



COMMERCIAL & INDUSTRIAL MARKETING AWARDS

WELCOME TO THE REIV AWARDS FOR EXCELLENCE 2018

The REIV Awards for Excellence showcase the best of the property industry and celebrate leading real estate agency practices and professionals.

The awards recognise and reward REIV members who have gone the extra mile in pursuit of service, ethics and results. This is the most prestigious event in the real estate calendar.

This document provides information on the award categories being contested this year, lists the criteria that each category will be assessed under and details the terms and conditions of eligibility.

We urge you to carefully review the information provided to prepare your submission. Some categories may have changed from previous years.

Key Dates	Submissions open	Submissions close	Finalists announced	Winners presented
2018 Awards for Excellence	1 July 2018	10 August 2018	20 September 2018	25 October 2018
2018 Commercial & Industrial Marketing Awards	1 July 2018	10 August 2018	31 August 2018	13 September 2018

Making a submission

1. Identify the award categories that you would like to enter.
2. Collate necessary information as per the award criteria.
3. Review terms & conditions of entry as listed in this document and ensure that all requirements are understood and adhered to.
4. All submissions must be made online at reiv.com.au/awards.
5. REIV does not charge a fee to enter the awards. Entrants are responsible for any other costs associated with entering or attending the REIV Awards for Excellence or the REIA National Awards for Excellence.
6. REIV reserves the right to change or update any aspect of the award categories and criteria.



ELIGIBILITY TO ENTER FOR AN AWARD

The Real Estate Institute of Victoria Ltd (REIV) Awards for Excellence (Awards) are presented to eligible REIV members who are adjudged to have shown excellence in the Award Categories during the period of 1 July 2017 – 30 June 2018 (award period).

You are eligible to enter for an Award if:

1. throughout the award period (Except as set out in Clause 2) you were a financial member of the REIV in one, or more, of the following categories:
 - 1.1 an office member; if entering for an agency award
 - 1.2 a licensed member; if entering for an individual award or
 - 1.3 a representative member; if entering for an individual award
 - 1.4 an affiliate of the Institute, if entering for the individual award of Owners Corporation Manager of the Year or Property Valuer of the Year and you would not otherwise be eligible to enter for that award as you were not a licensed member or a representative member during the award period
2. To be eligible to enter for the Achievement Award you must be a financial member of the REIV during the award period and remain so at the end of that period
3. on the date on which you enter for an Award, none of the matters in the First Schedule apply to you; and
4. you accept the terms and conditions of entry and confirm your eligibility to submit your entry.

Terms and conditions of Entry

Please **read and then accept** these terms and conditions before submitting your entry.

1. The REIV Awards for Excellence 2018 (Awards) comprise the following categories:

1.1 Agency Awards

- (a) Best Website Award;
- (b) Commercial Agency of the Year;
- (c) Commercial & Industrial Gold Award for Overall Excellence*;
- (d) Commercial & Industrial Marketing Awards –

1. Retail – Best Sales Campaign

- a. budget under \$10,000
- b. budget between \$10,000 – \$30,000
- c. budget over \$30,000

2. Office – Best Sales Campaign

- a. budget under \$10,000
- b. budget between \$10,000 – \$30,000
- c. budget over \$30,000

3. Industrial – Best Sales Campaign

- a. budget under \$10,000
- b. budget between \$10,000 – \$30,000
- c. budget over \$30,000

4. Development Site – Best Sales Campaign

- a. budget under \$20,000
- b. budget over \$20,000

5. Specialised Property – Best Sales Campaign

- a. budget under \$20,000
- b. budget over \$20,000

6. Best Leasing Campaign

- a. budget under \$5,000
- b. budget between \$5,000 – \$10,000
- c. budget over \$10,000

7. Best Campaign by a Small Agency

(under 25 employees in the C&I division)

8. Best Campaign by a Medium Agency

(between 25-50 employees in the C&I division)

9. Best Campaign by a Large Agency

(over 50 employees in the C&I division)

- (e) Communications Award;
- (f) Community Service Award;
- (g) Corporate Promotion Award – Multiple Offices;
- (h) Corporate Promotion Award – Single Office;
- (i) Innovation Award;
- (j) Large Residential Agency of the Year
- (k) Medium Residential Agency of the Year;
- (l) Project Marketing Award;

ELIGIBILITY TO ENTER FOR AN AWARD (CONTINUED)

