

# 2021 COMMERCIAL & INDUSTRIAL MARKETING AWARDS

ENTRY INFORMATION KIT



**REIV**

THE DIFFERENCE

Proudly Partnered by:

**AON**

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# ENTRIES OPEN 28 JUNE – 6 AUGUST

The REIV Commercial & Industrial Marketing Awards recognise, reward and celebrate excellence in commercial and industrial advertising, marketing and promotion across commercial sales and leasing campaigns.

Participating in the Awards allows you to highlight your most outstanding qualities, biggest successes and creative initiatives over the past 12 months.

## KEY DATES

Submissions Open	28 June
Entries Close	6 August
Finalists Announced	1 September
Winners presented	16 September

## 2021 CATEGORIES

### Retail – Best Sales Campaign

- Budget under \$15,000
- Budget between \$15,000 - \$30,000
- Budget over \$30,000

### Office – Best Sales Campaign

- Budget under \$15,000
- Budget between \$15,000 - \$30,000
- Budget over \$30,000

### Industrial – Best Sales Campaign

- Budget under \$15,000
- Budget between \$15,000 - \$30,000
- Budget over \$30,000

### Development Site – Best Sales Campaign

- Budget under \$20,000
- Budget over \$20,000

### Specialised Property – Best Sales Campaign

### Best Leasing Campaign

- Budget under \$10,000
- Budget over \$10,000

### Best Campaign by a Small Agency\*

(under 25 employees in the commercial & industrial sector)

### Best Campaign by a Medium Agency\*

(between 25-50 employees in the commercial & industrial sector)

### Best Campaign by a Large Agency\*

(over 50 employees in the commercial & industrial sector)

### Commercial & Industrial Gold Award for Overall Marketing Excellence\*\*

## WHY ENTER?

### Entering is easy and free

If you have the time to answer five (5) short questions, then you have the time to enter the Awards.

The criteria makes it easier and less time consuming to prepare your submission. Plus entry is free. REIV does not charge a fee to enter the Awards.

### Create your point of difference

Isn't it time to put yourself or your agency in front of clients looking for the best?

Winning an Award is a major achievement and could be the difference to set you apart from competitors.

## Looking for more commercial & industrial awards? Why not enter the REIV Awards for Excellence.

Categories include:

- Commercial Agency of the Year,
- Commercial Property Manager of the Year, and
- Commercial Salesperson of the Year, to name a few

\*Not open for submissions. An additional entry is no longer required for these categories. All entrants providing a submission in any of the Best Sales and/or Best Leasing campaign categories will automatically be entered.

\*\*Not open for submissions. This Award will be presented at the REIV Awards for Excellence on 21 October. It is presented to the entrant with the highest judges score across the Best Campaign by a Small, Medium and Large Agency categories.

# 2021 REIV C&I MARKETING AWARDS – Enter now

The following pages provide further detail on each award category, judging criteria, eligibility and the terms and conditions of the 2021 competition. All entries must be submitted online at [reiv.com.au/awards](http://reiv.com.au/awards)

The REIV C&I Marketing Awards are presented to eligible REIV members who have shown excellence in the respective Award category/s during the period of 1 July 2020 – 30 June 2021 (Award period)

## Tips for preparing your entry

### Understand the guidelines

Clear guidelines and limits are provided in the Terms and Conditions of Entry and category criteria, ensure you adhere to these when preparing your entry.

Make sure you thoroughly read the criteria for the category/s you are entering and address all questions. Ensure your answers are detailed, specific and relevant to the question being asked. Demonstrate genuine, noteworthy achievements that can be verified with clients and/or third parties.

### Don't rush

Schedule time prior to the close of entries to prepare your submission. Don't leave it to the last minute. Preparing an Award entry can be a valuable experience, allowing time to reflect on personal and business successes. It can often result in ideas for future planning or strategies.

### Work as a team

When entering an Award, involve the whole team in discussions. Allocate team members a role in preparing specific entry material. Review the entry before submission as a group.

Consider involving a third party, who may be able to assist with proof reading, correcting any grammatical errors and ensure acronyms are fully explained previously.

### Appoint a central co-ordinator

It is a good idea to appoint a central co-ordinator in your team to be responsible for ensuring responsible parties are on track to meet the entry deadlines, collating and uploading the final entry for submission.

### Be honest

You may not excel in every judging criteria or your response to every question, but that is ok. Do not be afraid to outline steps that have/are being taken to address any gaps or identified weakness.

