category recognises brands, agencies or individuals that have built and sustained an engaged online community around a shared interest, identity or purpose. Eligible entries may include Facebook Groups, LinkedIn communities, Instagram Broadcast Channels, Discord servers, Reddit communities, TikTok Bulletin Boards, branded forums, or responses to community comments on social posts. Entries will be judged on the health and authenticity of the community, not just its size.

ENTRY REQUIREMENTS

- Provide a link to the community environment where publicly accessible.
- Provide a written response (max 500 words) covering: the objective behind building the community and the audience it serves; how the community was built, moderated and sustained; and evidence of community health and growth, including relevant metrics.
- Supporting materials (screenshots, engagement examples, member-generated content) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of the community's purpose and the audience need it serves. Why this platform, and why this approach?	20
Execution	Quality of community management, moderation and culture-setting. Evidence of genuine member participation, organic interaction, and a community that feels alive.	40
Outcome	Evidence of community growth and health. Metrics may include member growth, engagement rates, member-generated content, retention, or downstream business impact such as advocacy or referrals.	40
Total		100

Best Employee-Generated Content

This category recognises brands that have successfully activated their own people as content creators, turning employees into authentic voices for the organisation. Eligible entries may include employee advocacy programs, behind-the-scenes content, staff-led social channels, or any content strategy that places employees at the centre of the storytelling. Entries may be a single campaign or an ongoing program.

ENTRY REQUIREMENTS

- Submit 3–5 examples of employee-generated content (links or files) published in the entry period.
- Provide a written response (max 500 words) covering: the objective behind the program or campaign and the audience it was designed to reach; how the content was facilitated, supported and distributed; and evidence of impact, including relevant metrics.
- Supporting materials (additional links, screenshots, or program documentation) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of the strategic objective and why an employee-led content approach was the right choice. What was the brand trying to achieve, and for whom?	20
Execution	Quality and authenticity of the content produced. Does it feel genuine? Is the employee voice credible, and does the content connect with its audience?	40
Outcome	Evidence of impact. Metrics may include reach, engagement, follower growth, share of voice, recruitment outcomes, or any measurable indicator that the program delivered on its objective.	40
Total		100

Best Creator Partnership

This category recognises brands, or agencies working on behalf of brands, that have collaborated with creators or influencers to produce content that genuinely serves both the brand's objectives and the creator's audience. Eligible entries may include one-off collaborations, ambassador programs, co-created content series, or any formal partnership between a brand and an individual creator. Entries will be judged on the quality of the partnership and the content it produced, not just the reach of the creator involved.

ENTRY REQUIREMENTS

- Submit 3–5 examples of content produced through the partnership (links or files) published in the entry period.
- Provide a written response (max 500 words) covering: the objective behind the partnership and why this creator was the right fit; how the collaboration was structured and the content developed; and evidence of impact, including relevant metrics.
- Supporting materials (additional links, screenshots, or campaign documentation) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of the partnership objective and the strategic rationale for the creator selection. Why this creator, and why this approach?	20
Execution	Quality and authenticity of the content produced. Does the partnership feel natural? Is the brand integration credible, and does the content serve the creator's audience as much as the brand's objectives?	40
Outcome	Evidence of impact. Metrics may include reach, engagement, conversions, brand sentiment, or any measurable indicator that the partnership delivered on its objective.	40
Total		100

Best Content Agency

This category recognises the content agency that has demonstrated the highest standard of creative and strategic work on behalf of its clients over the entry period. Entries will be judged on the quality and impact of client work, and the agency's contribution to raising the bar for the industry. Entries are submitted as a body of work across multiple clients.

ENTRY REQUIREMENTS

- Submit up to 3 client case studies from the entry period (max 500 words and optional 5–page PDF per case study). For each case study, include the brief, approach, execution highlights, and results.
- Provide a 300–word agency overview covering size, specialisation, and point of difference.
- Client testimonials are welcome as supporting evidence.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality, ambition and strategic rigour of the work submitted, from the thinking behind it to the execution. Is there evidence of original thinking and high craft applied consistently across clients and briefs?	40
Client & Business Impact	Demonstrable outcomes delivered for clients. Judges will look for evidence that the work moved the needle on brand, audience or commercial measures.	40
Innovation & Leadership	How has this agency pushed the craft forward? Evidence may include new formats or methodologies pioneered, industry contributions, thought leadership, or a demonstrable influence on the culture of content in Australia.	20
Total		100

Best Creator Agency

This category recognises the influencer agency that has demonstrated the highest standard of creator strategy and partnership management on behalf of its clients over the entry period. Entries will be judged on the quality of the partnerships brokered, the outcomes delivered for clients, and the agency's contribution to raising the standard of influencer marketing in Australia. Entries are submitted as a body of work across multiple clients.

