



WOMEN
in media
Awards

PRESENTED BY:

are
media

Criteria & Submission Information

Key dates:

Entries close – 5pm AEST, Friday 3rd June 2022 – on-time entry fee \$299 + GST/entry
Late entries close – 5pm AEST, Friday 10th June 2022 – late entry fee \$399 + GST/entry
Awards night – Friday 19th August @ The Venue, Alexandria

Online portal:

<https://bandtawards.com.au/wim/submissions/>

Website:

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



Categories

Agency Sales/Account Management

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

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).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Best Ad Campaign - Championing the Equality Cause

This category aims to recognise campaigns which champion the equality cause and contribute to the promotion of women. To be eligible, the campaign should have been live in market during the judging period of June 30, 2021, to June 10, 2022.

Outline the central idea behind this campaign in answering the client's brief (250 words – 40 points).

Evidence of the quality of execution and integration in multiple media channels (200 words – 30 points).

Demonstrate evidence of its effectiveness and success in targets set out by the brief (200 words – 30 points)

Business Support

This category is opened to those women who play an effective role within the day to day management on behalf of the Executives of their organisation, within the judging period of June 30, 2021 to June 10, 2022. Roles including, but not limited to: executive assistants, personal assistants, office managers and business support coordinators.

A brief overview of what the nominee has contributed in the judging period of June 30, 2021 to June 10, 2022 to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

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 on the success of the project/campaign. (500 words – 30 points)

At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

Casting Agent

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

A brief overview of what the nominee has contributed in the judging period of January 1, 2020 to June 30, 2021, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words, 50 points).

Showcase the nominee's major production output during the judging period, highlighting at least one major project/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 target. (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

Key dates:

Entries close – Friday 3rd June 2022 | Late entries close – Friday 10th June 2022 | Awards night – Friday 19th August @ The Venue, Alexandria



Categories

Champion of Change

This category is open to both female and male senior leaders in the business who have taken action to drive widespread change in the workforce within the judging period of June 30, 2021, to June 10, 2022

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).

A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation (500 words – 30 points).

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).

Creative

This category is opened to both individuals and creative duos.

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Showcase the nominee's major creative output during the judging period, highlighting at least one major project/piece of work. Demonstrate how the nominee's creative idea has answered the client's brief; quality of execution; and, the effectiveness and success of this work against target (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Creative Producer

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022 to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Showcase the nominee's major production output during the judging period, highlighting at least one major project/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 target (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Employer

Evidence of a well thought out and executed recruitment policy that demonstrates how specific programs and initiatives have benefited females in the company (500 words – 30 points).

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 for a member of staff who joined during 2019-2022, the other for a member of staff who joined in 2018 or earlier (1000 words – 25 points each).

Demonstrate a commitment to the development and retention of female talent (300 words – 20 points).

Key dates:

Entries close – Friday 3rd June 2022 | Late entries close – Friday 10th June 2022 | Awards night – Friday 19th August @ The Venue, Alexandria



Categories

Entrepreneur

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022 to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Demonstrate exceptional innovation, growth and the creation of a business that has the potential to scale up 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).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Executive Leader

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to their organisation, the advertising and media profession, and the wider community. Proven revenue and growth figures will aid your application – please note, these may be checked and clarified by our judging team (500 words - 50 points).

Indicate how the nominee is advocating for a more inclusive culture and demonstrate the growth their leadership has created (400 words – 30 points).

At least one reference from either a team member, community leader, academic or client must be included with the entry (300 words – 20 points).

Glass Ceiling Award

PRESENTED BY **marie claire**

The Glass Ceiling Award is for women who have smashed the glass ceiling themselves or who have opened a crack so wide other women can proudly ascend above it. The winner of this award will be able to demonstrate how they have set the tone, led by example and then swept aside all barriers so others 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 as well as an inclusive attitude to share their success with others. Men will be considered for this award as well in exceptional circumstances. (1000 words- 100 points).

