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# OUTSTANDING LEADERSHIP AWARDS

TWENTY TWENTY—ONE  
PR AGENCY PACK

# NOMINATE YOUR CLIENTS TODAY.

The Outstanding Leadership Awards have changed the way corporates acknowledge leadership. We are creating a movement that celebrates behaviours & values that espouse great leadership across Australia & New Zealand.

In 2020 we championed the organisations & small businesses that created diverse, inclusive & courageous leaders & teams.

Organisations connected with the awards are becoming employers of choice through their value system. Nominees are being championed & gaining recognition not for the dollars they bring in the door but the impact they make on people's lives each day.

## ***NOMINATE YOUR CLIENTS TODAY.***

Here are six reasons why you should nominate your client today:

***Visibility.*** They will receive national, local, & industry recognition— in past year, the awards received hundreds of thousands of media impressions globally.

***Morale.*** Personal validation for your client, their team and employees along with public acknowledgement of their commitment to celebrating outstanding leadership.

***Networking.*** Connect with a team of international judges, fellow nominees & other corporate sponsors.

***Exposure.*** Increase your visibility to The Leadership Review's editorial staff, columnists & receive invitations to participate in commentary.

***Employer Branding.*** They will attract employees to their company who resonate with their value system through brand exposure during the year.

***Business Opportunities.*** Gain exposure receive new sales & partnership opportunities through high—quality exposure & networking.

# OPPORTUNITIES FOR YOU AS AN AGENCY.

Partner with The Leadership Review

Collaborate the editorial team each month on topics relevant to feature your clients.

Create on your client's behalf high quality content for The Leadership Review - Editors Pick.

Have your client submissions featured across The Leadership Review social media channels.

The Leadership Review will give you a three-month free Corporate Subscription (along with a very inexpensive paid offer) which will enable you to gift your clients a subscription to the magazine.

# OUTSTANDING LEADERSHIP AWARDS.

Introducing the Leadership HQ Outstanding Leadership Awards.

Peer nominated awards which celebrate leadership, courage & authenticity. They recognise brave leadership; where leadership is demonstrated everyday. It is here through your actions & attitude where you are truly making a difference to your organisation, people & community.

The Leadership HQ Outstanding Leadership Awards will be presented to the recipients at a gala awards evening on March 26, 2022.

## DATES & DEADLINES

Nominations open:  
September 14, 2020

Nominations close:  
Jan 31, 2022

Finalists Announced:  
Feb 21, 2022

Gala Night:  
Mar 26, 2022

Publication:  
April 13, 2022

## AWARDS AVAILABLE

CEO — Large Coporation  
CEO — Medium Corporation  
Courageous Team  
— Corporate  
Courageous Team  
— Community  
Courageous Team  
— Public Sector  
Courageous Leader of the Year  
Team Leader of the Year  
Indigenous Leader  
Future Leader  
Public Sector Leader  
Community Leader  
SME Business Leader  
Start Up Leader  
Student Leader  
Women in Construction  
Women in Stem  
Outstanding Leader 2021

# READY TO LOCK IN YOUR PARTNERSHIP?

## **PARTNERSHIP AGREEMENT**

Ready to have your business recognised as a partner for courageous, authentic leadership? Download the partnership agreement here & return to: [hello@outstandingleadershipawards.com.au](mailto:hello@outstandingleadershipawards.com.au) to confirm your sponsorship.

Sponsorship is considered confirmed once the partnership agreement has been signed & payment received. During this process, you will be asked to provide:

Your company logo in both png & eps formats.

A company profile for inclusion on the awards website. Please take note of the maximum word limit as per your entitlements.

## **PARTNERSHIP CONDITIONS**

Please note that your partnership payment must be received before any entitlements can be delivered.

# CATEGORIES: AWARDS

## **CEO – LARGE CORPORATION**

Awarded to the CEO who can best demonstrate personal & corporate growth, inclusivity & the encouragement of leadership & courage within their organisation during 2020. The winner of this award will have clearly established a reputation for integrity, innovation & being brave. For this award, the nominator will be responsible for defining what makes the nominee brave. The definition of medium corporation for this purpose is a business that employs more than 200 employees.

## **CEO – MEDIUM CORPORATION**

Awarded to the CEO who can best demonstrate personal & corporate growth, inclusivity & the encouragement of leadership & courage within their organisation during 2020. The winner of this award will have clearly established a reputation for integrity, innovation & being brave. For this award, the nominator will be responsible for defining what makes the nominee brave. The definition of medium corporation for this purpose is a business that employs between 20 – 199 employees.

## **COURAGEOUS TEAM – CORPORATE**

Awarded to the corporate leadership team that can best demonstrate their collective leadership & courage by making an impact on their organisation or employees. The winner of this award will be a team who is able to demonstrate how together they had a positive impact on each other & in turn, their organisation & employees.

## **COURAGEOUS TEAM – COMMUNITY**

Awarded to the leadership team that can best demonstrate their collective leadership & courage by making an impact on their community as an organisation. The winner of this award will be a team who is able to demonstrate how together they had a positive impact on each other & in turn, their community & created social change.

## **COURAGEOUS TEAM – PUBLIC SECTOR**

Awarded to the public sector leadership team that can best demonstrate their collective leadership & courage by making an impact on their organisation & community. The winner of this award will be a team who is able to demonstrate how together they had a positive impact on each other & in turn, their organisation & community.