ENTRY REQUIREMENTS

- Submit up to 3 client case studies from the entry period (max 500 words and optional 5–page PDF per case study). For each case study, include the brief, creator strategy, campaign highlights, and results.
- Provide a 300–word agency overview covering size, specialisation, and point of difference.
- Client testimonials are welcome as supporting evidence.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality and rigour of the influencer strategy delivered, from creator selection and brief development to campaign oversight and content quality. Is there evidence of a sophisticated, considered approach applied consistently across clients?	40
Client & Business Impact	Demonstrable outcomes delivered for clients. Judges will look for evidence that the partnerships moved the needle on brand awareness, audience growth, engagement, or commercial measures.	40
Innovation & Leadership	How has this agency advanced the practice of influencer marketing? Evidence may include proprietary methodologies, new approaches to creator partnerships, industry contributions, or a demonstrable influence on the standard of influencer marketing in Australia.	20
Total		100

Best Social Agency

This category recognises the social media agency that has demonstrated the highest standard of social strategy and execution on behalf of its clients over the entry period. Entries will be judged on the quality of the social work produced, the outcomes delivered for clients, and the agency's contribution to raising the standard of social media marketing in Australia. Entries are submitted as a body of work across multiple clients.

ENTRY REQUIREMENTS

- Submit up to 3 client case studies from the entry period (max 500 words and optional 5–page PDF per case study). For each case study, include the brief, social strategy, execution highlights, and results.
- Provide a 300–word agency overview covering size, specialisation, and point of difference.
- Client testimonials are welcome as supporting evidence.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality, ambition and strategic rigour of the social work submitted, from platform strategy and content approach to execution. Is there evidence of original thinking and high craft applied consistently across clients and briefs?	40
Client & Business Impact	Demonstrable outcomes delivered for clients. Judges will look for evidence that the work moved the needle on brand awareness, audience growth, engagement, or commercial measures.	40
Innovation & Leadership	How has this agency pushed social media practice forward? Evidence may include new formats or platform approaches pioneered, industry contributions, thought leadership, or a demonstrable influence on the culture of social media marketing in Australia.	20
Total		100

Best In-House Team

This category recognises the in-house content or social media team that has demonstrated the highest standard of work over the entry period. Eligible entrants include dedicated content teams, social media teams, or blended teams operating within a brand or organisation. Entries will be judged on the quality and impact of the work produced, and the team's contribution to building content capability within their organisation.

ENTRY REQUIREMENTS

- Provide a written response (max 500 words) covering: a team overview including size, structure, remit and resourcing model; 2–3 key initiatives or campaigns delivered in the entry period with results; and evidence of team capability-building or process innovation.
- Submit supporting content examples (links or files) from the entry period.
- Both content and social teams are eligible; blended teams are encouraged to enter.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality, ambition and strategic rigour of the work produced, from the thinking behind it to the execution. Is there evidence of a team operating at a high standard consistently across the entry period?	40
Client & Business Impact	Demonstrable outcomes delivered for the organisation. Judges will look for evidence that the team's work moved the needle on brand, audience, or commercial measures, relative to team size and resource.	40
Innovation & Leadership	How has this team pushed the craft forward within their organisation? Evidence may include new formats or processes pioneered, capability building, or a demonstrable influence on how the wider business thinks about content.	20
Total		100

Content Marketer of the Year

This category recognises an individual content marketing practitioner who has demonstrated outstanding work, leadership and impact over the entry period. Entries may be self-nominated or peer-nominated. Judges will be looking for evidence of exceptional work delivered, strategic influence, and a contribution to the broader content marketing community.

