



**THE AUSTRALIAN**  
**AUDIO AWARDS**

Presented by Mumbrella, RadioInfo & RadioToday

Headline Partner

**Acast**

**2026** Call for Entries

# 2026 Call for Entries

Entries are now open for the **2026 Australian Audio Awards**. This document has all the information you need to enter.

The entry eligibility period covers 20 months, from 1 July 2024 to 6 March 2026.

The **Australian Audio Awards** will recognise excellence in Radio and Podcasting.

The **Radio Categories** are divided into **Large, Medium** and **Small Markets** (excluding Best Commercial, which has two divisions).\*

The **Podcast Categories** are divided into **Major** and **Independent Publishers**\*

## The Categories



### RADIO

- Best Breakfast Show >
- Best Local Show >
- Best Networked Show >
- Best Newcomer On Air (Free Entry) >
- Best Newcomer Off Air (Free Entry) >
- Best Salesperson or Team >
- Best Commercial: Station Produced OR Agency/Brand Produced >
- Best Station Promotion >
- Best Audio Producer >
- Best News Presenter/Reporter >
- Best Australian Music Show/Music Programmer >
- Best Non-Commercial Program >
- Best Specialist Program >

### PODCASTS

- Best Branded Podcast >
- Best Children's Entertainment Podcast >
- Best Comedy Podcast >
- Best Crime Podcast >
- Best Health & Wellness Podcast >
- Best Interview Podcast >
- Best Investigative Journalism Podcast >
- Best Money & Business Podcast >
- Best News & Current Affairs Podcast >
- Best New Podcast >
- Best Podcast Producer >
- Best Podcast Host/Presenter >
- Best Society & Culture Podcast >
- Best Sport Podcast >

# Definitions

## Radio:

Three levels in each category:

**Large Markets:** Large rated metro markets - Sydney, Melbourne, Brisbane, Adelaide and Perth.

**Medium Markets:** Medium size rated markets, defined by population size of over 100,000 people - including Hobart, Darwin, Canberra, Newcastle, Gold Coast, Sunshine Coast, Central Coast, Wollongong, Geelong, Townsville, Cairns, Toowoomba, Ballarat, Bendigo, Albury, New Zealand markets.

**Small Markets:** All other markets under 100,000 people, whether rated or not rated, defined by the official radio licence areas.

## Podcasts:

Two levels in each category:

**Major:** A large company with more than 5 staff and producing more than 5 podcast series per year.

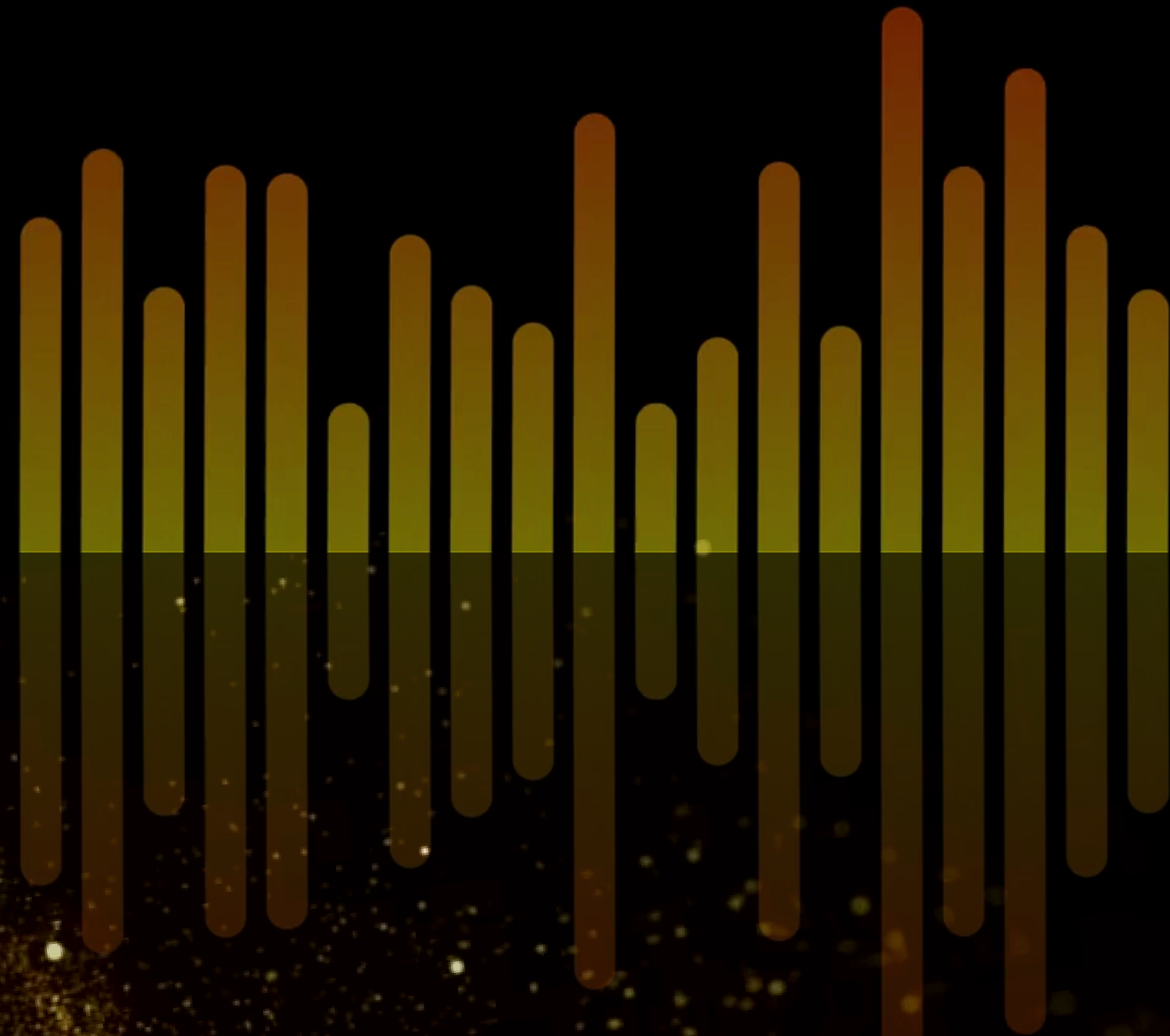
**Independent:** A small production company with 5 or less staff and producing less than 5 podcast series per year.

If your staff numbers are flexible (for example, a small core team supported by part-time staff or contractors) but you are still a small company, please include in your entry some details of why you consider yourself an Independent podcast production business. An Independent may host and sell their podcasts via a major podcast company, however the original podcast production company must be independent.

## New Zealand Entries:

Entries from New Zealand broadcasters and podcasters are welcome under the terms of the Australia-New Zealand [Closer Economic Relations Trade Agreement](#).

New Zealand entries will be categorised by market size as **Medium** or **Small Markets**.



## RADIO

# Best Breakfast Show

The Best Breakfast Show category recognises excellence in live breakfast radio show presentation and production. The breakfast shift is the most important show for any radio station and is celebrated in this category.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations.

To be eligible for the Best Breakfast Show, your program must have been broadcast consistently for at least 12-months within the 20-month eligibility period as a live radio program in the breakfast radio timeslot (any time within the hours of 5am-10am). The number of days the program is on air depends on the requirements of the station. The show may be 5 weekdays, one or two weekend days or a particular regular sequence of days across multiple months.

## Scoring

Creativity, delivery and audience engagement

25%

Editorial quality - journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Content relevance to the listener

15%

Audience response - callers, texts, interaction, ratings, other metrics

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audio production quality

5%

Benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc

5%

## RADIO

# Best Local Show

The Best Local Show category recognises excellence in live local radio show presentation and production. The show can be general in its theme and content, or a specialist program relevant to the station's local service area.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations.

To be eligible for the Best Local Show, your program must originate within the local licence service area of the radio station it is broadcast on. Networked shows should enter the Best Networked Show category.