Journalist / Producer

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Showcase the nominee's major output during the judging period, highlighting at least one major project/piece of work. Demonstrate how the nominee's work has contributed to the wider understanding of the topic for the benefit of the community; 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).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Key dates:

Entries close – Friday 3rd June 2022 | Late entries close – Friday 10th June 2022 | Awards night – Friday 19th August @ The Venue, Alexandria

Categories

Marketing

PRESENTED BY



A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Showcase the nominee's major marketing output during the judging period, highlighting at least one major project/piece of work. Demonstrate how the nominee's innovation has contributed to business growth and improved commercial results (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Media Buyer / Planner

PRESENTED BY



A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Showcase the nominee's major media buying/planning output during the judging period, highlighting at least one major project/client. Demonstrate how the nominee's innovation has contributed to business growth and improved commercial results (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Media Sales / Account Management

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

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).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Mentor

This category is open to those who have mentored individual women within the judging period of June 30, 2021, to June 10, 2022.

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 (500 words – 40 points).

A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation (500 words – 30 points).

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).

Key dates:

Entries close – Friday 3rd June 2022 | Late entries close – Friday 10th June 2022 | Awards night – Friday 19th August @ The Venue, Alexandria



Categories

People and Culture

Open to an individual who has demonstrated excellence by creating and driving successful HR strategies and is focusing on the wellbeing of companies' employees underneath the marketing umbrella, including marketing departments, agencies and media teams.

A brief overview of what the nominee has contributed in the judging period of January 1, 2020 to June 30, 2021, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words, 50 points).

A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation. (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

Public Relations

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Showcase the nominee's major PR output during the judging period, highlighting at least one major project/client. Demonstrate how the nominee's idea has answered the client's brief; quality of execution, and; the effectiveness and success of this work against target (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Recruiter

Open to all recruitment/resourcing leaders working underneath the marketing umbrella, including marketing departments, agencies and media teams.

This person will have demonstrated significant influence on the profession, their business, best practice and demonstrated exemplary leadership.

Evidence of a well thought out and executed recruitment policy that demonstrates how specific programs and initiatives have benefited females (500 words – 50 points)

Recruiters should provide two individual staff case studies of no more than 500 words each, from appropriate staff members detailing their own experiences with the recruiter. Case study 1 for a member of staff who joined during 2017-2021. (500 words – 25 points each).

Rising Star

PRESENTED BY



Additional age criteria: entrants must be UNDER the age of 30 by midnight, 10 June, 2022.

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Outline the nominee's future ambitions (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Key dates:

Entries close – Friday 3rd June 2022 | Late entries close – Friday 10th June 2022 | Awards night – Friday 19th August @ The Venue, Alexandria



Categories

Social Change Maker PRESENTED BY **Women's Weekly**

This category aims to celebrate those who have dedicated significant time and effort to the community via charity and pro bono work.

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022, to the media profession and the wider community (500 words – 50 points).

Showcase at least one major charity or pro bono project 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).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Strategy

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022 to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

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; quality of execution, and; the effectiveness and success of this work against target (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Tech

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022 to the communications profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).

Showcase at least one major project 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).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

NEW! Social Media

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022 to the social media profession and the community, including contribution in the progression and development of women through social media strategies (500 words – 50 points).

Showcase the nominee's major social media output during the judging period, highlighting at least one major project/piece of work. Demonstrate how the nominee's production efforts have contributed to the overall quality of execution across social media, content creating and social campaigns. (500 words – 30 points).

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

Key dates:

Entries close – Friday 3rd June 2022 | Late entries close – Friday 10th June 2022 | Awards night – Friday 19th August @ The Venue, Alexandria



WOMEN
in media
Awards

PRESENTED BY:
are
media

Categories

NEW! Project Manager

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022 to the project managing profession and the community, including contribution in the progression and development of women through successful project management. (500 words – 50 points).

Showcase the nominee's major output during the judging period, highlighting at least one major project/piece of work. Demonstrate how the nominee's management efforts have contributed to the overall quality of execution across projects.

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

NEW! Client Services

A brief overview of what the nominee has contributed in the judging period of June 30, 2021, to June 10, 2022 to the client services profession and the community, including contribution in the progression and development of women through client relationships and success stories. (500 words – 50 points).

Showcase the nominee's major client services output during the judging period, highlighting at least one major project/piece of work. Demonstrate how the nominee's efforts have contributed to the overall quality of execution across client services.

At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

B&T Picks

People's Choice

PRESENTED BY  **Pinterest**

- via poll

Woman of the Year

PRESENTED BY



- chosen by B&T

Lifetime Achievement

PRESENTED BY



- chosen by B&T

Key dates:

Entries close – Friday 3rd June 2022 | Late entries close – Friday 10th June 2022 | Awards night – Friday 19th August @ The Venue, Alexandria