

## 2023 Submission Outline

# Communication, Stakeholder and Media Management Award

### Purpose and Recognition

This award recognises a woman who demonstrates industry best practice in stakeholder and community engagement. This may include strategic marketing, communication programs and campaigns that effectively position a brand, project, or organisation with its audience.

Alternatively, it may be a community engagement program that results in true public participation and delivers clear community acceptance while achieving corporate, project or organisational goals.

### Eligibility

Any woman who is NAWIC member and an employee or owner of a business or organisation operating in Victoria in the construction or related industries is eligible for this award.

Nominations for this award must have completed a program of work or their role on a project, program or initiative between 1 May 2022 and 31 July 2023 and may be made by a nominee or a third party, provided that the nominee has provided their consent to the nomination.

### Submissions Questions & Word Count

- Provide a description of the communication, stakeholder or media management practice and the nominee's role in the development and implementation - 500 words
- Describe a situation or challenge overcome through strategic communications, stakeholder, or media management - 500 words
- Describe the different communications and engagement methods used to effectively engage with the nominee's desired audience and resolve and/or achieve the desired outcome - 500 words
- Summary of submission written in the third person for use in the Awards presentation and eBook - 200 words
- Nominee biography - should have emphasis on the nominee's participation and achievements in the construction industry - 300 words

### Supporting Information – These must be included with the nomination

- Letter of Consent – All entries relating to or describing work on a project or property must include a letter of consent from the project owner agreeing to the property / project being entered in the Awards and photographs of the project being used for the purpose of the Awards
- Declaration Form – All entries must complete and sign the Declaration Form
- Headshot – A good quality professional image of the nominee \*
- Three good quality images of the project, or relevant to the nomination \*
- Video footage of the nominee at work including a piece-to-camera introducing themselves, their role and company and why they were nominated\*

\*More information in the How to Nominate section

## How to Nominate

1. Register online and enter all required details on the online entry page.
2. Read and agree to be bound by the NAWIC Victoria Terms and Conditions.
3. Complete the online submission to meet the requirements of the assessment criteria.
4. Ensure the online entry includes the following:
  - a) nominee biography (including brief summary of current role / education / work history / achievements / any other relevant information).
  - b) assessment criteria.
  - c) summary of the nominee in third person that can be used for citations
  - d) evidence that the project reached practical completion or a significant milestone between 1 May 2022 and 31 July 2023.
  - e) a signed Declaration Form from the nominee's manager and/or client, including confirmation of the nominee's current employment to be uploaded
  - f) all entries relating to or describing work on a project or property must include a letter of consent from the project owner agreeing to the property / project being entered in the Awards and photographs of the project being used for the purpose of the Awards (if applicable).
  - g) a good quality, professional headshot image of the nominee; and
  - h) three good quality images of the project.
  - i) 1 x one minute video – piece to camera
    - Introducing themselves, their role and who they work for.
    - Explain why they were nominated (i.e Tell us about the initiative/project/action you were nominated for and what was your key role in delivering it).
    - Do you have any words of encouragement for women (and male allies) in the industry?
    - What inspired you to have a career in construction?
    - OPTIONAL: Thinking about the IWD theme “Cracking the Code: Innovation for a Gender Equal Future” – what does this mean to you?
  - j) 1 x one minute video of 'background footage' of the nominee at work, in office, on site, interacting with colleagues etc.
  - k) Optional (but desirable) - at least 1 x 30 second video of someone (manager, client etc) endorsing the nominee's submission, explaining why the nominee is deserving and congratulating them on the nomination / win.

Please complete this checklist prior to submitting your nomination online. Have you:

- ☐ Ensured you are a current NAWIC member
- ☐ Completed the nomination form and submission online
- ☐ Completed and signed Declaration Form from the nominee's manager and/or client
- ☐ Obtained a signed letter of consent from property owner/ client (if applicable)
- ☐ Uploaded one headshot of the nominee
- ☐ Uploaded three different photographs which are relevant to the nominee's submission
- ☐ Video submission for nominee

NB Photographs and video:

- Photos: To be digital at minimum 300 dpi resolution in JPEG format for use in AV presentation and Awards eBook.
- Video: Must be high quality footage with good sound quality shot on an iPhone / Android phone (this is for fairness - no high production videos needed) Must be shot in landscape mode.