- (m) PROPERTYDATA - Sales Agency of the Year*
- (n) Residential Marketing Award (budget under \$10K);
- (o) Residential Marketing Award (budget \$10K and over);
- (p) Rural Marketing Award;
- (q) Small Residential Agency of the Year;
- (r) VIEW.com.au sales agency of the year

(*not open for submissions)

1.2 Individual Awards

- (a) Achievement Award;
- (b) Business Broker of the Year;
- (c) Buyers Agent of the Year;
- (d) Commercial Property Manager of the Year;
- (e) Commercial Sales Person of the Year;
- (f) Corporate Support Person of the Year;
- (g) Outstanding Young Agent of the Year;
- (h) Owners Corporation Manager of the Year;
- (i) Property Valuer of the Year;
- (j) Residential Property Manager of the Year
- (k) Residential Property Manager of the Year (Executives);
- (l) Residential Salesperson of the Year;
- (m) Residential Salesperson of the Year (Executives);

2. If you are eligible to do so, you may submit an entry in one or more of the Award categories set out in either clause 1.1, or clause 1.2 or both, except the categories indicated as not open for direct entry.

3. Each category has its own criteria. The entry form sets out the criteria which you must comply with. If your entry does not comply with the criteria it will be ineligible, but may be assigned to another category if, and only if, the REIV exercises its discretion under clause 9 (d),

4. Subject to clause 5, your entry must be submitted online via the Awards online portal by 5:00 pm, Friday 10th August, 2018 (deadline). You cannot submit your entry in any other way than via the Awards online portal.

5. If the REIV reasonably considers there are insufficient eligible entries for one or more categories of the Awards – or if there are no, or no eligible, entries for an Award category by the deadline, it may, at its discretion:

5.1 extend the deadline for entries for the category or for those categories; or

5.2 in lieu of extending the deadline, not present an award in that or in those categories.

6. If you enter for an award in the category 1.1 Agency Awards, your entry must be approved and be signed by the principal or officer-in-effective control of your agency. The approval and signature of the principal or officer-in-effective control is not a requirement for an entry in the category 1.2 Individual Awards.

7. It is your responsibility –

- (a) if you and another estate agency or agencies were jointly engaged on the subject matter of your entry, to ensure the other estate agency or agencies submit their entries in conjunction with your entry. Your entry alone will be ineligible if this circumstance applies;
- (b) to ensure you have selected the correct category for your entry;
- (c) to ensure your entry is submitted by the deadline.

8. You are responsible for the costs and expenses incurred in preparing and submitting your entry and in attending the Awards Gala 2018 and for attending the 2019 REIA National Awards for Excellence.



ELIGIBILITY TO ENTER FOR AN AWARD (CONTINUED)

9. On submitting your entry you agree:

- (a) you cannot withdraw your entry, add to or alter it, or substitute another entry for it and you confirm the information in your entry is true and correct and the matters on which your entry is based occurred entirely within the award period;
- (b) it becomes the property of the REIV and will not be returned to you;
- (c) it may be disqualified if: you are ineligible to enter or it does not comply with the criteria applicable to the category in which it is entered (subject to the discretion in clause 9 (d)) or with the terms and conditions of entry or information provided with it is false, misleading or deceptive or is likely to mislead or deceive;
- (d) if it is the opinion of the REIV that your entry has been submitted in an incorrect category, the REIV may, at its sole discretion, assign it to a category which the REIV considers is appropriate. The non-exercise or exercise of the REIV's discretion is not open to question;
- (e) the identities of the judges of your entry are confidential and will not be disclosed to you;
- (f) the judges' decision on your entry is final and binding and is not open to question;
- (g) the REIV may, at its discretion, submit your entry in the 2019 REIA National Awards for Excellence;
- (h) you will remain a member of the REIV in the category in which you hold membership on the date you submitted your entry until at least the day after the day on which the 2019 REIA National Awards for Excellence are presented. If you do not remain a member as required, you will be ineligible to be a finalist in or receive the award for the category or categories in which you enter and if you are declared a finalist or the winner in that category or categories the REIV may, at its sole discretion, disqualify you as a finalist or the winner;
- (i) if you are a finalist in or declared the winner of the category in which you enter and if at that time, or at any time afterwards, any of the matters in the First Schedule then applies to you – even though it did not apply when you submitted your entry – the REIV may, at its sole discretion, disqualify you as a finalist or as the winner of that category or categories and its decision will be final and binding on you. If you are disqualified, on receiving advice of your disqualification you will immediately cease to use award promotional material and references;
- (j) the REIV may use any part or all of your entry to promote by any medium the Awards and the Award winners and also to promote future REIV Awards or their equivalents;
- (k) your contact details may be provided to agencies engaged by the REIV to promote the Awards;
- (l) if you are a finalist or a winner in the category in which you have entered, or to which you have been assigned by the REIV, you will receive an Award Logo and Certificate;
- (m) if you want to use the Award Logo or Certificate for promotional or other purposes, you may only do so strictly in accordance with the terms of the Award Logo licence agreement set out in Appendix A and which the REIV will provide to you for signing and return. You must not use your Award Logo or Certificate for any promotional or other purposes until you have signed and returned the licence agreement and the REIV has formally acknowledged receipt of it.

