

Channel Marketing Group 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.

New for the 2024 Awards program, there are two categories available for nomination:

Categories:

1. Large operator >500 ILU
2. Small operator <500 ILU & Not for profit

Eligible entrants will be campaigns that have been completed in the previous five years as of 30 June 2023 and have not previously won the Award.

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

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.

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

Criteria	Weighting
Campaign (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.	50%

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Criteria	Weighting
Strategy (200 words maximum) Outline how your strategy was developed. This may include: <ul style="list-style-type: none"> • Research • Resident engagement and consultation • Building of goals and measurements • Overall marketing rationale • Thoroughness of planning 	25%
Outcomes (200 words maximum) Evidence of the campaign results and measurables against your objectives.	25%

Nomination details

The following information will be required to complete your 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
- Position
- Company
- Mailing Address
- Email
- Phone Number (Day)

Project details

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

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Project team

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

Entry marketing information

The following information will assist us in promoting your entry in the official awards marketing material. Awards marketing material includes the Awards Commemorative Magazine, Awards showcase videos, social media, email marketing and the official National Retirement Living Awards website. This information is not judged against the criteria, however, will ensure your entry is promoted appropriately, should it be 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 your nomination within Awards marketing material, please provide a summary about your entry of no more than 80 words.

Entry photos

Uploading supporting images with your online submission before the nomination deadline, is optional.

All entries announced as a finalist in December 2023 must supply supporting images to the Awards Manager by 31 January 2024, for the entry to progress.

We require a maximum of 6 images (minimum of 4 images is mandatory).

You must include 1-2 profile photos of the nominee. Images requirements:

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

You may also upload any further supporting information such as video links, village fact sheets, written testimonials etc in addition to the required images.

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Awards ceremony details

The national award winners will be announced at the National Retirement Living Awards Gala Dinner on Thursday 27 June 2024 on the Gold Coast. Should you be successful in winning this award, who will be receiving the award 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 2023
- Nominating companies must be a Property Council of Australia member
- We welcome both self-nomination and third-party nominations
- Before you submit your nomination, ensure you have permission from the owner, your client or your contractor to do so
- All entries must be submitted via the online nomination form
- Entries must stick to the word limit on the online nomination form. Nominees are reminded that judges will not consider formatting or presentation of entries
- Nominees must include 4-6 images to support their submission. Other material relevant to support the application may also be uploaded as an Appendix in .pdf format only
- All nominees should be prepared to attend a site inspection with a judge, should it be deemed necessary
- 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 on the Gold Coast on Thursday, 27 June 2024
- All entries must be received and paid by 5:00 pm (AEST) on Sunday, 29 October 2023