

2011

The Gold Awards for Business Excellence

Partnership Prospectus



Contents

Who is the Progressing Business Institute?	Page 3
What are the Gold Awards?	Page 4
History of the Awards	Page 4
Awards Objectives	Page 5
Award Categories	Page 6
Partnership Benefits	Page 7
Who will your partnership bring you in contact with?	Page 8
Which sectors are involved in the Awards?	Page 9
Partnership Investment Opportunities	Page 10
What others say about the Gold Awards...	Page 15
Contact Details	Page 16



Who is the Progressing Business Institute?

The Progressing Business Institute (PBI) is a not-for-profit organisation formed to assist businesses Australia-wide to improve their business and outcomes. To achieve this, the Institute operates the Management Systems Auditor Register and the Register of Lean Six Sigma Professionals. They run the Gold Awards.

PBI publishes the eZine “Progressing Business”, fosters and supports research into business improvement models, and co-hosts conferences and forums with various universities in a number of industry niches. Research covers – but is not limited to – quality assurance, business excellence, auditing, systems auditing, quality auditing, environmental auditing, and sustainability.

In addition, PBI runs six divisions catering to specific needs within specialised industry sectors:

- Aerospace
- Aged Care
- Energy Conservation
- Entrepreneur
- Lean Six Sigma
- Pharmaceutical and Medical Devices

The Institute supports these sectors by conducting regular meetings for each division in Sydney, Melbourne, Brisbane and Perth, as well as the following conferences:

- AgedCare
- Entrepreneur
- EnergySummit
- Pharma
- LeanSixSigma
- PBCon



What are the Gold Awards?

The Gold Awards for Business Excellence are the leading national award for organisational excellence.

Awards are given to Australia's best performing private sector, Government and not-for-profit organisations. Recipients have an undisputable track record of success by building on the implementation of Quality Management Systems.

Specifically, awards recipients have in place an effective third-party certified Quality Management System that is accredited by a body approved by the Federal Government. These can include quality systems such as ISO 9001, environmental systems like ISO 14001, and many others.

In early 2011, PBI began working with one of Asia Pacific's leading excellence awards specialists, Awards Absolute, to review the Gold Awards. As result, the 2011 Gold Awards for Business Excellence:

- Have a more streamlined application process, making entry easier.
- Provide an improved assessment feedback and recognition process, thus aiding entrants wishing to improve their quality systems and procedures.
- Offer greatly enhanced finalist and winner benefits.

PBI is seeking to secure a sponsoring partners for the new Gold Awards for Business Excellence.

History of the Awards

The Gold Awards for Quality were established in 1994 to encourage organisations in their pursuits of excellence, and to recognise sound company-wide management and overall business improvement. In 2004 the program expanded to include recognition at both the state and national levels. In 2007 the Awards were re-named The Gold Awards for Business Excellence.



Awards Objectives

The Gold Awards succeed in:

- Fostering exceptional quality standards across all industries and sectors.
- The adoption of third-party certified Quality Management Systems across all business sectors.
- Raising the awareness of Quality Management and the continual business improvement process.
- Promoting competitiveness and organisational success.
- Recognising Best Practice, and honouring organisations and departments that are currently excelling.
- Providing practical recommendations for all entrants to achieve further quality advancement.
- Specifically recognising exceptional quality standards across specific industry or operational sectors, including: laboratory management, health and aged care, aerospace, exporting, environmental management, gardening management, and software engineering.
- Bringing together business executives and quality management professionals with like-minded goals.

Gold Awards partners will receive significant opportunities for quality brand exposure and will engage directly with quality-focused decision makers and executives. These opportunities exist throughout the year - prior to the awards, during the presentations, and post event.



Award Categories

There are eight awards granted as part of the Gold Awards program. Seven are industry or operations-specific, while the Gold Award for Business Excellence is open to all organisations with a third-party certified Quality Management System that is accredited by a body approved by the Federal Government.

The eight awards are:

The Gold Award for Business Excellence

Recognises organisations whose leadership qualities and innovation have progressed them beyond Management Systems and Certification to leading examples of best practice.

The Gold Award for Laboratory Management Excellence

Recognises accredited laboratories that stand out from their competitors for their exemplary sustainable management activities.

