



Influential women in business awards ²⁰¹¹

- FINAL REPORT -

Influential women in business awards 2011

Actual outcomes:

- Nominations were received from 35 female small business operators right across the region—covering all of the five categories—Best Small Business, Best Home Based Business, Best Business, Young Business Woman of the Year and Business Woman of the Year
- Strategic alliances were formed with Patrick Baker & Associates, Cath Duncan— CD Consulting and Get Real Coaching, Dr. Jane James of Jaytalk Consulting, Noorla Yo Long Blue Light Outdoor Adventure and Steven Smith—United Focus to provide outstanding category prizes for award winners
NB. This will be the last year that Steven Smith is able to supply his prize due to his change of work environment
- Strategic alliances were formed with Telstra Store Mt Gambier to engage 2008 National Telstra Business Woman of the Year winner for Innovation, Naomi Simson of Red Balloon who motivated and inspired all Gala dinner attendees and award entrants
- 156 (an increase of 23) guests attended the Gala Awards Dinner to celebrate the achievements of business women from the Limestone Coast region
- The 2011 winners have now been nominated by Women in Business & Regional Development for the Advantage SA Regional Awards and for the Telstra Awards next year



Marketing and promotion:



- A ten page nomination and entry form was disseminated throughout the Limestone Coast region via email to all people listed on the Women in Business & Regional Development database and to key stakeholder groups—i.e. Limestone Coast Food Group, Home Based Business Network, Regional Development Australia, Naracoorte Lucindale Business & Tourism and Young Professional Network. Women in Business Board members were also asked to drop hard copies in to five businesses that they deemed eligible for each of the categories.

- The Women in Business & Regional Development website (www.wibrd.org.au) was an effective tool giving prospective entrants the ability to download the Awards entry forms (both in Word and PDF format) and the Gala Dinner flyer.

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Marketing and promotion (continued):

- The Women in Business e newsletter was an effective tool for promoting the Awards entries and the Gala Dinner but also by providing links to the website for more information



- A four page Gala dinner flyer was disseminated throughout the Limestone Coast region via email to all people listed on the Women in Business & Regional Development database and to key stakeholder groups—Limestone Coast Food Group, Home Based Business Network, Regional Development Australia, Naracoorte Lucindale Business & Tourism Association, YPN Network
- A special radio campaign in early May commenced in the lead up to the Gala Dinner. This created awareness of the event and also provided further media interest.
- Three media releases (two prior and one after the Gala Dinner) attracted huge interest from all media outlets. The media coverage on this event has again, exceeded expectations reaching Adelaide publications as well as right across the Limestone Coast region and into Victoria.

Media coverage incorporated:

1. Two ABC Radio interviews prior to the event (one with Chairman and one with Naomi Simson) and one ABC news interview (regarding the judging)
2. One 5SE Radio interviews—prior to the event
3. Two Lifestyle 1 magazine editorials (as part of sponsorship)
4. WIN Television coverage—at the Awards Gala dinner
5. Border Watch, one prior to the event and two after the Gala dinner celebration
6. One newspaper article in the Naracoorte Herald prior to the event
7. Two newspaper articles in the Border Chronicle, one prior to and one after the Gala Dinner
8. One SA Life editorial prior to the event and one social page inclusion in the June and July SA Life edition
9. One magazine article in Southern Life—July edition



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A successful outcome of this extensive media coverage has been the continual awareness of the profile and image of Women in Business & Regional Development.

Recommendations:

- To commission a different artist from around the region each year to provide their interpretation of the Award trophies
- To stipulate a set word count (e.g. up to 500 words) on the Awards 2012 entry form per question so that all entries are uniform
- To change question 1 to include (part a) what is your specific role in the business?
- To add in a clause that confirmation will be sent to each entrant upon receipt of their nomination and entry form
- To discuss the addition of encouragement awards for 2012.
- That employees and contractors of Women in Business & Regional Development who are directly involved in the Gala Awards Dinner are ineligible to enter the awards
- To allow previous Award winners to participate in the judging process (which excludes them from entering the Awards) and for the Awards Coordinator to select these representatives together with a local Government representative, a previous WiB Board member and/or a present WiB Board member to chair the meeting
- To keep the awards a simple process so as not to deter women business operators who are time poor.
- To provide prospective entrants with the details of people from around the Limestone Coast region who can assist with writing their submission



- To obtain more administration assistance with the collation, photocopying and emailing of the entries to assist the judging panel and with the gala dinner event details
- To allow room in the booklet showcasing the entrants for information on the Award sponsors and their logos (preferably logos on the front cover)
- To discuss the possibility of a visual data show of each entrant featuring individual photos

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Appendices

1. Influential Women in Business Awards Entry Form
2. Influential Women in Business Gala Dinner flyer
3. Women in Business & Regional Development E newsletters featuring the Awards and Gala Dinner (x4)
4. Media release 1
5. Media release 2
6. Media release 3
7. The Border Watch newspaper article
8. Naracoorte Herald newspaper article
9. Lifestyle 1 magazine article (two pages)
10. Naracoorte Herald newspaper article
11. Lifestyle 1 magazine article
12. Border Chronicle newspaper article
13. SA Life magazine article (June edition)
14. The Border Watch newspaper article
15. The Border Watch newspaper article—social pages
16. Coastal Leader newspaper article
17. Border Chronicle newspaper article
18. Lifestyle 1 magazine editorial (two pages)
19. ABC Radio online media report
20. The Border Watch online archives report
21. SA Life magazine article (July edition)
22. Southern Life magazine article (July edition)
23. Financial report