The program should have been broadcast consistently for at least 12-months within the 20-month eligibility period as a live radio program in any timeslot. The number of days the program is on air depends on the requirements of the station. The show may be 5 weekdays, one or two weekend days or a particular regular sequence of days across multiple months.

## Scoring

Creativity, delivery and audience engagement

25%

Editorial quality - journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Content relevance to the listener

15%

Audience response - callers, texts, interaction, ratings, other metrics

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audio production quality

5%

Benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc

5%

## RADIO

# Best Networked Show

The Best Networked Show category recognises excellence in networked radio show presentation and production. The show can be general in its theme and content or cover a specialist topic.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations.

To be eligible for the Best Networked Show, your program must be heard in at least two states and a minimum of 10 radio licence areas. Local shows should enter the Best Local Show category.

The program should have been broadcast consistently for at least 12 months within the 20-month eligibility period as a live radio program in any timeslot. The number of days the program is on air depends on the requirements of the station. The show may be 5 weekdays, one or two weekend days or a particular regular sequence of days across multiple months.

## Scoring

Creativity, delivery and audience engagement  
25%

Editorial Quality - journalist principles if an information entry, or entertainment values if an entertainment entry  
20%

Content relevance to the listener  
15%

Audience response - callers, texts, interaction, ratings, other metrics  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Impact - did it change anything, help someone, affect laws, change social attitudes  
10%

Audio production quality  
5%

Benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc  
5%

## RADIO

# Best Newcomer On Air

The Best Newcomer On Air category recognises new on air talent who have been on air for at least 6 months. Entry to this category is free so that there is no barrier for those at the beginning of their careers to enter these awards.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations. Entrants must have received payment for their work, unpaid volunteers are not eligible.

To be eligible for the Best Newcomer On Air, you must have presented your show for at least 6 months and must never have been employed in any other broadcast medium. This category aims to recognise early career success and encourage careers in radio.

The program should have been broadcast consistently for at least 6 months within the 20-month eligibility period as a live radio program in any timeslot. The number of days the program is on air depends on the requirements of the station. The show may be 5 weekdays, one or two weekend days or a particular regular sequence of days across multiple months.

## Scoring

Creativity, delivery and audience engagement  
25%

Editorial quality - journalist principles if an information entry, or entertainment values if an entertainment entry  
20%

Content relevance to the listener  
15%

Audience response - callers, texts, interaction, ratings, other metrics  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Impact - did it change anything, help someone, affect laws, change social attitudes  
10%

Audio production quality  
5%

New talent with potential for career growth and long term on air success  
5%

## RADIO

# Best Newcomer Off Air

The Best Newcomer Off Air category recognises new station staff working in any job except on air presentation for at least 6 months. Entry to this category is free so that there is no barrier for those at the beginning of their careers to enter these awards.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations. Entrants must have received at least some payment for their work, unpaid volunteers are not eligible.

To be eligible for the Best Newcomer Off Air, you must have worked at your station for at least 6 months and must never have been employed in any other broadcast medium. This category aims to recognise early career success and encourage careers in radio.

You must have worked consistently for at least 6 months within the 20-month eligibility period in any bona fide job within the station on a regular roster of paid hours.

## Scoring

Contribution to creativity and engagement with audience

20%

Success in job role

20%

Interaction with listeners through entrant's job role

10%

Audience response - callers, texts, interaction, ratings, other metrics

10%

Multimedia contribution - socials, video, tv, website, print, anything beyond audio

10%

Impact - did you change anything, help someone, affect laws, change social attitudes

10%

Benefit to the audio industry - did you help your station grow the market, did you contribute to positive company culture, etc

10%

New staff with potential for career growth and long term success

10%

## RADIO

# Best Salesperson or Team

The Best Salesperson or Team category recognises excellence in Radio Sales. The category is open to a single individual or a sales team. Revenue is an important factor in this category, but not the only criteria. The jury is also looking for creativity, audio sales strategy and client ROI.

Entries are divided into **Large, Medium** and **Small Markets** and must be submitted by an in-house sales teams.

