

ZADRO

AND THE WINNER IS...

ALL ABOUT AWARDS

@zadroagency





Once upon a time there was a business that put on an amazing event.

Everyone who attended talked about how wonderful it was, so the business decided to enter the event for an award. They gathered their photos and information and packaged it all up but when the finalists were announced their event wasn't on the list. So, what went wrong?

Winning an award can have a significant impact on your business; attracting recognition and new business, but having the best event, communications campaign, or product doesn't guarantee you a place among the finalists.

How you compose your award submission is the key to determining if you make the cut.

So, how can Zadro help you win?

With 39 client wins under our belt, Zadro can develop a compelling, professional and winning submission via our process!



**LET US TAKE YOU TO
THE PODIUM**



WHY ENTER AWARD PROGRAMS?



Award programs can offer you the chance to Promote, Motivate, Inspire, Recognise, Review, Reflect and hopefully Celebrate:

PROMOTE: Promote your business within your industry and use the award as leverage to promote your business more broadly

MOTIVATE: Motivate your team to achieve great things through the winning of awards

INSPIRE: Inspire your staff to become winners and promote the work they do – improve staff morale and pride by being a finalist or part of a winning team

RECOGNISE: Take the opportunity as a finalist or winner to recognise your staff, suppliers, clients and stakeholders for their part in your achievements

REVIEW & REFLECT: It's a perfect opportunity for you to step back from your day to day and review the business objectively

CELEBRATE: Don't be bashful! Get out there and celebrate your win through your website, press releases and marketing collateral

HOW CAN ZADRO HELP?



A compelling, professional and winning submission needs an investment of thought and time.

Here's how we do it at **Zadro**:

1. **Who are you?** We can help you select the category that best suits your business
2. **Teamwork.** Let us take the time to sit together, gather information, interview your team and identify any gaps we need to fill
3. **More is more.** The more information we have the better. We may require more information such as client testimonials, financial statements, etc.
4. **What you say and how you say it.** We write the first draft of the submission and then take you through it to approve content before completing the final submission
5. **Strength in numbers.** In addition to the main copywriter we ask two additional team members to edit and proof-read. We seek your feedback/additions and approval of content before rolling out the final draft
6. **Finish line.** The final copy is then yours to submit, or we can do it on your behalf
7. **Follow up.** If additional details/supporting information are required post-submission, we are on hand to assist

ZADRO AWARD SUBMISSION PROCESS



PHASE 1: The Brief - Zadro representatives will interview relevant team members face to face. It is vital that you have all information ready at this phase. Please review the submission category and criteria to ensure you have as many facts and stats as possible. Photos/images are of great assistance at this stage as well

PHASE 2: The Collation - Zadro will collate information gathered from the interview. This is the last stage to provide Zadro with information to include in the award submission

PHASE 3: The Draft - the Zadro team will write the award submission. Sections where further information or statistics are required, will be highlighted. The award submission is reviewed by a minimum of two Zadro team members

PHASE 4: Review - Zadro will send the draft to you for review. This is your chance to add statistics where necessary, and ensure accuracy of all details

PHASE 5: Final Touches - after you have reviewed the draft and provided feedback, Zadro will further edit and proof read the submission. The final high res images and supporting documentation to be submitted with the content will be determined at this stage. A final copy of the full submission will be sent to you

PHASE 6: Submit - if you wish, Zadro will upload the full submission, images and supporting documentation to the online portal. The submission is reviewed for a final time at this stage

THINK LIKE WINNERS!



In business and life we are often our own harshest critics, but to be in business successfully you are required to be innovative, unique and passionate about what you do.

Now it's time to share that passion with the broader industry.

Take the time to look at the awards programs that suit your industry. How can you promote your business to new markets and set yourselves apart from your competitors?

Here are some of the awards programs we've been actively involved in that could help you show your clients, your peers and your team just what you're capable of.



BUSINESS AWARD PROGRAMS



The Australian Business Awards

An annual national awards program that recognises the success, innovation and ethics of Australian organisations across all industry types. Categories include Best New Product, Best Education Product, Product Innovation and Best E-Business Product just to name a few.

www.businessawards.com.au



Telstra Business Awards

An important springboard for small to medium businesses is the annual Telstra Business Awards, offering businesses the opportunity to showcase their business and secure a comprehensive business health check. It offers the opportunity to showcase how they are operating as a business against like organisations right across Australia. Some categories include Australia's Small and Medium Business Awards, Social Responsibility Award and an Innovation Award.

www.telstrabusinessawards.com

Telstra Business Women Awards

The Telstra Business Women Awards recognises the achievements of some of Australia's truly remarkable women across all industries. Categories include Business Innovation Award, Young Business Women's Award and Community and Government Award.

www.telstrabusinesswomensawards.com





My Business Awards

The My Business Awards is one of Australia's leading independent and prestigious small business awards programs. A special feature is the offer of 'bonus' points for businesses that go the extra mile with their entries, for e.g. submitting videos, running social media campaigns, or conducting any other creative campaign activities.