## Terms and Conditions

1. All nominations must comply with the rules stated on the online awards nomination website.
2. With the exception of the Crystal Vision, only individuals may be nominated for an award. An individual may be nominated on behalf of a group of people. Organisations may be nominated for the Crystal Vision.
3. All nominees must hold a current NAWIC Victoria membership. Organisations nominated for the Crystal Vision Award must have an operational unit in Victoria.
4. Any project entered must be based in Victoria.
5. Nominees may be self-nominated or nominated by another person. (If nominating another person, it is recommended that their endorsement is obtained for privacy reasons).
6. Nominees may enter more than one award category.
7. Nominations are encouraged from both the public and private sectors who are employed by small, medium, or large organisations or those who are self-employed. Nominees will be assessed primarily by reference to their own achievements (i.e., their contribution to a project).
8. Nominees should address all the selection criteria described in the nomination form and submission document and may provide further information if it is relevant to their submission.
9. Nominees should be prepared to attend an interview and site inspection with the judges if required, regardless of which category has been entered. This will enable the nominees to demonstrate to the judges any unique or outstanding features of their work and to explain any other relevant matters.
10. All winners are encouraged to attend at least two additional NAWIC events in your state during the financial year.
11. The Crystal Vision Award winner in each state may be expected to speak at least once at a NAWIC event in their state.
12. All nominees are encouraged to attend the Awards Presentation Dinner.
13. NAWIC reserves the right to use the content provided with any entry in the Awards for promotional and marketing purposes, including social media. NAWIC will use its best endeavours to avoid, but will not be responsible for, any error, omission or misrepresentation made in such case.
14. Nominees are requested to consent to their contact details being provided to NAWIC's public relations consultants for the purpose of any Awards-related or general public relations activities (e.g., newspaper articles, television or radio appearances, etc.).
15. The judges' reserve the right to request further information and documentation from a nominee if required.
16. The judges' reserve the right to determine the eligibility or otherwise of each nomination.
17. The judges' reserve the right to consider a nominee from any other award category regardless of whether the nomination has been submitted for that award.
18. Winning entries from past NAWIC Awards may not be resubmitted, however, previous entries that did not win may be resubmitted providing the nomination complies with the criteria listed for each category.
19. NAWIC reserves the right to extend the final date of entry submission, or at its discretion provide extensions to one or more nominees. NAWIC is under no obligation to provide an extension to all nominees or publish any extension.

### Judging Process

1. Each category will to be judged by a panel of at least 3 senior professionals from construction or construction-related organisations.
2. There is one Award for Excellence in each category. The judging panel may decide not to present an Award in a particular category. In some circumstances there may be a Commendation in addition to or instead of an Award.
3. The judges' decision is final, and no correspondence or discussion will be entered into.
4. The various panels have been carefully constituted to ensure that no conflict of interest exists or is seen to exist.
5. Compliance with the entry requirements is taken into consideration by the judges. Failure to comply with the entry requirements may result in disqualification.
6. The judges may request further information and/or documentation from a nominee, if necessary, to fully consider the submission.
7. If the judges do not consider that a person nominated in a particular category meets a standard sufficient to warrant the presentation of an award, the judges are not bound to give an award in that category.

## Declaration Form

### Section 1: Confirm Award Category

- ☐ Crystal Vision Award
- ☐ Industry Ally Award
- ☐ Businesswoman Award
- ☐ Project Delivery Award
- ☐ Emerging Leader Award
- ☐ Young Achiever Award
- ☐ Design Award
- ☐ Communication, Stakeholder and Media Management Award
- ☐ Health, Safety Environmental and Quality Assurance (HSEQ) Award
- ☐ Sustainability Award
- ☐ Tradesperson and Apprentice Award

### Section 2: Nominee Declaration

I acknowledge and confirm:

- All information set out in my nomination is true and correct
- I will be bound by the Conditions of Entry
- I understand the judges' decision is final, and no correspondence or discussion will be entered into
- I understand information and images and videos provided as part of my submission may be used for promotional material at and/or following the awards. This includes but is not limited to big screen visual presentations on awards night, website marketing, publications and social media.
- I agree to the discretion of NAWIC

**Name:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### Section 3: Company Declaration

I/we acknowledge and confirm:

- I confirm that the nominee is a current employee
- I confirm that the project reached practical completion or a significant milestone between 1 May 2002 and 31 July 2023 (if applicable)
- All information set out in my nomination is true and correct
- I/we will be bound by the Conditions of Entry
- I/we understand the judges' decision is final, and no correspondence or discussion will be entered into
- I/we understand information and images and videos provided as part of my submission may be used for promotional material at and/or following the awards. This includes but is not limited to website marketing, publications and social media.
- I/we agree to the discretion of NAWIC

**Company:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Office/Position:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_