The Gold Award for Health / Aged Care Management Excellence

Recognises accredited health / aged care facilities that display excellence in their management.

The Gold Award for Aerospace Management Excellence

Recognises excellent management activities of accredited organisations in the aerospace industry.

The Gold Award for Export Management Excellence

Recognises organisations who export, for their excellent management activities.

The Gold Award for Sustainable Environmental Management Excellence

Recognises organisations who have achieved certified reductions in greenhouse emissions.

The Gold Award for Sustainable Gardening Management Excellence

Recognises gardening businesses that have achieved recognition for real, continually improving and easily understood environmental solutions for gardeners.

The Gold Award for Software Systems and Engineering Management Excellence

Recognises the excellent management activities of organisations in the software systems and software engineering industry.



Partnership Benefits

Partnering with PBI and the Gold Awards for Business Excellence gives your organisation a wide range of opportunities and benefits.

Partnership benefits include:

- The ability to associate your organisation with business excellence and quality through a recently reviewed and re-invigorated national awards program. If you choose to become the major Awards Partner, then you will be the most prominent outside organisation associated with the awards, giving you the opportunity to use the awards to build your business and brand.
- State-by-state and national exposure to ethical, well-run and forward thinking organisations and departments that operate in a professional manner and focus on quality.
- State-by-state and national exposure to senior management and key Quality Assurance professionals and decision makers.
- Potential exposure to tens of thousands of organisations and departments who are eligible to enter the awards, through ISO, NATA-recognised and JAS-ANZ recognised certifications. (There are more than 20,000 ISO 9001 certified organisations or departments alone throughout Australia. ***)
- Exposure to specific key industries including health and aged care, aerospace, environmental management, sustainable gardening, software systems and software engineering; as well as exposure to Australian laboratories and exporters.
- The opportunity for national media exposure via the Awards PR activities.
- Increased exposure and Corporate Social Responsibility profile through extensive awards marketing and promotional activities.



Who will your partnership bring you in contact with?

A Gold Awards partnership will bring you in contact with decision makers and executives within leading organisations.

A great deal of research exists showing how organisations with quality systems not only provide superior products and services, but are more efficient, profitable and successful. Research shows quality systems and quality certification to be linked with:

- Winning more business and contracts
- Superior return on assets
- Superior overall business performance
- Superior organisational performance
- Improved financial and stock market performance
- Increased client satisfaction
- Improved interdepartmental communications, and
- Strengthened relationships with stakeholders including staff, customers and suppliers.*

Further research has also shown that companies that seek quality certification in the first place are already more progressive and better performing.

The Gold Awards for Business Excellence awards ceremonies, dinners and events have in the past attracted Quality Managers, Managing Directors, Compliance Managers, Quality Assurance Coordinators, HR Managers, OH&S Managers, CEOs and other executives.

These people are on average, higher skilled, higher paid and remain in their job for longer than other managers. Quality Managers, for instance, enjoy a significantly higher annual income (\$79,646) as compared to the national average (\$64,641).**

Therefore, partnering with the Gold Awards will position you alongside successful, forward-thinking organisations that achieve improved business outcomes. Opportunities provided by the partnership will also bring you in contact with managers, decision makers and key contacts within these organisations.



Which sectors are involved in the Awards?

There are specific sectors involved in the awards through its seven industry and operational-specific categories. The awards attract businesses, government departments and not-for-profit organisations who operate as or in:

- Health and aged care
- Aerospace
- Environmental management
- Sustainable gardening
- Laboratories
- Exporters
- Software systems and software engineering.

The Gold Award for Business Excellence, on the other hand, is open to organisations from *all* industries and sectors that have in place a Joint Accreditation System of Australia & New Zealand (JAS-ANZ) accredited third-party certified Management System. In the past, entrants in this award category have included organisations engaged in:

- Building and construction
- Engineering
- Manufacturing
- Product development and The “innovation industries”
- Medicine
- Mining and exploration
- Food and beverage processing and production
- Hospitality and catering
- Transport
- Recruitment, training, and employment services... just to name a few.

Gold Award entrants have also included not-for-profits and charities as well as departments and divisions within local, state and federal governments.