A gala awards ceremony in Sydney each September offers the chance to network with other entrants and meet sponsors. Categories for these awards include Award for Best Start-up Business and Award for Best Employer.

<https://www.mybusiness.com.au/my-business-awards>

OPTUS | **mybusiness**
AWARDS

RETAIL DESIGN AWARD PROGRAMS



RETAIL DESIGN AWARDS



The Australian Retail Awards

Recognising the achievement of individuals and organisations in the growth and development of their business and contributions towards retailing in Australia, the Australian Retail Awards give companies the chance to be acknowledged as Independent Retailer of the Year, Young Retailer of the Year and Australian Retail Innovator of the Year.

www.australianretailawards.com.au

The Online Retail Industry Awards

The only awards program in Australasia to recognise and reward excellence in e-commerce retailing. Winning an ORIA is the pinnacle of performance in the fastest growing sector of retail. Categories available for entry: Best Online Retailer, Best New Online Retailer, Best Use of Technology, Best Site Design and Best Customer Experience.

www.orias.com.au



**Australian
Retailers
Association**

RETAIL DESIGN AWARDS



Australian Interior Design Awards

This national awards program recognises and celebrates interior design excellence via a credible, industry based program which is backed by the Design Institute of Australia. Categories available for entry include: Retail Design, Hospitality Design, Workplace Design, Installation Design and Emerging Interior Design Practice.

www.australianinteriordesignawards.com

The Laminex Group/ASOFIA Interior Fitout Awards

These awards recognise excellence, innovation and best practice in Interior Fitout. Some of the categories available for entry include: Fitouts to a Dollar Value, Kiosk Fitouts, Commercial Fitouts and Food/Restaurant Fitouts to a Dollar Value.

https://asofia.com.au/Award_Programs/IF%20Awards



NATIONAL AWARD PROGRAMS



NATIONAL EVENT AWARDS



Meetings & Events Australia Awards (State/National)

MEA's Awards are the premier tribute of best practice and outstanding performance within the Australian Meetings and Events Industry. The entry process allows companies to conduct a comprehensive analysis of their business and identify areas for improvement.

Some of the categories include Meetings & Events of the Year Awards, Products and Services Awards, Venues Awards and Destination Marketing Awards.

www.meetingsevents.com.au

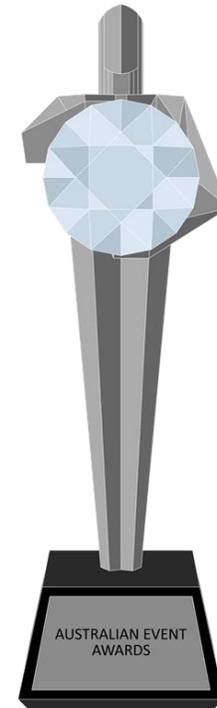
Australian Event Awards

This particular awards program was developed to help promote the Australian Events industry, nurture a sense of industry identity across the various event sectors and celebrate some great achievements.

Some of the entry categories available:

Best Event, Best Venue, Best Technical Achievement or Innovation, Best Achievement in Catering and Best Charity or Cause-related Event.

www.eventawards.com.au



NATIONAL EVENT AWARDS



The Exhibition and Event Association of Australasia (EEAA) Awards for Excellence

The EEAA Awards for Excellence recognise outstanding merit and leadership within the exhibition and events industry and provide an opportunity for members to showcase their innovations, performance and success. Judged by a panel of independent industry experts, the awards are open to venues, suppliers and organisers.

Award Categories:

Best Consumer Show Under 10,000m², Best Consumer Show Over 10,000m², Best Trade Show Under 10,000m², Best Trade Show Over 10,000m², Best New Show, Best Custom Stand, Best New Product/Services, Product or Service, Best Show Team and Best Green Initiative.

