

CHANNEL

Award Nomination – Let's tackle this together!

Do not wait until the conditions are perfect to begin!

1. Have you been asked to write the nomination but have no idea where to begin?
2. Do you think your project, staff member is perfect for the award but maybe haven't raise the idea internally?
3. Are you a smaller team and just don't have the capacity to manage the submission?
4. Have you submitted before but looking to take the win this time!



Award Nomination - Kick-Start Checklist!

In order to win, you need to begin!

- ❑ Double check the nominator AND the nominee is a PCA Member!

- ❑ Is your proposed project or individual submission the **right fit** for the Award category?
 - Examine the criteria and number of criteria in detail
 - Resist the temptation to 'pad-out' by submitting for multiple categories

- ❑ Articulate the purpose of submitting in this Award category?
 - Business benefits
 - People benefits
 - Project benefits



Award Nomination - Kick-Start Checklist!

- ❑ Define/quantify the effort required in the timeframe to create the submission

 - Don't assume you can re-purpose content from past submissions

 - Word count is NOT a reliable indicator of effort required – and you don't need to go to the exact word limit!

 - Do you need to gather data, statistics, facts that aren't already on hand?

 - Do you need to pull together any new testimonials?

 - Roughly document how much time someone will need to actually write the first draft (after receiving raw content)

 - Guide: Rule of thumb for our team is normally 2-3hrs per criteria question.

- ❑ Determine how you will resource the submission

 - Sourcing/creating the raw content needed to satisfy the criteria

 - Overall project management (owner) of the submission

 - Is there a need to outsource components?

 - Progress meetings

 - Writing the submission



Award Nomination - Kick-Start Checklist!

Success is best, when it's shared!

- ❑ Assess whether you will have the necessary level of support from your executive team
 - Getting business buy-in is key, articulate the benefits, especially when you're going need their people resources to assist!
 - Consider other competing business priorities

- ❑ Evaluate the competitive landscape
 - Who do you think the other entrants are likely to be?
 - Be clear about your point of difference



Award Nomination - Kick-Start Checklist!

❑ Commit to a high-quality submission

Go beyond generic statements that simply say that you meet the requirement - go further to explain what makes your project/person different/better/smarter... and what are the outcomes to demonstrate.

Choose examples that are genuinely unique to your project/person.

Less is more. Avoid fluff. Make every word count. Avoid repetition.

Use the question as part of your answer, and aim for a strong first paragraph in each section

Use facts and data - with supporting information to give context and meaning

Dot points can be used! Particularly good for statistic explanation!

Don't repeat content across criteria questions (but you can cross reference)



Award Nomination - Kick-Start Checklist!

- ❑ Commit to a high-quality submission

Use quotes and testimonials in place of generic, sweeping statements.

For individual categories, link back to components of the management framework eg. career development

Tight collaboration internally to ensure your submission is factually correct and that key points have been verified by all stakeholders. This will help ensure a consistent thread for the judges – from the written submission, to any future site visits or interviews.

- ❑ Further Questions before you commence your nomination?

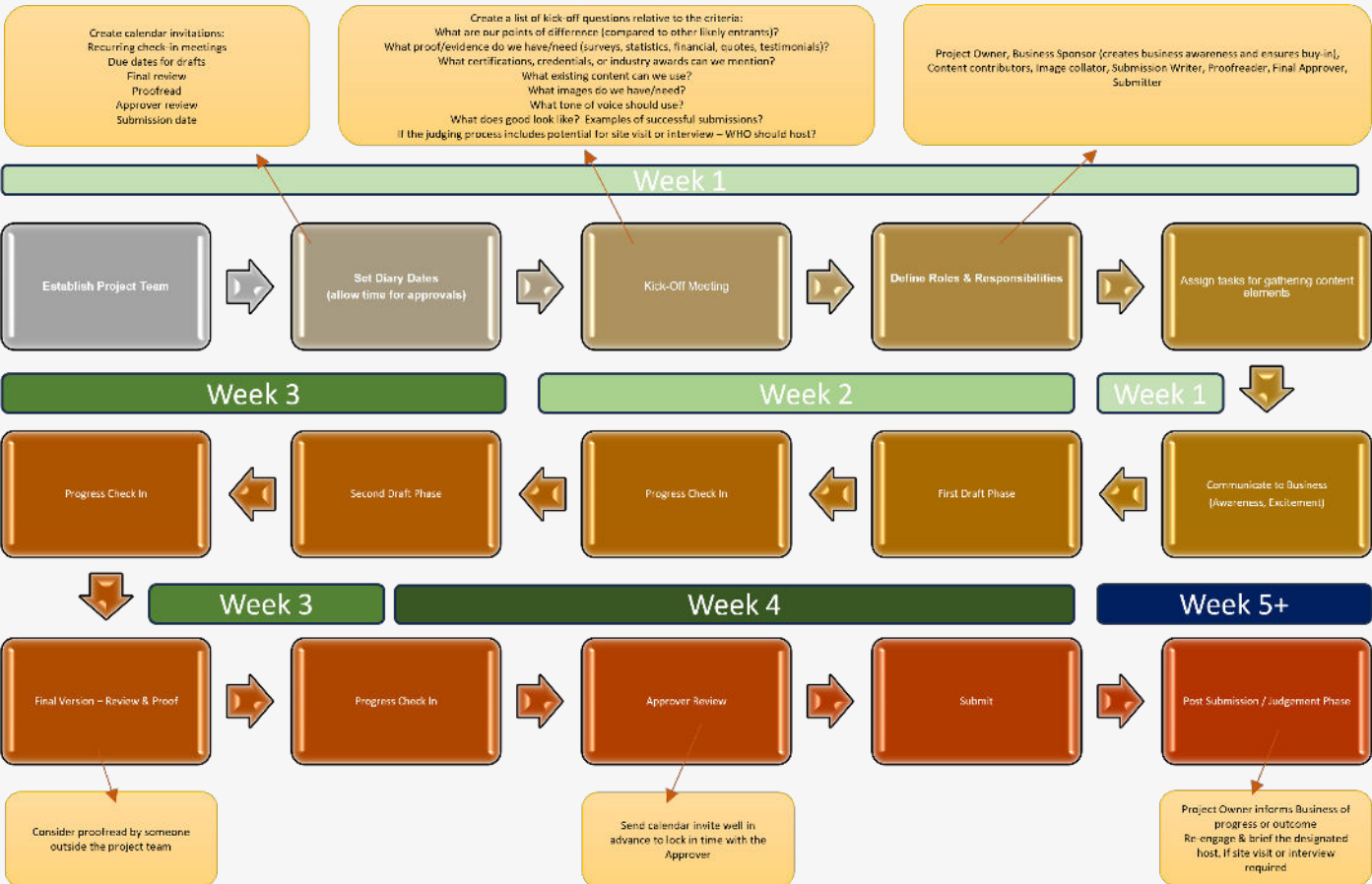
Refer to FAQ's <https://retirementlivingawards.propertycouncil.com.au/frequently-asked-questions/>

Directed specific enquiries to rlawards@propertycouncil.com.au

- ❑ Made your decision to GO?

It's time to build your roadmap to submission close date – Sunday October 29 2023.





Promote / PR / Social Media

Post Review / Lessons Learned

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