To be eligible for the Best Salesperson or Team, your work samples must originate within the local licence service area of the radio station it is broadcast on. Work samples may be heard on other stations as well as the originating station. Samples of work in the demo or written submission must demonstrate how audio was at the centre of the campaign.

The salesperson or team must have been working for at least 12 months within the 20-month entry eligibility period.

## Scoring

Proposals and creativity

30%

Client satisfaction

30%

Audio production quality

15%

Client ROI and other client success measures

15%

Audience response - callers, texts, interaction, ratings, other metrics

5%

Impact and benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc

5%

## RADIO

# Best Commercial: Station Produced OR Agency/Brand Produced

The Best Commercial category recognises excellence in commercials produced by radio production staff or agencies. There are two divisions in this category. Radio stations should enter the 'Station Produced' section and Agencies or Brands should enter the 'Agency/Brand Produced' section.

A single commercial or campaign for the same client may be submitted.

The commercial or campaign must focus on audio in its creative content. Revenue is a factor in this category, but not the only criteria. The jury is also looking for creativity, audio production values, audio sales strategy and client ROI.

There are two entry levels in this category, Station Produced and Agency/Brand Produced. Select the one that is appropriate for your entry.

To be eligible for the Best Commercial category, your entry must contain more than 60% of audio content. Samples of work in the demo and the written submission must demonstrate how audio was at the centre of the campaign.

The entry must have been in the market within the 20-month entry eligibility period.

