

THE VALUE OF THE CONSULT AUSTRALIA AWARDS FOR EXCELLENCE

“ As our industry becomes busier and more competitive, we must seek ways to **stand out from the crowd** ”



One of the easiest and most effective ways that your business can distinguish itself from your competitors within the industry, is to enter a relevant and professionally facilitated industry awards programme. Consult Australia can provide you with this through our Awards for Excellence.

At Consult Australia we believe industry awards recognition is one of the most valuable marketing tools to have in your business strategy.

The Consult Australia Awards for Excellence programme is highly credible, and to ensure this credibility the awards application process is comprehensive, providing you with the further advantage of an appraisal of your business. The value that entering and becoming a finalist, highly commended or winner is undeniable.

Here are the top six reasons why you should consider entering the Consult Australia Awards for Excellence:

01

EASY MARKETING

Winning or being a finalist in an awards programme is a professional and perfect way to market your business. You can promote your win through press releases, sharing on social media platforms, and more, and these initiatives in turn can increase the organic traffic to your website. Consult Australia will also provide you with an award-winning logo to add to your company website, email signatures, business cards and sales collateral.

Outcome: The Consult Australia Awards for Excellence programme can expand your PR and Marketing Opportunities.



02

PRESTIGE

Anytime your business has the ability to be named alongside the best and brightest in the industry, creates a sense of prestige and brand awareness. The more awards you submit, the more opportunities your business can appear amongst the elite.

Outcome: This added prestige can help when networking and pitching to new clients.



03

CREDIBILITY

Third-party substantiation is critical for any business in our industry. By nominating your company for an award, you can help provide a stamp of approval evidencing that your company genuinely is all that you claim it to be and more.

Outcome: Stand out from your competition.



04

APPRAISAL FOR YOUR BUSINESS OFFERINGS

The Consult Australia Awards for Excellence application process is detailed and thorough, asking critical questions pertaining to how you do business. Completing the application provides you with a great way to get an evaluation of your offerings and encourages your team to look at your business from a different perspective. The awards submission itself can open up team discussions like “What is our company impact?” and “What sets us apart from our competition?” By reflecting on the questions in the application, your business may well identify its strengths, as well as areas for ongoing improvement.

Outcome: Thorough appraisal of your business.



05

EMPLOYEE MOTIVATION

Not to be overlooked is the fact that receiving award recognition can help boost your employee morale. It is really important for employees to feel that their work is recognised. By nominating deserving individuals, teams, or projects for the Consult Australia Awards for Excellence you can instil a sense of pride in the culture of your business. We all know that increasing employee motivation has a direct impact on productivity.

Outcome: Increased employee engagement and connection.



06

CELEBRATION

Every business should relish a cause for celebration. By entering the Consult Australia Awards for Excellence, you can join our industry celebration, announcing our finalists, highly commended and winners. Be at the annual celebration where your business could be announced and receive well-deserved accolades, celebrate with your team, and showcase your success to the industry at large.

Outcome: Celebrating success.



Now that you know what entering the Consult Australia Awards for Excellence can do for your business and brand, why not start creating a list of Consult Australia Awards that your company could enter? Get ahead of the crowd and start planning now.

Awards categories for 2022 will include:

- Future Leader
- Champions of Change – Female Leadership
- Small Business Excellence
- Innovative Design
- Client Service Excellence
- Collaboration for Project Excellence
- Technological Innovation
- People First
- Superior Sustainability
- Business Leader Scholarship

KEY DATES 2022 AWARDS**CALL FOR ENTRIES**

Thursday 1 September 2022

SUBMISSIONS CLOSE

Wednesday 30 November 2022

AWARDS EVENT

Thursday 23 March 2023

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