Gold Awards Major Partner: \$25,000

Investment benefits

For an investment of \$25,000 you will receive the following benefits relating to **both the five state awards and the national awards**:

Extended partnership option

- A three-year option to become the Official Partner of The Gold Awards for Business Excellence.

Major award sponsorship

- Recognition as the sole sponsor of the 2011 Gold Awards for Business Excellence award category.

Marketing

- Logo and recognition in all e-bulletins for the 2011 Gold Awards for Business Excellence. (These are sent to a list of more than 2,000 potential awards entrants, that is, organisations with quality systems in place.)
- Special “Partner’s Messages” of up to 300 words to be included in three second e-bulletins.
- Logo and recognition as “Gold Awards Partner” on two printed, direct mail pieces (to be sent to more than 1,000 previous and interest-showing potential entrants).
- 2 x full-page advertisements in PBI’s e-zine “Progressing Business” (valued at \$3,000)
- 1 x full-page editorial in PBI’s e-zine “Progressing Business”, announcing your partnership with PBI for the Gold Awards and your organisation’s commitment to quality (valued at \$4,500)

Public relations

- Recognition in eight media releases to be sent to localised and national media throughout the Awards process (from July to November 2011).
- Electronic copies of the Gold Awards logo, to use on your website and in your PR activities.
- Case studies on exceptional award recipients, for you to use in your own marketing and PR activities.
- Professional photographs of your chosen representative at the National Awards Dinner with award recipients.



Website

- Prominent acknowledgement as the “Gold Awards Partner” on PBIs website.
- Logo displayed in the “Sponsors” section of The Gold Awards page of PBIs website.
- Reciprocal website links.

State Awards Presentations presence

The Gold Awards for Business Excellence in 2011 include five state awards presentations:

Queensland	Wednesday 26 October
New South Wales	Thursday 27 October
Victoria	Friday 28 October
South Australia	Tuesday 1 November
Western Australia	Wednesday 2 November

At each of these presentations you will receive:

- Acknowledgement by the Awards MC.
- Four complimentary tickets to each ceremony, for your chosen representative.
- An opportunity to give a one-minute “Partner’s Speech” at each ceremony, if desired.
- Your logo prominently displayed on the Awards screen presentation.

National Awards Dinner presence

The Gold Awards for Business Excellence culminates in a prestigious National Awards Dinner, this year to be held on Thursday 17 November in Melbourne.

Gold Award recipients at a state level progress through to the National Awards, vying to take out a national Gold Award in their category.

Prior to the dinner, state winners will attend an exclusive networking opportunity – known as the Winner’s Forum. You will be provided with two complimentary tickets to this forum, allowing your representatives to meet with executives from award-winning organisations prior to the awards dinner.



At the National Awards Dinner you will receive:

- Acknowledgement by the Awards MC throughout the evening.
- Four complimentary tickets, two of which will be at the top VIP table.
- An opportunity to give a three-minute “Partner’s Speech”.
- The opportunity to officially present each award to recipients (on stage).
- Your company pop-up banners (2) located in the awards room or pre-dinner drinks area.
- Your name or logo on Awards plaques.
- Your logo prominently displayed on the Awards screen presentation.

Other opportunities can also be provided. Talk to us about how we can help meet your marketing goals.



Category Partner: \$5,000

Investment benefits

For an investment of \$5,000 you will receive the following benefits relating to **both the five state awards and the national awards**:

Category award sponsorship

- Recognition as the sponsor of one of the seven 2011 industry-specific category awards.

Marketing

- Named in all e-bulletins for the 2011 Gold Awards for Business Excellence. (These are sent to a list of more than 2,000 potential awards entrants, that is, organisations with quality systems in place.)
- Special “Partner’s Message” of up to 200 words to be included in an e-bulletin.
- Named as “Gold Awards Partner” on two printed, direct mail pieces (to be sent to more than 1,000 previous and interest-showing potential entrants).
- Special “Partner’s Message” of up to 200 words to be included in PBI’s e-zine “Progressing Business”.
- 1 x full-page advertisement in PBI’s e-zine “Progressing Business” (valued at \$1,500)
- A half-page editorial in PBI’s e-zine “Progressing Business”, announcing your partnership with PBI for the Gold Awards and your organisation’s commitment to quality (valued at \$2,250)

Public relations

- Recognition in seven media releases to be sent to localised and national media throughout the Awards process (from mid July to November 2011).
- Electronic copies of the Gold Awards logo to use on your website and in your PR activities.
- Case studies on exceptional award recipients for you to use in your own marketing and PR activities.
- Professional photographs of your chosen representative at the National Awards Dinner with award recipients.