## Scoring

Audio production quality  
30%

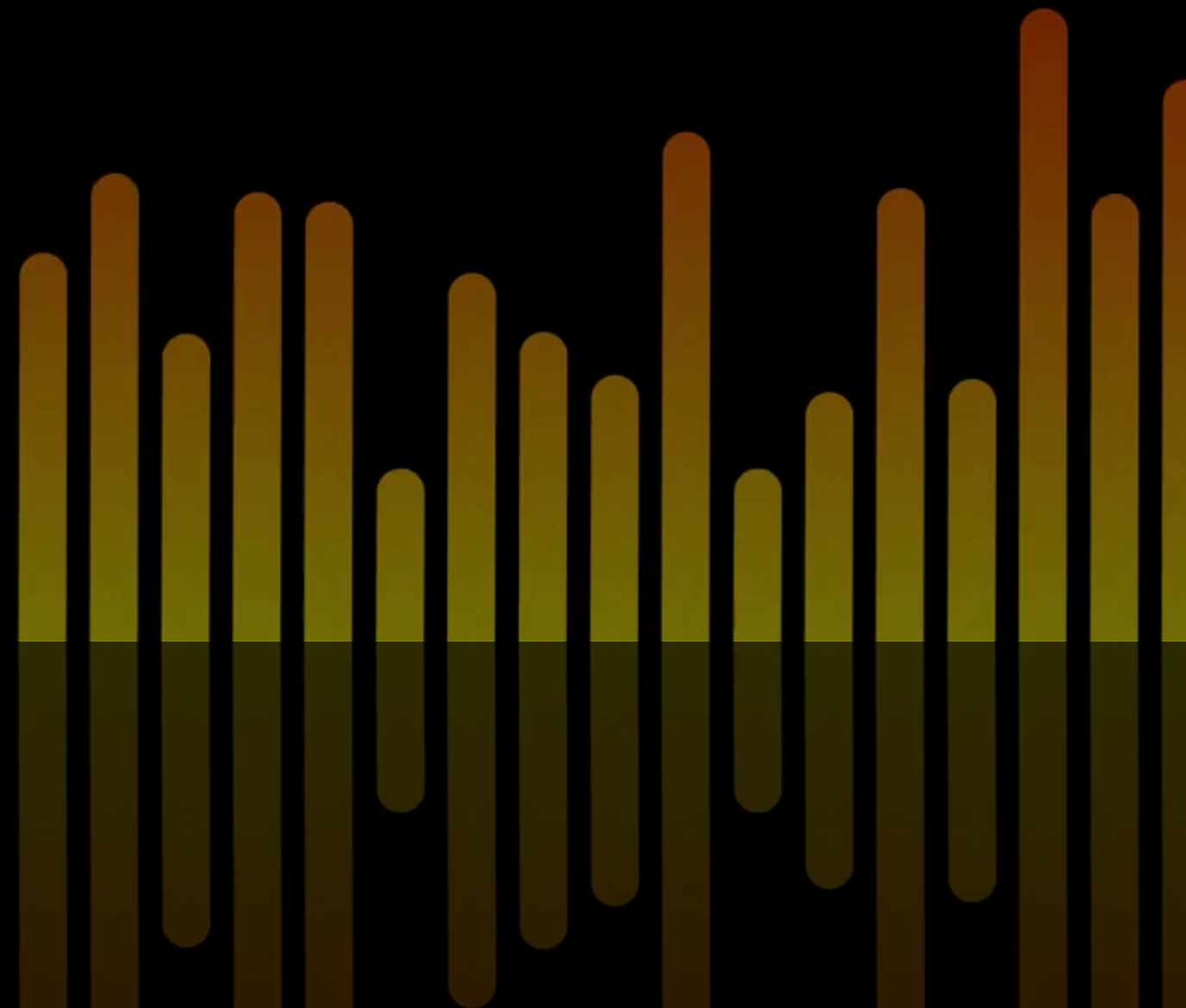
Proposals and creativity  
20%

Client satisfaction  
20%

Client ROI and other client success measures  
20%

Audience response - callers, texts, interaction, ratings, other metrics  
5%

Impact and benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc  
5%



## RADIO

# Best Station Promotion

The Best Station Promotion category recognises excellence in promotions and public relations activities. The category is open to individuals and/or teams that deliver promotions for radio stations or networks.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations.

To be eligible for the Best Station Promotion, you must submit a single unified promotional campaign designed to promote a station or network. This category is not for sales promotions.

The campaign must have been in the market within the 20-month entry eligibility period.

## Scoring

Strategy  
25%

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Creative execution  
25%

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Audio production quality  
20%

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Success measures - ratings, increased audience interaction, etc  
20%

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Impact - did it change anything, help someone, affect laws, change social attitudes  
5%

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Benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc  
5%

## RADIO

# Best Audio Producer

The Best Audio Producer category recognises excellence in audio production. Audio Engineers are essential in creating the sound of the radio station or network.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations.

To be eligible for the Best Audio Producer, your work must have been broadcast during the 20-month eligibility period.

## Scoring

Creativity and variety  
25%

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Audio production quality  
25%

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Success measures - ratings, increased audience interaction, etc  
20%

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Content relevance to the listener  
10%

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Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

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Impact - did it change anything, help someone, affect laws, change social attitudes  
5%

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Benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc  
5%

## RADIO

# Best News Presenter/Reporter

The Best News Presenter/Reporter category recognises excellence in news reporting, writing and presentation. News is an essential element in radio formats and contributes to an informed society.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations. All news formats are eligible to enter this category.

To be eligible for the Best News Presenter/Reporter, your work must have been broadcast during the 20-month eligibility period.

## Scoring

Editorial quality and judgement  
20%

Reporting and explanatory skills  
20%

Newsreading delivery ability  
15%

Audio production values in reports  
15%

Audience response - callers, texts, interaction, ratings, other metrics  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Impact - did it change anything, help someone, affect laws, change social attitudes  
5%

Benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc  
5%

## RADIO

# Best Australian Music Show/Music Programmer

The Best Australian Music Show and/or Music Programmer recognises the importance of Australian music on radio. This category is aimed at rewarding the work of an individual or team that produces a show promoting or developing Australian music.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to commercial and non-commercial stations. The program must contain Australian music and talk content that takes up at least 60% of each show.

To be eligible for the Best Australian Music Show and/or Music Programmer, your work must have been broadcast during the 20-month eligibility period and must actively promote Australian music and musicians.