<https://eeaa.com.au/event/eeaa-2017-awards-for-excellence/>



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA

NATIONAL MARKETING AWARDS



Australian Marketing Institute Awards for Marketing Excellence

This awards program was established to recognise those organisations and individuals who have achieved extraordinary success from innovative and effective marketing practices within unique circumstances and set budgets. Some of the categories available for entry include: Brand Revitalisation, Corporate Social Responsibility, Experiential and Brand Experiences, Incentive Marketing and Internal Marketing.

http://www.ami.org.au/imis15/AMI/Recognition/Awards/Enter/AMI/Recognition/Awards/AWARDS_FOR_MARKETING_EXCELLENCE.aspx

B&T Awards

The B&T Awards are designed to recognise excellence in marketing, advertising, media and PR. Through a combination of written entries and live presentations to a panel of expert judges, the B&T Awards are considered to be the most robust marketing and advertising awards in Australia.

<https://bandt.com.au/awards/>



AWARDS

The AV Industry Awards

The AVIAs are a great way of highlighting your hard work and expertise in the AV industry. Entries are open to any company or individual involved in the AV industry from consultants, integrators, and production companies to designers and manufacturers of any kind of equipment or software used in AV. Categories include: Best Application of AV in a Commercial or Government Installation and Best Application of AV in an Exhibition or Display.

www.avias.com.au

TOURISM AWARD PROGRAMS



TOURISM AWARDS



QANTAS Australian Tourism Awards

The Australian Tourism Awards are the tourism industry's peak Awards – recognising and promoting excellence in tourism. First established by the Federal Government in 1985, the Australian Tourism Awards are now owned and managed by the National Tourism Alliance, on behalf of the tourism industry. A wide and diverse range of tourism businesses enter their state and territory Tourism Awards. Over 200 applicants reach the prestigious status of becoming a national finalist.

Winners are announced at the Qantas Australian Tourism Awards Ceremony in front of an audience of their industry leaders and peers. The prestigious Hall of Fame trophy is awarded to an entrant who has won the same category for three consecutive years.

www.australianaward.com.au

Australia Hotels Association National Awards For Excellence

Accredited as the most prestigious awards in the hospitality industry, the Australia Hotels Association National Awards for Excellence both recognises and rewards excellence across a variety of segments.

Segments include: Australia's leading licensed venues, accommodation hotels and outstanding employees.

<http://aha.org.au/events/>



TOURISM AWARDS



State Tourism Awards

These awards are a submission and inspection-based program and provide the opportunity to publicly recognise and showcase the State's best tourism operators. The Awards have 31 categories across the industry spectrum – attractions, festivals and events, ecotourism, tour and transport operators, marketing and accommodation and outstanding contribution from individuals.

These include:

NSW Tourism Awards:

<http://www.nswtourismawards.com/Home>

QLD Tourism Awards:

www.queenslandtourismawards.com.au

Victorian Tourism Awards:

www.victoriantourismawards.com.au

South Australian Tourism Awards:

www.satic.com.au/index.php/awards

Western Australian Tourism Awards:

<http://www.tourismcouncilwa.com.au/tourism-awards-0>

Northern Territory Tourism Awards:

<http://www.tourismnt.com.au/en/industry-toolkit/brolga-awards>

Tasmanian Tourism Awards:

<https://tict.com.au/awards/>



ENGINEERING AWARD PROGRAMS



ENGINEERING AWARDS



National Engineering Excellence Awards

The Australian Engineering Excellence Awards celebrate the accomplishments of some of the best engineering companies and individuals in the world. Winners of the Engineers Australia Divisional and Society Excellence Awards are invited to submit their entries for judging at the national level. A distinguished panel of Engineers Australia members work closely with state and territory judging panels to identify outstanding engineering achievements for that year.

Finalists are members of an elite group of Australia's premier engineers who have set global benchmarks for best practice in their profession, showing world class expertise and innovation in developing and implementing engineering solutions.

www.excellenceawards.org.au



ENGINEERS
AUSTRALIA

IT INDUSTRY AWARD PROGRAMS





ARN ICT Industry Awards

One of the most prestigious awards programs within the increasingly competitive IT industry. This program acknowledges members for their excellence across a number of category disciplines: Vendor, Sustainability, Distributor, Reseller, Personal Innovation and Telecommunications.

www.arnnet.com.au/industry_awards

iAwards

The iAwards honour companies at the cutting edge of technology innovation as well as leading professionals across the industry. The awards program categories are spread across Company Achievements and Individual Achievements.

www.iawards.com.au



iAWARDS
Driving productivity through innovation

Australian Web Awards

Developed to recognise excellence and innovation across web design and development right throughout Australia, the Australian Web Awards acknowledge members in the following categories: Personal (non-commercial sites e.g. bloggers), Ecommerce (online product sales), Commercial (information or service), Government, Education (educational institutions), Culture and Events (event based websites), Not For Profit and Innovation (those who creatively push the boundaries of technology).

