



WOMEN
in media
Awards

PRESENTED BY:

are media

CATEGORIES & CRITERIA 2024



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Key Dates

Entries open - Thursday 11 April 2024

Early Bird entries close - Tuesday 4 June 2024 (11.59 PM)

Power List launch - Thursday 6 June 2024

Late entries close - 11 June 2024 (11.59 PM)

Early Bird tickets finish - Friday 12 July 2024 (11.59 PM)

Shortlist announced - Monday 15 July 2024

Awards Night - Friday 16 August 2024

Website:

<https://bandtwim.com.au/>

Submissions portal:

<https://submissions.bandtwim.com.au/>

Pricing:

On-time entries - \$299 + GST

Late entries - \$399 + GST



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Agency Sales/Account Management

More than just bringing in revenue, these individuals are client relationship management experts, product champions and the frontline for any business. Roles including but not limited to: account associate, account coordinator, account director, account executive, account manager, account specialist, account representative, advertising sales director, advertising sales representative, business development manager, client relationship manager, client partner, key account manager, strategic account manager, sales manager, director of sales, sales consultant and sales executive.

Please only enter this category if you work for an agency. We will not be able to move your entry into Media Sales/Account Management once you enter.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024, to the advertising, media and marketing professions and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase at least one major project or campaign during the judging period in which the nominee played a key role. Demonstrate the commercial results they have contributed to and evidence of delivering results for both the business and their client/s **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Best Ad Campaign

Championing the Equality Cause sponsored by Are Media

This category aims to recognise campaigns that champion the equality cause and contribute to the promotion of women in society. To be eligible, the campaign should have been live in market during the judging period of 30 June 2023, to 10 June 2024.

1. Outline the central idea behind this campaign in answering the client's brief **(250 words – 40 points)**.
2. Evidence of the quality of execution and integration in multiple media channels **(200 words – 30 points)**.
3. Demonstrate evidence of its effectiveness and success in targets as set out by the brief **(200 words – 30 points)**.

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Business Support

This category is open to women who play an effective role within the day-to-day management on behalf of their organisation's executives, within the judging period of 30 June 2023 to 10 June 2024. Roles including but not limited to: executive assistants, personal assistants, office managers and business support coordinators.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024 to the advertising, marketing, and media professions and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase at least one major project or campaign during the judging period in which the nominee played a key role. Demonstrate how their contribution has directly impacted the success of the project or campaign **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Casting Agent

This category aims to celebrate those women who have dedicated significant time and effort to cast talent in advertising, film, television and online content.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024, to the creative industries and wider society, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words, 50 points)**.
2. Showcase the nominee's major production output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's production efforts have contributed to the overall quality of execution across scripting, casting and directing and the effectiveness and success of this work against a target **(500 words, 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words, 20 points)**.



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Champion of Change *Sponsored by Nine*

This category is open to both female and male senior leaders in the industry who have taken action to drive change in their workforce.

1. Outline the most significant contribution the entrant has made to the retention, progression, satisfaction or development of individuals or groups of females within their organisation and/or the profession **(500 words – 40 points)**.
2. A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation **(500 words – 30 points)**.
3. Two individual references of no more than 500 words each, from appropriate staff members detailing their own experiences with the nominee **(1000 words – 15 points each)**.

 **Nine**



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Client Services

Client services are the backbone of the relationship between a business and its clients. They answer the phone to unhappy clients and keep the relationship healthy through the good and the bad. This category is open to those who work in client services with job titles such as: chief client officer, client partner, client service manager, client solutions manager and head of client services.

1. A brief overview of what the nominee has contributed in the judging period of 10 June 2023 to 10 June 2024 to the client services profession and the community, including contribution to the progression and development of client relationships and success stories **(500 words – 50 points)**.
2. Showcase the nominee's major client services output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's efforts have contributed to the overall quality of execution across client services.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Creative

For those who transcend traditional ideas, rules and relationships to create imaginative, progressive and original work.

This category is open to both individuals and creative duos.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024, to the advertising, marketing and media industries and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase the nominee's major creative output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's creative ideas have answered a client's brief, the quality of the creative execution and the effectiveness and success of this work against a target **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Creative Producer

Creative producers take a vision and make it real. They process everything from the creative idea to the final stages of production. Managing a team of art directors, designers, copywriters and casting agents is no easy task! This category is open to the industry's unflappable creative producers.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024 to the advertising, marketing and media industries and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase the nominee's major production output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's production efforts have contributed to the overall quality of execution across scripting, casting, and directing, and the effectiveness and success of this work against a target (500 words – 30 points).
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Employer

Whilst most employers will say they support the women in their businesses, there's a big gap between employers that talk the talk and employers that walk the walk. This category is open to employers who are committed to ensuring equality for women in their workplace.

