

REGISTRATIONS  
NOW OPEN:  
DEADLINE  
30 MARCH  
2012

AUSTRALIA'S  
INDUSTRY LEADERS

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REACHING GREAT  
HEIGHTS



## Business Award Categories



**The Australian Business Award for Enterprise**  
recognises organisations that have achieved outstanding commercial success whilst undertaking bold new ventures.



**The Australian Business Award for E-Business**  
recognises innovative and/or strategic applications of electronic commerce (EC), information and communications technologies (ICT) in support of business processes and operations.



**The Australian Business Award for Innovation**  
recognises organisations that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application resulting in an economic, environmental, educational and/or social benefit.



**The Australian Business Award for Recommended Employer**  
recognises organisations that provide a stimulating and supportive workplace.



**The Australian Business Award for Project Management**  
recognises organisations that demonstrate excellence in project management.



**The Australian Business Award for Service Excellence**  
recognises organisations that deliver outstanding customer service.



**The Australian Business Award for Marketing Excellence**  
recognises organisations that have achieved outstanding results through innovative marketing strategies and execution.



**The Australian Business Award for Environmental Sustainability**  
recognises organisations that demonstrate leadership and commitment to the enhancement, preservation and protection of the environment.



**The Australian Business Award for Product Management**  
recognises excellence in management of the product lifecycle.



**The Australian Business Award for Community Contribution**  
recognises organisations which implement policies or execute projects that positively impact on the community and generate outcomes that have a long term benefit.

## The Australian Business Awards

**The Australian Business Awards are a national, all-encompassing awards program honouring organisations that demonstrate the core values of business excellence, product excellence, sustainability, corporate responsibility and commercial success in their respective industries.**

Conducted annually and now in their seventh year, the Awards honour Australia's industry leaders through the acknowledgment of innovative business and e-business processes, excellence of service, project and product management and overall business success.

The Awards also recognise the important social and environmental contributions made by organisations through ethical behaviour that demonstrate a commitment to the environment, community and their employees.

Submitting an entry provides organisations with the opportunity to review their business performance and identify its core strengths. Entries are assessed using specific criteria underpinned by the program's established business and product award categories. The Australian Business Awards utilise a rigorous and dynamic framework to ensure that the assessment process is fair and objective, free of bias or influence.

## Business Award Categories

**The most comprehensive program of its kind, the Awards are open to all organisations throughout the private, public and non-profit sectors including:**

- > Private Companies, Publicly Listed Companies & Multi-National Subsidiaries
- > Government Departments, Government Agencies, Local Government & Statutory Bodies
- > Non-Government Organisations & Educational Institutions
- > Franchise Systems & Partnerships.

The Awards raise the bar across all aspects of quality management and provide organisations with ways to benchmark against top performers in their industry.

Additionally, it propounds valuable resources that can be extensively used in a variety of communications, creating opportunities for publicity, positive organisational profiling and heightened awareness within the respective industries and the Australian marketplace.

## Product Award Categories



**The Australian Business Award for Product Excellence** recognises market-leading products or services that demonstrate overall product superiority offering a point of difference from their competitors.



**The Australian Business Award for Product Innovation** recognises products or services that introduce a new idea, method, technology, process or application of commercial significance and/or benefit to the marketplace.



**The Australian Business Award for Product Value** recognises products or services that deliver outstanding value offering a point of difference from their competitors.



**The Australian Business Award for Product Design** recognises products that demonstrate design of the highest quality, form and function offering a point of difference from their competitors.



**The Australian Business Award for Best New Product** recognises exciting new products or services recently launched to market offering a point of difference from their competitors. Products entered in this category must have been launched on to the Australian market after 1st January 2011 to be eligible.

## Product Classifications



## Product Award Categories

The product award categories encompass all aspects of product management enabling organisations to showcase products that excel across seven key areas: **Leadership, Innovation, Performance, Features, Benefits, Value and Sustainability.**

The product award categories are open to all products and services available in Australia delivered through the private, public and non-profit sectors including business to business (B2B), business to government (B2G), government to business (G2B), government to citizen (G2C) and business to consumer (B2C).

**Eligible products include tangible and intangible products and services grouped into the following main types:**

- > Manufactured Goods, Devices & Equipment
- > Services, Programs, Projects & Activities
- > Information & Knowledge
- > Software, Platforms & Systems.

**The Awards are an opportunity for Australian organisations to gain that competitive advantage by having their products recognised.**

The selected organisations are eligible to publicise their achievement on various forms of marketing and communications highlighting their award winning products whilst providing the ultimate platform for heightened brand awareness and positive profiling by increasing their respective products' exposure, recognition and prestige.

Organisations can leverage their success through various conventional and progressive media channels, maximising ROI on product promotion, advertising, public relations activities, internal and external communications.



## Register now to participate

[businessawards.com.au/register](http://businessawards.com.au/register)

To participate in the 2012 Australian Business Awards you are required to register by completing the online registration form. Registration is an automated process which enables instantaneous access to the Business Awards Information System [BAiS] containing the Australian Business Awards Category Guidelines, Instructions, Entry Terms and Conditions.

Once registered you may login using your nominated email [businessawards.com.au/login](http://businessawards.com.au/login)

**Update Details:** [businessawards.com.au/update](http://businessawards.com.au/update)

### 2012 Key Dates

- Registrations now open
- Entries accepted 6 February 2012
- Entry deadline is 30 March 2012
- Winners announced 3 July 2012

### 2011 Winners

[businessawards.com.au/winners/2011](http://businessawards.com.au/winners/2011)

### Knowledge Base

[businessawards.com.au/knowledgebase](http://businessawards.com.au/knowledgebase)

## Contact

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