www.webawards.com.au

Deloitte Technology Fast 50

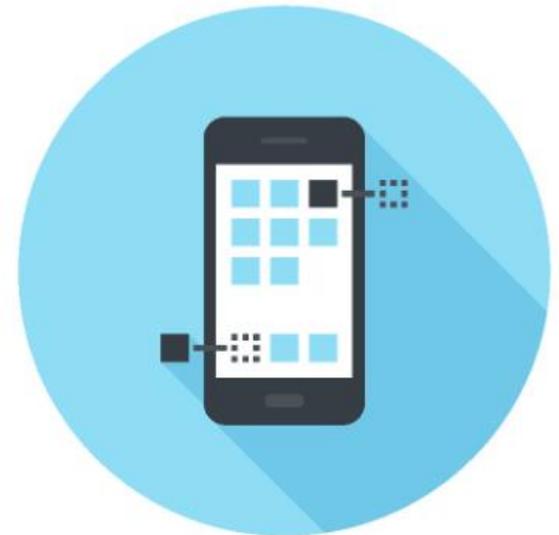
An awards program that recognises and profiles Australian technology companies that have achieved the highest rates of annual revenue growth. Part of a global program, the winners receive exposure and recognition from their industry peers and media.

<https://www2.deloitte.com/au/en/pages/technology-media-and-telecommunications/topics/tech-fast-50.html>

Consensus IT Professional

The criteria for the Consensus IT Professional Awards is anyone that is deemed to have achieved a significant career or result in the following areas. They must be an Australian or Permanent Resident, but their work does not have to be Australian-based. The nominations can be made by anyone based in Australia or overseas. All nominees are verified.

http://www.consensus.com.au/itpro_awards/itpro_index.html



**FINANCE AND
PROPERTY & CONSTRUCTION
PROGRAM AWARDS**



NATIONAL MORTGAGE & FINANCE INDUSTRY AWARDS



MFAA Awards

The annual MFAA Awards, unmatched in terms of integrity and prestige, aim to elevate high achieving individuals and companies above their peers by recognising and rewarding those who have excelled and achieved great success over the past year.

<http://awards.mfaa.com.au/>



CONSTRUCTION & PROPERTY INDUSTRY AWARDS



Australian Construction Achievement Award (ACAA)

The Australian Construction Achievement Award is designed to recognise outstanding construction achievement and the innovative individuals who are the driving force behind such achievements.

The prestigious award has gone on to assist winners in securing future contracts.

www.acaa.net.au

Property Council of Australia Innovation and Excellence Awards

The awards showcase Australia's best projects and celebrate innovation and leading practice within the property development and investment industries.

With a range of award categories designed to recognise the broad spectrum of stakeholders involved in projects, The Property Council of Australia's Innovation and Excellence Awards offer the opportunity to commemorate the successful partnerships that result in outstanding developments.

Award Categories:

Best Business Industrial Park, Best Office Development, Best Residential Development, Government Leadership, Best Tourism and Leisure Development, Award for Future Leader, Best Sustainable Development and Award for Innovation.

<https://www.propertycouncilawards.com.au/>

CONSTRUCTION & PROPERTY INDUSTRY AWARDS



HIA-CSR Australian Housing Awards

The HIA-CSR Australian Housing Awards showcase the finest homes and building professionals from around Australia. The awards celebrate the highest level of achievement of HIA members in the residential building industry.

There are 11 housing categories and four Kitchen and Bathroom categories presented at the Australian Housing Awards. In addition, HIA recognises three Professional Builder categories, Apprentices and presents a Business Partner Award.

<https://hia.com.au/aha>



DESIGN INDUSTRY AWARDS



DESIGN INDUSTRY AWARDS



Sydney Design Awards

The Sydney Design Awards represent the diversity and culture of the Sydney design industry. The awards feature both local and international design activity, and the shortlisted entries represent an annual snapshot of the sophisticated design culture in the Sydney marketplace.

The program gives an opportunity for professional designers, design commissioners and brand managers to have their design works recognised.

<https://drivenxdesign.com/SYD17/default.asp>

Melbourne Design Awards

The Melbourne Design Awards represent the diversity and culture of the Melbourne design industry.

Already in the short history of the Awards, we've seen the entries from the top 50 designers in Melbourne and this year's program gives another opportunity for professional designers, design commissioners and brand managers to have their design works recognised.

Join us for a celebration of the people that create and commission design, and who promote and engage in all aspects of design.

<https://drivenxdesign.com/MEL17/>



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