

EDISONS AWARDS 2026 FINALISTS BY CATEGORY



Best telecom marketing initiative

WINNER: SUBCO for SMAP “radical transparency” campaign

FINALISTS: Dicker Data for Telco Solutions division launch, Megaport for 1000 sites campaign, Superloop for Exetel One plan, Telstra Business for Tame Your Tech campaign, Telstra InfraCo for Aura Network launch

Best sustainability initiative

WINNER: NBN Co for reduction of carbon footprint
FINALISTS: ANDREW for enabling mobile infrastructure sharing, Service Stream for Remote HSE Coach

Best retailer

WINNER: Superloop
FINALISTS: Leaptel, Superloop

Best wholesale telco

WINNER: NBN Co
HIGHLY COMMENDED: Optus Wholesale
FINALISTS: Community Fibre, FibreConX, Isoton, TPG Telecom (ZMobile), Leaptel, Nokia & Optus (Sydney-Perth fibre upgrade), Opticomm, Symbio, Telstra InfraCo

Best fixed network initiative or partnership

WINNER: Vocus for Project Horizon & TPG transaction
HIGHLY COMMENDED: Ventia, SKAO for the SKA-Low telescope infrastructure program
FINALISTS: NBN Co for FTTP Legacy Throughput Test, NBN Co for Accelerate Great, NEXTDC for AXON: Virtual Data Centre Connectivity Platform, Nokia & NBN Co for Supercharging Fibre technical trial, Nokia & Optus for Sydney-Perth fibre upgrade, Superloop for Football Australia partnership, NBN Co, UTS and RMIT for Astrid, Telstra InfraCo for Aura Network, Telstra for Adaptive Networks Centre, Opticomm for FTTP in regional Australia, Redfig Networks for keeping Australia on-air, Ventia/Community Fibre for social housing program, WISPAU, Cambium and Qualcomm for the AFC 6 GHz trial

Best mobile infrastructure provider

WINNER: BAI for Critical Communications Enhancement Program
FINALISTS: Amplitel, BAI for shared infrastructure/Broadcasting Resilience Program, Indara & Waveconn

Best telco AI initiative

WINNER: Amplitel for Project SMaRTER: AI-Driven Tower Fingerprinting
HIGHLY COMMENDED: SUBCO for Netkraken - Autonomous Network Operations Platform
Optus, Ericsson for 5G link adaptation, prediction
FINALISTS: NBN Co for ASKnbN, OneWiFi for Autonomous Emergency Call Verification Agent, Service Stream & AWS for AI-powered workorder image verifi-

cation, Superloop for Teddy AI chatbot, Telstra for SmartFix & SmartPath, TPG Telecom for Network Experience Agent, SourseAI for Atlas telco AI in a box platform

Best private/local mobile network initiative or partnership

WINNER: Vocus for Onslow private LTE network
Finalists: Ericsson, Optus & FrontierSI for emergency call location, Nokia, Omnitouch & AIG for Ascension Island network, Nokia, Omnitouch & Norfone for Norfolk Island network, Nokia, TPG for TPG private mobile networks, 2Degrees, Ericsson & Lyttelton Port for South Island port 5G network

Best national mobile network initiative or partnership

WINNER: Telstra for satellite messaging
Finalists: Cyient for live deployment of triple-band FDD Massive MIMO, More, Tangerine and Telstra for Shared Number and eSIM Companion plans, Telstra, Optus, TPG & UTS for emergency call test facility, Telstra, Ericsson for FDD Massive MIMO Initiative, TPG Telecom for MOCN with Optus

HALL OF FAME

Inductee: Paul Fletcher
Paul brought to public life a rare combination of industry experience, policy discipline and parliamentary service. Before entering Parliament, he worked at Optus and served as chief of staff to former communications minister Richard Alston, giving him an unusually practical understanding of the sector long before he became a minister himself.

As communications minister, and in related portfolios covering infrastructure, cities and the arts, Paul brought seriousness and command of detail to complex issues: the NBN, mobile coverage, regional connectivity, online safety, broadcasting and digital infrastructure.

Those who dealt with him knew he read the brief, understood the trade-offs and engaged with the substance. In this industry, where policy decisions involve engineering, economics, competition and public expectations, that mattered.

Paul represented Bradfield for more than 15 years and served in senior roles in government and opposition.

We recognise a substantial contribution to public policy and to Australian communications.

Judges: Michelle Lim (TelSoc), Kevin Bloch (Adviser), Andrew Sheridan (Adviser), Grahame Lynch (CommsDay), Luke Coleman (ATA), Veronica Kennedy-Good (Mindshare), Tony Chan (CommsDay), Rohan Pearce (CommsDay)

Congratulations to all awardees