1. Evidence of a well-thought-out and executed recruitment policy that demonstrates how specific programs and initiatives have benefited women in and joining the company **(500 words – 30 points)**.
2. Employers should provide two individual staff case studies of no more than 500 words each, from appropriate staff members detailing their own experiences at the company. One should be from a member of staff who joined between 2020-2024 while the other from a staff member who joined in 2019 or earlier **(1000 words – 50 points each)**.
3. Demonstrate a commitment to the development and retention of female talent **(300 words – 20 points)**.



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Entrepreneur

This category champions the corporate escapees who have taken the plunge and followed their passions, taking on the role of CEO, CFO, sales manager, strategist, accountant and everything in between.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024 to the communications profession and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Demonstrate exceptional innovation, growth and the creation of a business that has the potential to scale and remain sustainable. In particular, showcase the nominee's vision, risk optimisation, strategic perspective, passion, market knowledge and her ability to navigate a dynamic business environment **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Executive Leader

Sponsored by MiQ

This category is open to women who are currently in C-suite-level leadership roles within the business including but not limited to: CEO, CIO, CTO, CMO, CRO and COO. Judges will look for exceptional leadership, a strong vision of the future, cohesive company culture and outstanding management skills as well as growth and innovation within their organisation.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024, to their organisation, the advertising, marketing and media professions and the wider community. Proven revenue and growth figures will aid your application – please note that these may be checked and clarified by our judging team **(500 words - 50 points)**.
2. Indicate how the nominee is advocating for a more inclusive culture and demonstrate the growth their leadership has created **(400 words – 30 points)**.
3. At least one reference from either a team member, community leader, academic or client must be included with the entry **(300 words – 20 points)**.

MiQ



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Glass Ceiling Award

Sponsored by Marie Claire

The Glass Ceiling Award is to women who have smashed the glass ceiling themselves or who have opened a crack so wide that other women can proudly ascend above it.

1. The winner of this award can demonstrate how they have set the tone, led by example and then swept aside all barriers so other women following didn't even notice a bump. Those who subscribe to Cindy Gallop's infamous Highlander Syndrome (there can be only one) need not apply. Judges will be looking for evidence of a stellar career and an inclusive attitude to share their success with others. Men can be considered for this award in exceptional circumstances. **(1000 words – 100 points).**

marie claire



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Journalist/Producer

Journalists and producers are the storytellers and faces of the media industry. They play a valuable part in pushing the equality agenda and in highlighting the stories of those who don't have a voice.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024, to the communications profession and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase the nominee's major output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's work has contributed to the wider understanding of women's equality for the benefit of the community, the quality of execution and the effectiveness and success of this work against its aim to inform, persuade or entertain its audience **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Marketing

Multi-channel above, below and through the line – these brand champions connect with customers on all levels and drive growth for their businesses.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024, to the advertising, media and marketing professions and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase the nominee's major marketing output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's innovation has contributed to business growth and improved commercial results **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Media Planner/Buyer Sponsored by Paramount

This category is open to media planners and buyers who have demonstrated impressive client results and cultural cut-through through their media placements and strategies.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024, to the advertising, marketing and media professions and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase the nominee's major media buying/planning output during the judging period, highlighting at least one major project or piece of work for a client. Demonstrate how the nominee's innovation has contributed to business growth and improved commercial results **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.





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Media Sales/Account Management

More than just bringing in revenue, these women are client relationship management experts, product champions and contribute massively to their organisation's growth and sustainability.

Please only enter this category if you work for a **media owner**, such as News Corp, Nine Entertainment, SCA, oOh!media and Pinterest. We will not be able to move your entry into Agency Sales/Account Management once you enter.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024, to the communications profession and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase at least one major project or campaign during the judging period in which the nominee played a key role. Demonstrate the commercial results they have contributed to and evidence of delivering results for both the business and their client/s **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Mentor

This category is open to those who have mentored individual women whether in their organisation or outside it, elevating their game and getting more women on the path to leadership.

