

**AWARDS FOR EXCELLENCE SUBMISSION TIPS**

**ENTRANT PERSPECTIVE**

1. **Documenting and Presentation**
* Word Count - use them wisely, try to use the full count where possible
* Prioritise your important achievements / examples then remove the “low hanging fruit” to enable the best to be included
* Don’t waffle, review after first draft
* Format and spell check. This includes paragraphs and spacing
* Use a word document for your draft, then transfer to Awards Platform
1. **Answering the Criteria Questions**
* Dedicate enough time to complete your submission, START NOW!
* Ensure you answer different points within the criteria questions
* Avoid ‘motherhood’ statements
* Use data and detailed examples to back up statements made
* Answer in the first person – more personable
* Where you can add attachments – add them!
* Only use the exact number of examples requested – points will be lost if you do not do this
* Finally, proof read your submission in its’ entirety, and, if possible, have someone else proof read it as well

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**JUDGES PERSPECTIVE**

1. **Think big picture**
* What makes me/the team/the agency the best in AUSTRALIA at what I/we do?
1. **Answer the Question**
* If you answer it correctly against the criteria, this will put you 50% ahead of other submissions
* Read the criteria question ***three*** times, then commence your answer
* If you are unsure, ask for assistance – another team member, your principal or call the Institute
* Make it easy to read
1. **Commonality**
* Keep it simple and relevant, it is easy to drive word counts up with words that are meaningless
* Avoid ‘motherhood’ statements. Support all statements with data, statistics or case studies
1. **Imagine you are the Judge**
* How will it be received by others?
* Would you receive full marks for the answer you provided?
* Back your own genius!
1. **How to think like a judge**
* Rarely are there more than two submissions of an elite level
* Judges do not care how marvellous you are – concentrate on demonstrating what you have claimed
* Consider how your submission will stack up against the other nominees