

# Award categories

## 1. Business Development

A case study demonstrating positive commercial outcomes in business with existing or new clients, in existing or new market segments or through a strategic partnership or collaboration.

## 2. Publications

### 2.1 Annual report, prospectus or capability document

Aimed at promoting the organisation to the marketplace to inform the organisation's stakeholders and generate business.

### 2.2 Course Guide

Aimed at potential students and the general public, promoting products and services offered.

### 2.3 Multimedia

Websites, email campaign, CD ROM, DVD.

### 2.4 Newsletter

Internal or external.

## 3. Marketing Campaigns and Public Relations

### 3.1 Marketing Campaigns and Communication Strategy

Using one or more communication methods to position, raise awareness or brand the organisation in the marketplace e.g. media campaign, issues management, internal communication strategy.

#### 3.1(a) Campaign / Strategy under \$100,000

#### 3.1(b) Campaign / Strategy over \$100,000

### 3.2 Special Events inc. sponsorships

#### 3.2(a) Event under \$15,000

#### 3.2(b) Event over \$15,000

### 3.3 Internal marketing

Use of marketing, research, incentives or communications to build internal stakeholders' motivation and commitment, demonstrating positive effect on attitudes and business performance.

### 3.4 Branding

Creating, launching or revitalising and building equity in the brand.

## 4. Sustainability

Using one or more communication methods to position, raise awareness or market an environmentally viable program, outline strategies used to existing or new clients in existing or new markets.

## Australian Training Marketer / Business Developer of the Year

This award will be presented to a winner, selected by an external judging panel, from any of the categories above.

# Entry details

## Eligibility

Financial members of ATMA (for 2011/2012) may enter on behalf of Institutes, Colleges, Units, Polytechnics, teams or individuals provided either institutional affiliate or individual membership respectively, is held.

## Entry requirements

The entries must have been published, broadcast, displayed, used or substantially conducted between 1 May 2010 and 30 June 2011. Category 1 must have been implemented between 1 January 2009 and 30 June 2011. Please note these dates carefully. A member may submit up to three entries in each category as desired, except for the Australian Training Marketer/ Business Developer of the Year, where an external judging panel will select a winner from those awarded 'winner' status in any of Categories 1 to 4.

## Entry Details Checklist

All entries are to be submitted via the ATMA website as a doc or pdf format and a hard copy, with relevant supporting material, to be mailed to the ATMA Awards Coordinator.

- **Detailed submission** - Not more than 2500 words and no smaller than Arial 11, describing the product or initiative and addressing the relevant selection criteria.
- **Supporting materials** - Such as examples of the publication, giveaway or CD ROM - these should be mailed (nothing should be presented larger than A3 size). In the case of a billboard, event or website, include relevant information such as photographs, videotapes or a URL. Ensure anything mailed is accompanied by a copy of the entry form.
- **Snapshot of the organisation and marketing department** - No more than 250 words describing the number of students, courses and colleges / campuses; location, overall budget and an overview of the marketing/promotions department responsibilities and staff.
- **Executive summary** - Provide an outline of the initiative (max 100 words) highlighting the qualities which you consider make it successful. In the case of the finalist, this information will be used to describe your entry at the ATMA Awards Dinner.
- **Image** - A suitable image (pdf or jpg file) that represents the entry - the image needs to be of good quality and interesting as in the case of finalist, it will be used for the website and at the Awards dinner presentation.
- **Entry form** - Please use a separate form for each entry.

*The judges and ATMA Board retains the right to reclassify any entry to a more appropriate category if required.*

## Entry fees

The entry fee is \$150 (inc. GST) per entry and must be included with the entry submission.  
ATMA ABN : 200 698 255 01. A tax invoice for GST purposes will be issued after the closing date.

## Judging

All entries will be judged by external marketing professionals, convened by the ATMA Board.

Each judge will award a maximum of 25 points for each of the selection criteria, in all categories. The entry receiving the highest points will win the award for that category. The entry receiving the second-highest rating in its category may, if appropriate, receive a special commendation.

A copy of the judges' comments on your entry will be available to entrants on completion of the awards. Tick the relevant box on the entry form if you wish to receive these comments.

If an entry is the winner for the third consecutive year in the same category, it will be inducted into the Hall of Fame — the ultimate recognition. Thereafter, the entry will no longer be eligible for submission.

The judges and ATMA Board retains the right to reclassify any entry to a more appropriate category if required. ATMA reserves the right not to make an award in a particular category in any year if no entry of sufficient quality is received.

## Entry deadline 26 August 2011.

All entries are to be submitted via the ATMA website as a .doc or .pdf format. In some cases relevant supporting material can be mailed to: ATMA Awards Coordinator, c/o TAFE Queensland Marketing, PO Box 15033, City East, Brisbane, Qld 4002. Ph: 07 3235 4246.

## Entry returns

Entries will not normally be returned unless arrangements are made at time of entry and costs are paid by the entrant. A copy of winning entries will be retained in the ATMA archives.