1. An outline of the significant contribution the entrant has made to the retention, progression, satisfaction or development of individuals or groups of females within their organisation and/or the profession during the judging period of 30 June 2023 to 10 June 2024 **(500 words – 40 points)**.
2. A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation **(500 words – 30 points)**.
3. Two individual references of no more than 500 words each, from appropriate staff members detailing their own experiences with the nominee **(1000 words – 15 points each)**.



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People and Culture

Open to an individual who has demonstrated excellence by creating and driving successful HR strategies and is focused on the wellbeing of companies' employees in the advertising, marketing and media industries. This category is open to women from in-house and external People and Culture roles.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024, to the advertising, marketing and media professions and the community, including contribution to the progression and development of women within organisations and the wider industry **(500 words, 50 points)**.
2. A brief profile of the nominee, including significant achievements and accomplishments of note during their time working with or for an organisation in the sectors **(500 words, 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words, 20 points)**.



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Project Manager

This category is open to the managers, planners and coordinators who create a consistent pulse to guide every project towards on-time and on-budget delivery.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024 to the project managing profession and the community, including contribution to the progression and development of project management. **(500 words – 50 points).**
2. Showcase the nominee's major output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's management efforts have contributed to the overall quality of execution across projects.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points).**



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Public Relations

This category is open to women with in-house communications or public relations roles or similar and women working for external communications agencies.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023 to 10 June 2024, to the communications profession and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase the nominee's major PR output during the judging period, highlighting at least one major project or piece of work for a client/s. Demonstrate how the nominee's idea has answered the client's brief, the quality of execution and the effectiveness and success of this work against the target **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Rising Star

This award celebrates those women who are going places quickly and are set to be future industry leaders.

Additional age criteria: entrants must be UNDER 30 by midnight on 10 June 2024.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024, to the communications profession and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Outline the nominee's future ambitions **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Social Change Maker

Sponsored by Australian Women's Weekly

This category aims to celebrate women who have dedicated significant time and effort to the community through their work, creating broader change for women across Australia and beyond.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024, to the media profession and the wider community **(500 words – 50 points)**.
2. Showcase at least one major project or piece of work during the judging period in which the nominee played a key role. Demonstrate how the nominee's contribution has added to the success of the project **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.

THE AUSTRALIAN
Women's Weekly



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Social Media

Social media has transformed the way we communicate. Products have sold out thanks to a well-timed post to TikTok or Instagram. This category is open to women who excel at using social media to promote brands and products.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024 to the social media profession and the community, including contribution to the progression and development of social media strategies **(500 words – 50 points)**.
2. Showcase the nominee's major social media output during the judging period, highlighting at least one major project or piece of work. Demonstrate how the nominee's production efforts have contributed to the overall quality of execution across social media, content creation and campaigns **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Strategy

This category is open to the thinkers, goal setters and solution generators who create plans to move their organisation forward towards a better future .

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024 to the communications profession and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase the nominee's major strategic output during the judging period, highlighting at least one major project. Demonstrate how the nominee's strategy has answered the client's brief, the quality of execution and the effectiveness and success of this work against the target **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.



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Sustainability Champion

**New for 2024*

The universal effort required to protect our planet would simply not be possible without communicators and creatives working to share the work of scientists and environmental organisations all over the globe. This award is open to women working in the media space who have used their positions and skills to make a difference in the preservation of this planet.

1. A brief overview of what the nominee has contributed to sustainability in the judging period of 30 June 2023, to 10 June 2024 **(500 words – 50 points)**.
2. Outline the nominee's future ambitions to create positive change for the environment and make the advertising, marketing and media industries kinder to our planet **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**



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Tech

This category is open to the coders and number crunchers who weave all the tech under the hood that makes our modern world turn. This category is open to women with technology-based roles within advertising, marketing and media companies such as: chief technology officer, data science, delivery, developer, engineer and product.

1. A brief overview of what the nominee has contributed in the judging period of 30 June 2023, to 10 June 2024 to the communications profession and the community, including contribution to the progression and development of women within her organisation and/or the wider industry **(500 words – 50 points)**.
2. Showcase at least one major project or piece of work during the judging period in which the nominee played a key role. Demonstrate how the nominee's innovation has contributed to business growth and improved commercial results **(500 words – 30 points)**.
3. At least one reference from either an employer, community leader, academic or client must be included with the entry **(300 words – 20 points)**.