

## Award for Marketing Excellence

### Award overview

The Award for Marketing Excellence recognises marketing excellence in a campaign promoting a retirement living community. Excellence in marketing can be demonstrated using printed and/or electronic channels to promote residences, products and/or services within the retirement living industry.

There are two categories available for nomination:

**Categories:**

1. Large operator > 1,000 ILU
2. Small operator < 1,000 ILU

Eligible entrants will be campaigns that have been completed in the previous five years as of 30 June 2024 and have not previously won the Award.

The award is open to members of the Property Council of Australia only.

### Key dates

- Nominations close: 11 October 2024
- Judging – online reviewing of all entries: 14 October to 1 November 2024
- National finalists announced: 13 March 2025
- National winners announced: 19 June 2025, Brisbane

### Judging criteria

Each entry is assessed against the judging criteria by a panel of independent judges.

The Retirement Living Code of Conduct (the Code) is an industry initiative which is intended to help operators provide a trustworthy and high-quality service for those living in, and considering moving to, a Retirement Community. The Code is particularly focused on the wellbeing of residents. It prioritises fairness in marketing and sales practices; maintaining good relationships with residents and stakeholders; and transparent processes when residents move out. The Code is voluntary, not a legislative requirement.

The Code can be downloaded from the Code of Conduct website, [www.awisemove.com.au](http://www.awisemove.com.au).

This Award does not require the Retirement Community featured in the marketing campaign to be a signatory to the Code.

## Award for Marketing Excellence

Criteria	Weighting
<b>Campaign</b> (200 words maximum)  Outline the opening situation, measurable objectives, strategy and quantifiable results, explaining how the marketing campaign addressed your specific needs and demonstrated excellence. Include your budget and provide examples of any editorial content, social media, videos, advertising etc.  Outline how the marketing campaign aligns with the concepts of fairness in marketing and sales practices in the Code – see section B.1 – Marketing and selling homes in the community of the Code.	<b>50%</b>
<b>Strategy</b> (200 words maximum)  Outline how your strategy was developed. This may include: <ul style="list-style-type: none"> <li>• Research</li> <li>• Resident engagement and consultation</li> <li>• Building of goals and measurements</li> <li>• Overall marketing rationale</li> <li>• Thoroughness of planning</li> </ul>	<b>25%</b>
<b>Outcomes</b> (200 words maximum)  Evidence of the campaign results and measurables against your objectives.	<b>25%</b>

## Nomination details

The following information will be required to complete the online nomination. **Final entries must be submitted using the online nomination form.**

### Nominator/contact person

- Name
- Position
- Company
- Mailing Address
- Contact Number (Day)
- Email
- Mobile

### Owner/Operator details

- Name

## Award for Marketing Excellence

- Position
- Company
- Mailing Address
- Email
- Phone Number (Day)

### Project details

- Name of project
- Address of project
- Completion date of project
- Project cost

### Project team

Should the entry be selected as a national finalist, the project team will receive recognition in the Awards Commemorative Magazine. The online form will include space to list the project team members.

## Entry marketing information

The following information will assist in promoting the entry in the official awards marketing material. The awards marketing material includes the Awards Commemorative Magazine, awards showcase videos, social media, email marketing, and the official National Retirement Living Awards website. While this information is not judged against the criteria, it will ensure the entry is promoted appropriately if it becomes a finalist or winner.

### Project synopsis

Please provide a project synopsis of no more than 300 words.

### Marketing synopsis

To assist the organiser in promoting the nomination within the awards marketing material, a summary of the entry of no more than 80 words should be provided.

## Entry photos

Supporting images are required to be submitted with the online submission before the nomination deadline.

Please upload a maximum of 6 images (minimum of 4 images is mandatory).

### Image requirements:

- landscape format
- jpg, png or .eps format
- high resolution (300dpi)
- minimum 1920px
- maximum file size of 5MB each

## Award for Marketing Excellence

Additional supporting information, such as video links, village fact sheets, written testimonials, etc., may also be uploaded along with the required images.

**Hero Image** – If there is a preferred image to represent the project throughout the Awards Program, please label this as “Hero Image” before uploading (the Hero Image should be landscape if possible and a min file size of 4MB)

### People’s Choice Award

Projects entering the Award for Marketing Excellence will be eligible for the **People’s Choice Award for Best Retirement Community** provided the project represents a single community. Projects representing more than community will not be eligible. Voting is via our online voting poll which opens from **23 April to 21 May 2025**.

If the entry represents a single community and to be considered for the People’s Choice Award, please provide a hero image and confirm the village name as part of the online submission.

### Awards ceremony details

The national award winners will be announced at the National Retirement Living Awards Gala Dinner on Thursday, 19 June 2025, in Brisbane. If successful in winning this award, who will be receiving it at the event?

- Name
- Position
- Company
- Mobile
- Email

### Conditions of entry

- Entry in this category costs \$950 (including GST) per nomination
- Eligible entries will be projects that have been completed in the previous five years as of 30 June 2024 and have not previously won the award
- Nominating companies must be a Property Council of Australia member
- We welcome both self-nomination and third-party nominations
- Before submitting a nomination, the nominator must ensure they have obtained permission from the owner, client, or contractor.
- All entries must be submitted via the online nomination form
- Entries must adhere to the word limit specified in the online nomination form. Judges will not consider the formatting or presentation of entries.
- Nominees must include 4-6 images to support their submission. Additional relevant material may be uploaded as an appendix in .pdf format only.

## Award for Marketing Excellence

- All nominations and contents will remain the property of the Property Council of Australia
- Please note entries are exclusive to the Property Council of Australia National Retirement Living Awards and no details private or professional will be distributed to outside contacts
- The judge's decision is final and no communication will be entered into concerning the final decision
- The Property Council of Australia reserves the right to publish the results and winner details
- The finalists should be available to attend the National Retirement Living Awards Gala Dinner to be held in Brisbane on Thursday, 19 June 2025
- All entries must be received and paid by 5:00 pm (AEST) on Friday, 11 October 2024.