



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’Loughlin, 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’re 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.”



Level 2, 295-301 Pitt Street, Sydney NSW 2000 Australia

T: +61 2 9248 7900 F: +61 2 9248 7050 E: events@aimia.com.au W: www.amberawards.com.au

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	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	Winner
Online Services Innovation	Dan Murphy's	danmurphys.com.au	Woolworths	Winner



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