ENTRY REQUIREMENTS

- Submit a nomination of max 500 words covering: key achievements and campaigns delivered in the entry period; evidence of strategic leadership and influence; and contribution to the industry or content community.
- Up to 3 supporting testimonials may be included.
- Supporting work examples (links or files) are welcome as additional evidence.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality and impact of the work delivered in the entry period. Is there evidence of a practitioner operating at the top of their craft, producing or directing work of genuine strategic and creative merit?	40
Client & Business Impact	Demonstrable outcomes delivered for their organisation or clients. Judges will look for evidence that their work moved the needle on brand, audience, or commercial measures.	40
Innovation & Leadership	How has this individual pushed the craft forward? Evidence may include new thinking or approaches championed, mentoring, speaking, writing, or a demonstrable contribution to the content marketing community in Australia.	20
Total		100

Social Media Manager of the Year

This category recognises an individual social media practitioner who has demonstrated outstanding work, leadership and impact over the entry period. Entries may be self-nominated or peer-nominated. Judges will be looking for evidence of exceptional social media work delivered, platform expertise, and a contribution to the broader social media community.

ENTRY REQUIREMENTS

- Submit a nomination of max 500 words covering: key achievements and campaigns delivered in the entry period; evidence of platform expertise and creative contribution; and contribution to the industry or social media community.
- Up to 3 supporting testimonials may be included.
- Supporting work examples (links or files) are welcome as additional evidence.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality and impact of the social media work delivered in the entry period. Is there evidence of a practitioner operating at the top of their craft, producing or directing work of genuine creative and strategic merit across their platforms?	40
Client & Business Impact	Demonstrable outcomes delivered for their organisation or clients. Judges will look for evidence that their work moved the needle on brand awareness, audience growth, engagement, or commercial measures.	40
Innovation & Leadership	How has this individual pushed the craft forward? Evidence may include new formats or platform approaches championed, experimentation, mentoring, or a demonstrable contribution to the social media community in Australia.	20
Total		100

CREATOR TRACK

Presented by The Lord Mayor of Brisbane

Creator of the Year - Education

This category recognises an individual creator who has built a body of work around educating, informing or upskilling their audience over the entry period. Eligible creators may operate across any platform or format – video, audio, written, or a combination. Entries will be judged on the quality and consistency of the educational content produced, the audience it has built, and the creator's contribution to their field.

ENTRY REQUIREMENTS

- Submit 3–5 examples of content published in the entry period (links or files).
- Provide a written response (max 500 words) covering: the educational niche or subject matter and the audience it serves; how the content was developed and distributed; and evidence of audience growth and impact, including relevant metrics.
- Supporting materials (additional links, screenshots, or audience data) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality, clarity and creativity of the educational content produced. Is there evidence of a creator with a distinctive voice and a considered approach to making complex or useful information accessible and engaging?	40
Client & Business Impact	Evidence that the content has built a genuine, engaged audience. Metrics may include follower growth, engagement rates, community interaction, or direct audience feedback demonstrating the content's value.	40
Innovation & Leadership	How has this creator pushed educational content forward? Evidence may include new formats or approaches to explaining complex topics, cross-platform experimentation, or a demonstrable influence on their field or niche.	20
Total		100

Creator of the Year - Entertainment

This category recognises an individual creator who has built a body of work around entertaining their audience over the entry period. Eligible creators may operate across any platform or format – video, audio, written, or a combination. Entries will be judged on the quality and consistency of the entertaining content produced, the audience it has built, and the creator’s contribution to their craft.

ENTRY REQUIREMENTS

- Submit 3–5 examples of content published in the entry period (links or files).
- Provide a written response (max 500 words) covering: the creative niche or format and the audience it serves; how the content was developed and distributed; and evidence of audience growth and impact, including relevant metrics.
- Supporting materials (additional links, screenshots, or audience data) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality, originality and craft of the entertaining content produced. Is there evidence of a creator with a distinctive voice, a consistent creative identity, and a genuine ability to captivate an audience?	40
Client & Business Impact	Evidence that the content has built a genuine, engaged audience. Metrics may include follower growth, engagement rates, community interaction, viral moments, or direct audience feedback demonstrating the content's appeal.	40
Innovation & Leadership	How has this creator pushed entertaining content forward? Evidence may include new formats or comedic approaches pioneered, cross-platform experimentation, or a demonstrable influence on their niche or the broader creator landscape.	20
Total		100

Best Brand Partnership

This category recognises an individual creator who has collaborated with a brand to produce content that genuinely serves both the brand's objectives and their own audience. Eligible entries may include one-off collaborations, ambassador programs, co-created content series, or any formal partnership between a creator and a brand. Entries will be judged on the quality of the content produced and how well the creator balanced brand integration with audience authenticity.