ELIGIBILITY TO ENTER FOR AN AWARD (CONTINUED)

First Schedule

1. You are the subject of, or are aware – or could reasonably be aware – you are to be the subject of, an inquiry under section 25, 28 or 59 of the Estate Agents Act 1980.
 - (r) the sale, purchase, letting or management of real estate or a business;
 - (s) trust moneys;
 - (t) violence;
2. You are, or are aware – or could reasonably be aware – that you are to be, a defendant or a respondent in criminal or civil proceedings in Australia or elsewhere in connection with or in relation to –
 - (a) bankruptcy;
 - (b) bullying;
 - (c) culpable driving;
 - (d) defamation;
 - (e) discrimination;
 - (f) dishonesty;
 - (g) drugs;
 - (h) fraud;
 - (i) harassment;
 - (j) insolvency;
 - (k) misleading or deceptive conduct;
 - (l) money laundering;
 - (m) occupational health and safety;
 - (n) paedophilia;
 - (o) pornography;
 - (p) privacy;
 - (q) taxation;
3. As a defendant or as a respondent you were subject to an adverse finding, whether or not it resulted in a conviction or an order being recorded or made against you, by a court or a tribunal in Australia or elsewhere in connection with or in relation to any of the matters set out in clauses 1 or 2.
4. You have provided an enforceable undertaking to Consumer Affairs Victoria or the Australian Competition and Consumer Commission.
5. You were subject to an adverse finding by an REIV Hearing Panel in connection with or relation to a member-to-member complaint or dispute.

COMMERCIAL & INDUSTRIAL MARKETING AWARDS

1. RETAIL - BEST SALES CAMPAIGN

- a. budget under \$10,000
- b. budget between \$10,000 - \$30,000
- c. budget over \$30,000

2. OFFICE - BEST SALES CAMPAIGN

- a. budget under \$10,000
- b. budget between \$10,000 - \$30,000
- c. budget over \$30,000

3. INDUSTRIAL - BEST SALES CAMPAIGN

- a. budget under \$10,000
- b. budget between \$10,000 - \$30,000
- c. budget over \$30,000

4. DEVELOPMENT SITE - BEST SALES CAMPAIGN

- a. budget under \$20,000
- b. budget over \$20,000

5. SPECIALISED PROPERTY - BEST SALES CAMPAIGN

- a. budget under \$20,000
- b. budget over \$20,000

6. BEST LEASING CAMPAIGN

- a. budget under \$5,000
- b. budget between \$5,000 - \$10,000
- c. budget over \$10,000

7. BEST CAMPAIGN BY A SMALL AGENCY

(under 25 employees in the C&I division)

8. BEST CAMPAIGN BY A MEDIUM AGENCY

(between 25-50 employees in the C&I division)

9. BEST CAMPAIGN BY A LARGE AGENCY

(over 50 employees in the C&I division)

Statement of Claims

- Description of the property sold / leased
- Total campaign spend with itemised costings showing breakdowns of creative and placement costs
- The date the property was offered for sale or lease and the date it was sold or leased
- Summary of the marketing campaign
- Statement detailing how the campaign met the objectives
- Details of any additional editorial or media coverage received (soft copies of relevant documents can be submitted as evidence)
- Details of all website placement and electronic media used referencing any costs associated with this
- Details of any other forms of marketing or promotional activities undertaken

Judging Criteria

- Creativity and Innovation
- Effectiveness of marketing strategy
- Cost effectiveness of campaign relative to outcomes
- Identification and customisation for target audience



CONTACT US

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