## Scoring

Creativity, delivery and audience engagement  
20%

Editorial quality - interviewing skills and entertainment values  
20%

Content relevance to Australian music promotion  
20%

Audience response - callers, texts, interaction, ratings, other metrics  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Audio production quality  
10%

Impact - how did the show improve the quality of Australian music, increase prominence of Australian artists, promote concert attendance, etc  
5%

Benefit to the audio industry - did it grow the market for Australian music, did the team contribute to positive Australian music industry culture, etc  
5%

## RADIO

# Best Non-Commercial Program

The Best Non-Commercial Program recognises the contribution of non-commercial programming to the radio industry.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to non-commercial stations where revenue is not derived from advertising, such as community or ABC radio stations.

To be eligible for the Best Non-Commercial Program, your work must have been broadcast regularly during the 20-month eligibility period and not contain content that is related to any advertising activities.

## Scoring

Creativity, delivery and audience engagement  
25%

Editorial quality - journalist principles if an information entry, or entertainment values if an entertainment entry  
25%

Content relevance to the listener  
10%

Audience response - callers, texts, interaction, ratings, other metrics  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Impact - did it change anything, help someone, affect laws, change social attitudes  
10%

Audio production quality  
5%

Benefit to the audio industry - did it grow the market, did the team contribute to positive company culture, etc  
5%

## RADIO

# Best Specialist Program

The Best Specialist Program celebrates high quality specialist content on radio.

Entries are divided into **Large, Medium** and **Small Markets**. Entries are open to any specialist single topic radio program, such as religious, indigenous, sport, language, science, health, etc.

To be eligible for the Best Specialist Program, your work must have been broadcast on radio during the 20-month eligibility period and must cover a single specialist subject. One program or a series can be submitted.

## Scoring

Creativity, delivery and audience engagement  
20%

Editorial quality - journalist principles if an information entry, or entertainment values if an entertainment entry  
20%

Specialist content relevance to the listener  
20%

Audience response - callers, texts, interaction, ratings, other metrics  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Impact - how did the show affect thinking about the topic, provoke discussion, change policy or reset public attitudes to the topic  
10%

Audio production quality  
5%

Benefit to the audio industry - did it grow the market for Australian music, did the team contribute to positive Australian music industry culture, etc  
5%

## PODCASTS

# Best Branded Podcast

The Best Branded Podcast category recognises excellence in a podcast produced for a client or brand.

Entries are divided into **Major** and **Independent** production companies. A single podcast or a series can be submitted.

To be eligible, your submission for the Best Branded Podcast must be for one client, and must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality – accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Client satisfaction and ROI

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best Children's Entertainment Podcast

The Best Children's Entertainment Podcast category recognises excellence in a podcast produced for children up to 12 years of age.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Children's Entertainment Podcast, at least 8 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality – accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Content relevance to the listener

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best Comedy Podcast

The Best Comedy Podcast category recognises excellence in a comedy podcast.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Comedy Podcast, at least 8 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Content relevance to the listener

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best Crime Podcast

The Best Crime Podcast category recognises excellence in a podcast about crime and/or court cases.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Crime Podcast, at least 6 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Content relevance to the listener

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best Health & Wellness Podcast

The Best Health & Wellness Podcast category recognises excellence in a podcast focusing on health and wellness.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Health & Wellness Podcast, at least 8 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Content relevance to the listener

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best Interview Podcast

The Best Interview Podcast category recognises excellence in an interview style podcast.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Interview Podcast, your podcast must contain an interview that takes up more than 80% of the duration. At least 8 episodes of the podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Content relevance to the listener

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

PODCASTS

# Best Investigative Journalism Podcast

The Best Investigative Journalism category recognises excellence in a narrative style podcast produced on a topic other than courts and/or crime.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Investigative Journalism Podcast, at least 6 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Content relevance to the listener

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

PODCASTS

# Best Money and Business Podcast

The Best Money and Business Podcast category recognises excellence in a podcast that covers topics of relevance to money and/or business.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Money and Business Podcast, at least 8 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement

20%

Editorial quality - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio production quality - mixing, editing, music, FX, etc

20%

Content relevance to the listener

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best News and Current Affairs Podcast

The Best News and Current Affairs Podcast category recognises excellence in news and current affairs. The podcast can deal with a single topic or several topics in the news.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best News and Current Affairs Podcast, at least 6 episodes of your podcast must have been published within the 20-month eligibility period. The podcast must go further than just reporting the news in news bulletin style, it must contain explanation, discussion or analysis of the chosen news topic/s.