## Announcement of winners

Finalists will be notified in writing during October and a full list of finalists will be published on the ATMA website. For each category, a certificate and trophy will be awarded to the winner and a certificate to all finalists and highly commended entrants. Winners will be announced on 9 November 2011 at the Australian Training Marketing Conference Dinner in Melbourne, Victoria. Travel and accommodation are the responsibility of finalists.

# 2011

# Awards for excellence in marketing

**Closing date: Friday 26 August 2011**

# Entry Form

Institute/Organisation	<input type="text"/>
Total entries submitted by your Institute / Organisation	<input type="text"/>
Total remittance included	<input type="text"/>
Category	<input type="text"/>
Title of Entry	<input type="text"/>
Institute Directors Name	<input type="text"/>

Mr / Mrs / Ms / Other	<input type="text"/>	Surname	<input type="text"/>
Given name/s			
Position / title			
Institute / Organisation			
Address			
Postcode			
Telephone ( )			
Facsimile ( )			
Email			
Name/s to appear on certificate (PLEASE PRINT)			

Yes, I would like feedback after the Awards Presentation

Detailed submission (online and one hard copy by mail)  
 Supporting materials (online and one hard copy by mail)  
 Supporting documentation (online and one hard copy by mail)  
 Snapshot of organisation and marketing department (online)  
 Executive summary (online)  
 Image (pdf or jpg)  
 Entry fee (\$150 per entry) payable by cheque or money order

I/we agree to be bound by the judging procedures outlined in the attached information document and by the decision of the judging panel, whose decision will be final.

Signature:	<input type="text"/>
Print name:	<input type="text"/>
Date:	<input type="text"/>

**Entry deadline:** 26 Aug 2011 **ATMA ABN:** 200 698 255 01

# Selection criteria

In preparing the submissions, entrants should use the specified selection criteria, which will be used in assessing all entries.

Each submission must include a detailed report, a selection of supporting materials. The report describing the product or initiative should not exceed 10 pages – see ENTRY DETAILS for further information.

In general, submissions should include brief comments on the points outlined below. Where a particular criterion is not applicable, this should be made clear.

## Selection criteria for category 1 Business Development

### Executive Summary (max 100 words)

Provide an outline of the business development opportunity (service, product, strategic alliance) and the qualities which you consider make this initiative successful. In the case of the finalist, this information will be used to describe your entry at the conference dinner.

### Snapshot of the Organisation (max 250 words)

Describe your Unit/Institute and the role you play in facilitating commercial/business development opportunities for your organisation.

### Submission (max 2500 words)

**1. Situational Analysis** – Identify the factors that led to the opportunity including customer needs, your capability and capacity to deliver, competitive evaluation, creation of a solution, method for achieving customer acceptance. Articulate how the opportunity was assessed and the solution determined to be the most appropriate course of action.

### 2. Implementation

- Identify how the product/service/strategic alliance was created/facilitated.
- Identify the strategies for successful implementation.
- Identify the strategies for follow-through/evaluation.

**3. Impact of results** – Articulate what the results were and provide evidence to show success. What lessons were learned through this opportunity and what impact will they have on future business development?

## Tips

- It is to your advantage to use the selection criteria headings and sub-headings as stated. Where a particular criterion is not applicable, this should be made clear.
- Don't make assumptions or use acronyms as each state has different systems and terminology.
- In using references, please be specific about the source for verification purposes.

## Selection criteria for category 2, 3 and 4 Publications, Marketing and Sustainability

### Executive Summary (max 100 words)

Provide an outline briefly explaining the situation, objectives and achievements that you consider to make your product or initiative successful. In the case of the finalist, this information will be used to describe your entry at the annual conference dinner.

### Snapshot of the Organisation (max 250 words)

Describe your Unit/Institute and the role you play in facilitating marketing/public relations opportunities for your organisation.

### Submission (max 2500 words)

- 1. Planning** – Identify the factors that led to the marketing opportunity (e.g. SWOT). What are the goals and objectives? What research was undertaken? How is the entry distinctive from other existing or potential projects?
- 2. Implementation** – What are the target audiences and timeframes? How appropriate was the communication and/or dissemination strategy or plan for the target public/s? What was the budget (should include all elements and associated costs both direct and indirect, including sponsorship)? How effectively was the budget used? Outline ways in which the entry was innovative and original in, for example, its:
  - impact and relevance to the target public (e.g. message)
  - use of media and/or distribution of information/services
  - presentation (format, copy, illustration, animation, use of technology, etc)
- 3. Outcomes** – Were the objectives and goals achieved? How successful and cost-effective were the results in relation to the objectives and budget? How thorough were the activities and methods used to evaluate the entry? How does this information inform further marketing activities?

Please mail award entries and supporting materials to:

Alison Werner  
ATMA 2011 Awards Coordinator  
C/- TAFE Queensland Marketing  
PO Box 15033  
City East, Brisbane Qld 4002

by close of business Friday, 26 August 2011

**Questions?** CONTACT: Alison Werner TEL: 07 3235 4246