## How to enter

1. Identify the award category/s you would like to enter and check eligibility.
2. Create a login and password on the online Awards portal: [reiv.com.au/awards](http://reiv.com.au/awards)  
Once set up you will receive a confirmation email. Keep the details in a safe place for future reference. If you have entered in previous years, your original login details will still be valid.
3. Draft your submission and collate necessary information as per the criteria. Note: Answers to the criteria questions must be entered directly into the relevant field in the online portal. You cannot upload your answers in PDF, Word or other format. Consider drafting your responses offline and copy and pasting into the portal. Supporting material, however, may be uploaded in PDF format.
4. When ready to submit, log into the Awards portal, confirm entry details and enter your submission.  
Don't forget to upload a high resolution colour photo or logo to compliment your entry:  
- Upload a 300 dpi colour version of your agency logo (Both EPS and JPEG formats are preferred).

Entries must be submitted by Friday 6 August 2021 by 5.00pm.

Changes can be made to your entry up to this date, but not after. Hard copy submissions or supporting material will not be accepted or passed onto the judging panel.

## Contact Us

REIV Events  
Phone: 03 9205 6666  
Email: [events@reiv.com.au](mailto:events@reiv.com.au)

# TERMS & CONDITIONS OF ENTRY

To be eligible to enter the REIV C&I Marketing Awards, entrants must agree to abide by the Terms and Conditions of entry, satisfy the eligibility requirements outlined and criteria for the category or categories they wish to enter.

## ELIGIBILITY

An entry/entrant will be deemed ineligible if the individual or agency are the subject to, or are aware, or could reasonably be aware:

- An inquiry under Section 25, 28 or 59 of the Estate Agents Act 1980.
- A defendant or a respondent in criminal or civil proceedings in Australia or elsewhere in connection with or in relation to: bankruptcy; bullying; culpable driving; defamation; discrimination; dishonesty; drugs; fraud; harassment; insolvency; misleading or deceptive conduct; money laundering; occupational health and safety; paedophilia; pornography; privacy; taxation; the sale, purchase, letting or management of real estate or a business; trust moneys; violence.
- 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 above.
- You have provided an enforceable undertaking to Consumer Affairs Victoria or the Australian Competition and Consumer Commission.
- You were subject to an adverse finding by an REIV Hearing Panel in connection with or in relation to a member-to-member complaint or dispute.

To be eligible to enter any category in the REIV C&I Marketing Awards, the agency must be an REIV member at the time of entry and remain so until winners are announced at the Awards in September. Note: this means you must have paid your membership for the 2021/22 financial year.

At all relevant times, membership fees and other amounts payable to REIV must be fully paid and not in arrears. If the agency's membership is 'on hold' due to non-payment of fees, other amounts or breaches, the entrant will be ineligible for an award.

An entry/entries submitted into any agency category must be approved and signed by the Principal or Officer-in-Effective Control of the agency.

For additional eligibility requirements, please refer to the criteria for the category/s you wish to enter. When determining the size of an agency, REIV will take into account all branch offices and employees of the agency.

## DECLARATION

Entrants must complete a declaration through the online Awards portal confirming you agree:

- You cannot withdraw your entry, add to, amend or substitute with another entry after you have submitted.
- 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.
- Your entry becomes the property of REIV.

Should your contact details change between the lodgement of your submission and the announcement of the Awards, please contact REIV Events via email to [events@reiv.com.au](mailto:events@reiv.com.au)

## DISQUALIFICATION

REIV reserves the right to disqualify an entry before, during or after the contest judging, official announcement of winners and awards presentation if it is determined that:

- An entry or entrant breaches or fails to comply with any of the stated eligibility, terms and conditions, ceases to be a member or the information provided within is/was false, misleading or deceptive or is likely to mislead or deceive.

In the case of disqualification after the Awards ceremony, the entrant will be required to return the award and immediately cease to use award promotional material and resources. The REIV, at its discretion, also reserves the right to make a public announcement.



# TERMS & CONDITIONS OF ENTRY

## TERMS OF ENTRY

REIV does not charge a fee to enter the Awards. Entrants are responsible for any costs associated with entering or attending the REIV C&I Marketing Awards and/or the REIV Awards for Excellence.

REIV reserves the right to change or update any aspects of the award categories and criteria.