## Scoring

Creativity, delivery and audience engagement  
20%

Editorial quality – accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry  
20%

Audio production quality - mixing, editing, music, FX, etc  
20%

Content relevance to the listener  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Impact - did it change anything, help someone, affect laws, change social attitudes  
10%

Audience response - callers, texts, events, direct interaction  
5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc  
5%

## PODCASTS

# Best New Podcast

The Best New Podcast category recognises excellence in a new podcast that was first released after 1 July 2024.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best New Podcast, your podcast must have been published after 1 July 2024 and must have published at least 5 episodes within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement  
20%

Editorial quality – accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry  
20%

Audio production quality - mixing, editing, music, FX, etc  
20%

Content relevance to the listener  
10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
10%

Impact - did it change anything, help someone, affect laws, change social attitudes  
10%

Audience response - callers, texts, events, direct interaction  
5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc  
5%

## PODCASTS

# Best Podcast Producer

The Best Podcast Producer category recognises excellence in editorial and audio production.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Podcast Producer, your entry must show how your editorial input and audio production skills have contributed to the success of the podcast. At least 8 episodes of the podcast must have been published within the 20-month eligibility period.

## Scoring

Audio production quality - mixing, editing, music, FX, etc

25%

Editorial production and decision making - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

20%

Audio Creativity

10%

Direction of hosts and talent

15%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best Podcast Host/Presenter

The Best Podcast Host/Presenter category celebrates excellence in a single podcast personality.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Podcast Host/Presenter, your entry must focus on one person. At least 8 episodes of the podcast must have been published within the 20-month eligibility period.

## Scoring

Host personality and engagement

30%

Creativity, delivery and presentation style

15%

Editorial quality - accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry

15%

Audio production quality - mixing, editing, music, FX, etc

10%

Multimedia extension - socials, video, tv, website, print, anything beyond audio

10%

Impact - did it change anything, help someone, affect laws, change social attitudes

10%

Audience response - callers, texts, events, direct interaction

5%

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc

5%

## PODCASTS

# Best Society & Culture Podcast

The Best Society and Culture Podcast category recognises excellence in a podcast that features topics of relevance to society and culture.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Society and Culture Podcast, at least 8 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement  
**20%**

Editorial quality – accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry  
**20%**

Audio production quality - mixing, editing, music, FX, etc  
**20%**

Content relevance to the listener  
**10%**

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
**10%**

Impact - did it change anything, help someone, affect laws, change social attitudes  
**10%**

Audience response - callers, texts, events, direct interaction  
**5%**

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc  
**5%**

## PODCASTS

# Best Sport Podcast

The Best Sport Podcast category recognises excellence in a podcast that features sports news and discussion topics.

Entries are divided into **Major** and **Independent** production companies.

To be eligible for the Best Sport Podcast, at least 8 episodes of your podcast must have been published within the 20-month eligibility period.

## Scoring

Creativity, delivery and audience engagement  
**20%**

Editorial quality – accuracy, journalist principles if an information entry, or entertainment values if an entertainment entry  
**20%**

Audio production quality - mixing, editing, music, FX, etc  
**20%**

Content relevance to the listener  
**10%**

Multimedia extension - socials, video, tv, website, print, anything beyond audio  
**10%**

Impact - did it change anything, help someone, affect laws, change social attitudes  
**10%**

Audience response - callers, texts, events, direct interaction  
**5%**

Benefit to the audio industry - did it grow the podcast market, did the team contribute to positive company culture, etc  
**5%**

# People's Choice Awards

Once finalists are announced, listeners can vote for their favourite radio or podcast finalist in the People's Choice Awards. A special People's Choice trophy will be awarded to one Radio and one Podcast entrant with the most People's Choice votes.