Website

- Prominent acknowledgement as the “Gold Awards Partner” on PBI’s website.
- Logo displayed in the “Sponsors” section of The Gold Awards page of PBI’s website.
- Reciprocal website links.



State Awards Presentations presence

The Gold Awards for Business Excellence in 2011 include five state awards presentations:

Queensland	Wednesday 26 October
New South Wales	Thursday 27 October
Victoria	Friday 28 October
South Australia	Tuesday 1 November
Western Australia	Wednesday 2 November

At each of these presentations you will receive:

- Acknowledgement by the Awards MC.
- Your logo prominently displayed on the Awards screen presentation during the awarding of your category, and at various other times.

National Awards Dinner presence

The Gold Awards for Business Excellence culminates in a prestigious National Awards Dinner, this year to be held on Thursday 17 November in Melbourne.

Gold Award recipients at a state level progress through to the National Awards, vying to take out a national Gold Award in their category.

Prior to the dinner, state winners will attend an exclusive networking opportunity – known as the Winner's Forum. You will be provided with a complimentary ticket to this forum, allowing your representative to meet with executives from award-winning organisations prior to the awards dinner.

At the National Awards Dinner you will receive:

- Acknowledgement by the Awards MC at various times.
- A complimentary ticket.
- The opportunity to officially present the award for your category (on stage).
- Your name on Awards plaques for your category.
- Your logo prominently displayed on the Awards screen presentation at various times.

Other opportunities can also be provided. Talk to us about how we can help meet your marketing goals.



What others say about the Gold Awards...

Award entrants

“Our office has increased billings by more than 45 percent in the three years we’ve been involved in the Gold Awards. As a result of this, we’ve had to increase our staff by 25 percent.”

George Hatzis, Managing Director, Hatzis Lawyers

“Being awarded a Gold Award has literally converted into signatures on the ‘bottom line’ of a number of large export contracts into the US. The experience has been a valuable one for our business!”

Peter Meinig, Managing Director, Paradigm Software Pty Ltd

“Large corporates understand the difficulty of achieving Third Party Certification, let alone winning an award recognising excellence achieved through having a certified quality system in place. Such businesses now readily recognise that we are an exceptional organisation to deal with.”

Diane Bowman, National Quality Manager, Equity Transport Group

Other sponsors

“Service Transformation is delighted to be sponsoring the Gold Awards for Business Excellence again in 2011. It is challenging and exciting working with companies who are employing a total approach to achieving excellence in management of all aspects of their business. There is no more inspiring activity than assessing companies who have entered these Awards.”

Jillian Mercer, Director, Service Transformation



Pursue a Gold Awards partnership

PBI is keen to ensure that, as its Awards partner, your organisation achieves your marketing objectives as well. Therefore, we invite you to contact us to discuss how this offer can be customised to maximise your return on investment.

Contact:

Liz Rivers

On behalf of the Gold Awards for Business Excellence

c/o Awards Absolute Pty Ltd

Phone: 1300 88 22 59

Email: liz@awardsabsolute.com



Research references:

* *The British Assessment Bureau*, "ISO 9001 proven to help win new business"; Corbett, Montes-sancho and Kirsch, "The financial impact of ISO 9000 certification in the United States"; BSI Group (Case Studies); Heras, Dick and Casadesus, "ISO 9000 registration's impact on sales and profitability"; Sharma, "The association between ISO 9000 certification and financial performance"; Chow-chua, Goh and Wan, "Does ISO 9000 certification improve business performance?"; Buttle, "ISO 9000: marketing motivations and benefits"; Santos, "Benefits of the ISO 9000:1994 system: Some consideration to reinforce competitive advantage"; Hendreicks and Singhal, "The long-run stock price performance of firms with effective TQM programs"; Alcorn, "Benefits of ISO 9000 Certification".

** *Australian Bureau of Statistics (ABS) and PayScale.com.*

*** *Joint Accreditation System of Australia & New Zealand (JAS-ANZ)*