If the submission is entered into a category for which it does not qualify, REIV reserves the right to move the submission to an appropriate category, without prior consent from the entrant. The non-exercise or exercise of the REIV's discretion is not open to question.

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

- Extend the deadline for entries for the respective category/s or
- In lieu of extending the deadline, not present an Award in that category/s.

It is the entrant's responsibility:

- To ensure (if you or another agency/s were jointly engaged on the subject matter of your entry) the other agency/s submit their entries in conjunction with your entry. Your entry alone will be ineligible if this circumstance applies.
- To ensure the correct category has been entered.
- To ensure the entry is submitted/completed by the close of entries date.

## JUDGING

An independent judging panel will be appointed by REIV for each Award category. Judges are selected for their knowledge and expertise in the category to be judged. They may or may not be directly involved in the real estate industry in Victoria.

Every effort will be made to ensure that judging panels do not have any conflict of interest, and that judging processes are transparent. Judges are required to sign a declaration and confidentiality agreement prior to receiving access to any Award submissions.

The identities of the judges specific to your category will remain confidential and will not be disclosed to entrants.

Judges will only award one (1) winner for each category, unless exceptional circumstances exist.

Judges reserve the right to decline to present an Award in a particular category if a minimum standard of excellence has not been reached.

There is no specified number of finalists predetermined for each category. Finalists will be determined based on judges' recommendations only. The judges' scores and comments determine the winner and finalists in each category.

The judges' decision is final and no correspondence will be entered into.

## PUBLICITY & WARRANTIES

The REIV may use any part or all of your entry to promote by any medium the Awards, Award winners and also to promote future REIV Awards or their equivalents.

Your contact details may be provided to agencies engaged by the REIV to promote the Awards. Any approaches regarding advertising/promotion is at the discretion and expense of the entrant and is presented as an opportunity to the entrant only.

Winning an REIV C&I Marketing Award provides a powerful marketing tool for you and your agency.

Following the Awards each winner/finalist will receive a REIV Award logo, specifying your Award title and certificate. This Award logo and/or certificate may only be used strictly in accordance with the terms and conditions of the Licence Agreement. A copy of the Licence Agreement will be provided to you for signing and return. The Award logo and/or Certificate cannot be used for any promotion or other purposes until the Agreement has been signed, returned to REIV and REIV has formally acknowledged receipt.

# COMMERCIAL & INDUSTRIAL MARKETING AWARDS

*These Awards recognise excellence in commercial and industrial advertising, marketing and promotion across commercial sales and leasing campaigns.*

## Retail

Retail property may be shop frontages, single tenant retail buildings, shopping centres, showrooms, bulky goods and outlet centres.

## Office

Commercial property that is set aside for office use. It may be space within a single building, a building itself, a business park and/or CBD or suburban office towers.

## Industrial

Property designed/ used for manufacturing, warehousing, processing or assemblage of components, logistics and distribution.

## Development Site

Property that is marketed for sale for development, redevelopment or substantial refurbishment. Examples include non-residential zoned land, mixed use zoned properties, commercial buildings requiring major refurbishment and industrial development sites.

## Specialised Property

Buildings that have been purpose built/ renovated to suit a particular use. This includes hotels, motels, childcare centres, medical suites/ centres, schools, halls, sporting facilities, self-storage developments and any other property not generally considered office and industrial.

Note: A campaign cannot be entered into more than one category of either Retail, Office, Industrial or Development Site. Please select the category that best suits the campaign.

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- Marketing and Communications Award to name a few

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# COMMERCIAL & INDUSTRIAL MARKETING AWARDS

## ENTRY REQUIREMENTS

<b>Description</b>	Provide a description of the property sold/leased. Include the date the property was offered for sale or lease and the date it was sold or leased.
<b>Marketing Campaign</b>	Summarise the marketing campaign adopted. Include an outline of the total campaign spend with itemised costings showing breakdowns of creative and placement costs. You may also like to outline any other forms of marketing, innovations or promotional activities undertaken.
<b>Achievement</b>	Provide a statement detailing how the campaign met the objectives.
<b>Media Coverage</b>	Outline details of any additional editorial or media coverage the property received. Include copies of relevant documents as evidence.
<b>Website and Electronic marketing</b>	Outline details of all website placements and electronic media used. Ensure any associated costs are referenced.

## JUDGING CRITERIA

EACH CRITERION IS OF EQUAL VALUE

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

### Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.