Voters can check the finalists in articles on Mumbrella, Radioinfo, RadioToday and anywhere else the winners' details are published.

## Terms, Conditions & Details

Entries will be accepted until Friday, 6 March, 2026.

All entries are to be submitted online on the **Australian Audio Awards** event website <https://mumbrella.com.au/audioawards>.

The written and audio portions of the entry should be submitted via the online entry portal. If additional material is to be submitted, it must be supplied as a link to an online location where the entry material can be heard or viewed.

### Winner Acceptance:

**At least one representative of each submission must be available on the night of 28 May 2026, to collect the award if successful.**

The jury will select one winner from the shortlisted entries. In the unusual case where only one entry is shortlisted in a category, it will be announced the winner. Shortlisted entries are all deemed worthy of a win. Judges will not shortlist an entry if it does not meet minimum standards for winning the category.

### Questions:

Kristine Abalos  
Event Manager  
kabalos@mumbrella.com.au  
0487 586 805

### Cost of Entry:

#### Radio Entries

Large Markets - \$400 + GST AUD per entry  
Medium Markets - \$300 + GST AUD per entry  
Small Markets - \$200 + GST AUD per entry  
Newcomer Categories - No Charge

#### Podcast Entries:

Podcast Major - \$300 + GST AUD per entry  
Podcast Independent - \$200 + GST AUD per entry

\*All transactions are in AUD and including GST.

\*A payment processing fee applies to all card payments (VISA, Mastercard and Amex 1.75% inc. GST) in addition to your transaction.

### Entry Details:

The period being judged comprises work that was published or broadcast about 20-months, from 1 July 2024 to 6 March 2026. Where appropriate an entry may be submitted in more than one category.

# ...Continued

## Further Details:

Each entry must demonstrate strong locally produced content. Radio entries must be produced within Australian radio licence areas. Podcasts must be substantially (at least 60%) produced by Australian companies. Entries that do not meet these criteria will be disqualified.

The jurors reserve the right to re-allocate an entry into another category if they feel it has been entered into an inappropriate category. The jurors' decision is final unless new information comes to light after judging, in which case a ruling may be made by the organisers in consultation with jurors.

The jury will select one winner from the shortlisted entries. In the unusual case where only one entry is shortlisted in a category, it will be announced the winner. Shortlisted entries are all deemed worthy of a win. Judges will not shortlist an entry if it does not meet minimum standards for winning the category.

Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries. Incomplete entries will be disqualified. Word counts must be adhered to.

The scope of the awards covers teams based in, Australia and New Zealand, with work activity conceived in, Australia and/or New Zealand

Entries from New Zealand broadcasters and podcasters are welcome under the terms of the Australia-New Zealand [Closer Economic Relations Trade Agreement](#).

New Zealand entries will be categorised by market size as **Medium** or **Small Markets**.

Should the entrant decide to withdraw work, the Event Manager in charge of the event must be notified in writing before the shortlist is announced. In the instance that work must be withdrawn, entry fees are non-refundable.

Jurors will not vote on entries in which they have a direct interest.

Any information contained in the entry may be used in the voiceover at the awards presentation or published elsewhere.

Shortlisted candidates may be asked to provide additional content for the purpose of the awards presentation or editorial coverage of the winners.

At least one representative from a shortlisted company must be available on the awards night to collect the trophy if successful.

Major Podcast category awards are open to podcast publishing companies that are Australian ASIC registered entities with an ABN, or NZ companies registered with the New Zealand Companies Office, that publish more than 5 different podcast series per year. A company will be deemed to be major if it has more than 3 employees.

Independent Podcast category awards are open to individuals, sole traders, small companies, students and registered not-for-profit organisations that publish less than 5 podcast series per year and have 3 or fewer employees.

CRA members are entitled to a 20% discount on entry fees in the first year of the awards. Members must obtain the discount code from Commercial Radio & Audio and enter it at the payment page to receive the discount.