ENTRY REQUIREMENTS

- Submit 3–5 examples of content produced through the partnership (links or files) published in the entry period.
- Provide a written response (max 500 words) covering: the objective behind the partnership and why it was the right fit for your audience; how the content was developed and delivered; and evidence of impact, including relevant metrics.
- Supporting materials (additional links, screenshots, or campaign documentation) may be attached

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of why this partnership made sense for the brand and for the creator's audience. What was the objective, and why was this the right fit?	20
Execution	Quality and authenticity of the content produced. Does the brand integration feel natural? Did the creator maintain their voice, and does the content serve their audience as much as the brand's objectives?	40
Outcome	Evidence of impact. Metrics may include reach, engagement, conversions, brand sentiment, or any measurable indicator that the partnership delivered on its objective.	40
Total		100

Post of the Year

This category recognises the single best piece of content published by an individual creator during the entry period. Eligible formats include a Reel, TikTok, carousel, static post, or written post across any platform. Entries will be judged on the quality and impact of the post itself, not the size of the creator's following.

ENTRY REQUIREMENTS

- Submit the post via link or file.
- Provide a written response (max 300 words) covering: the intent behind the post; how it was crafted and distributed; and evidence of its impact, including relevant metrics.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Aim	Clear articulation of the intent behind the post and why this format and platform was the right choice.	20
Execution	Quality, creativity and craft of the post itself. Does it stop the scroll? Is it well-constructed and does it deliver on its intent?	40
Outcome	Evidence of impact. Metrics may include views, shares, comments, saves, or any measurable indicator of the post's reach and resonance.	40
Total		100

Best Brisbane Storyteller

This category recognises an individual creator based in Brisbane who has built a body of work celebrating, documenting or championing the city's people, places and stories. Eligible creators may operate across any platform or format. Entries will be judged on the quality and distinctiveness of the storytelling, the audience it has built, and the creator's contribution to how Brisbane is seen and understood.

ENTRY REQUIREMENTS

- Submit 3–5 examples of content published in the entry period (links or files).
- Provide a written response (max 500 words) covering: the stories you tell and the audience you serve; how your content is developed and distributed; and evidence of audience growth and impact, including relevant metrics.
- Supporting materials (additional links, screenshots, or audience data) may be attached.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality, originality and craft of the storytelling. Is there evidence of a creator with a distinctive voice and a considered approach to bringing Brisbane's people, places and culture to life?	40
Audience & Community Impact	Evidence that the content has built a genuine, engaged audience around Brisbane stories. Metrics may include follower growth, engagement rates, community interaction, or direct audience feedback demonstrating the content's resonance.	40
Innovation & Leadership	How has this creator shaped the way Brisbane is seen? Evidence may include local storytelling that has gained broader reach, a distinctive take on the city that others have followed, or a demonstrable contribution to Brisbane's cultural identity online.	20
Total		100

Best Emerging Creator

This category recognises an individual creator with fewer than 100,000 followers who has demonstrated outstanding creative work and audience growth over the entry period. Eligible creators may operate across any platform or format. Entries will be judged on the quality of the content produced, the momentum behind the channel, and the creator's potential to shape the next generation of Australian content.

ENTRY REQUIREMENTS

- Submit 3–5 examples of content published in the entry period (links or files).
- Provide a written response (max 500 words) covering: your content niche and the audience you serve; how your content is developed and distributed; and evidence of audience growth and impact, including relevant metrics.
- Supporting materials (additional links, screenshots, or audience data) may be attached.
- Entrants must have fewer than 100,000 followers across all nominated platforms at the time of entry.

JUDGING SCORECARD

CRITERION	WHAT JUDGES LOOK FOR	MAX SCORE
Creative & Strategic Excellence	The quality, originality and craft of the content produced. Is there evidence of a creator with a distinctive voice and a considered approach that suggests a serious long-term creative vision?	40
Audience & Community Impact	Evidence of genuine audience growth and engagement relative to the stage of the creator's career. Judges will weight trajectory and momentum as much as raw numbers.	40
Innovation & Leadership	What makes this creator one to watch? Evidence may include a fresh perspective, a new approach to a familiar format, or early signs of influence within their niche or community.	20
Total		100

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