## **COURAGEOUS LEADER OF THE YEAR**

Awarded to the leader who can best demonstrate their leadership & courage within their organisation during 2020. The winner of this award will have clearly established a reputation for integrity, innovation & being brave. For this award, the nominator will be responsible for defining what makes the nominee courageous.



# CATEGORIES: AWARDS

## **TEAM LEADER OF THE YEAR**

Awarded to the team leader who can best demonstrate leadership courage & influence, inspiring dedication & motivation to achieve team goals. The winner of this award will be a leader who is able to demonstrate the positive impact they have on their team and in turn their organisation.

## **INDIGENOUS LEADERSHIP**

Awarded to an indigenous leader who can best demonstrate how their leadership & courage made a significant difference to organisational, community or team success. The winner of this award will be a leader who is able to demonstrate how their authenticity has had a positive impact on others & has encouraged others to believe in themselves & their ideas.

## **FUTURE LEADER**

Awarded to the emerging leader who can best demonstrate leadership courage & influence, inspiring dedication & motivation to achieve team goals. The winner of this award may not hold a formal leadership title but will have become established as the go-to person within their team or organisation. This person is not afraid to make suggestions, take the lead & play to their strengths.

## **PUBLIC SECTOR LEADER**

Awarded to the leader who can best demonstrate personal & corporate growth, inclusivity & the encouragement of leadership & courage within their organisation during 2020. The winner of this award will have clearly established a reputation for integrity, innovation & being brave. For this award, the nominator will be responsible for defining what makes the nominee brave.

## **COMMUNITY LEADER**

Awarded to an incredible community leader who can best demonstrate how their leadership & courage made a significant difference to organisational, community or team success. The winner of this award will be a leader who is able to demonstrate how their authenticity has had a positive impact on others & has encouraged others to believe in themselves & their ideas.

## **SME BUSINESS LEADER**

Awarded to the small business leader who can best demonstrates strong & brave leadership within their business. This leader may be exceptionally innovative or gifted with the ability to create & inspire people's commitment to a creative or visionary new business strategy. The definition of an SME for this purpose is a business that employs between 1 – 19 employees.

# CATEGORIES: AWARDS

## **START UP LEADER**

Awarded to the leader of a start-up business, who can best demonstrate how his or her leadership attitude gave the business a competitive advantage in the marketplace. A start-up business is defined as a young company founded by one or more entrepreneurs in order to develop a unique product or service & bring it to market. While the winner of this award may have created a business which is very profitable, he or she will also be able to demonstrate an originality & enthusiasm for the job which inspires the admiration of others.

## **STUDENT LEADER**

Awarded to the student leader who can best demonstrate leadership courage & influence, inspiring dedication & motivation to achieve team goals. The winner of this award may not hold a formal leadership title but will have become established as the go-to person within their team or organisation. This person is not afraid to make suggestions, take the lead & play to their strengths.

## **WOMEN IN CONSTRUCTION**

Awarded to the female leader in the construction industry who can best demonstrate leadership courage & influence, inspiring dedication & motivation to achieve team goals. The winner of this award may not hold a formal leadership title but will have become established as the go-to person within their team or organisation. This person is not afraid to make suggestions, take the lead & play to their strengths.

## **WOMEN IN STEM**

Awarded to the female leader in science, technology, engineering & mathematics who can best demonstrate leadership courage & influence, inspiring dedication & motivation to achieve team goals. The winner of this award may not hold a formal leadership title but will have become established as the go-to person within their team or organisation. This person is not afraid to make suggestions, take the lead & play to their strengths.

## **OUTSTANDING LEADER 2021**

Awarded by the full judging panel, the outstanding leader will not only epitomise all the key criteria for their nominated category but demonstrate in all aspects of their life that they are a leader of leaders.



# GALA PARTNERS

Partner with us for the Gala Dinner & have your corporate brand front & centre. Your business will be part of the promotion of the event including having your logo & a short corporate bio on the website, your logo will be on all emails sent out to attendees, the screens on the night & acknowledged on all social media platforms during the three months of promotion for the Gala Dinner.

Photographer  
**\$2,000**

Videographer  
**\$4,000**

Table Decorations  
**\$1,500**

Floral Arrangements  
**\$1,000**

Pre—Dinner Drinks  
**\$10,000**

Public Relations  
**\$6,000**

Printing  
**\$3,000**

Audio & Lighting  
**\$12,000**

Emcee  
**\$8,000**

Entertainment  
**\$5,000**

Judging Panel Table  
**\$2,500**

Keynote Speaker  
**\$12,000**

## QUEST —IONS?

To discuss our partnership packages, or to speak with our business development manager about your involvement with the Outstanding Leadership Awards please contact us via email or phone using the details below.

Leadership HQ

1300 719 665

[hello@outstandingleadershipawards.com.au](mailto:hello@outstandingleadershipawards.com.au)

# NOMINATE TODAY FOR THE AWARDS.

The nomination process includes the following questions to help you prepare your submission:

## **NOMINEE DETAILS:**

Email, Full Name, LinkedIn, Title, Company, Company website

**Question 01.** Provide an outline of the positive contribution & impact to their business &/or community the leader or team has made through their work.

**Question 02.** How has the leader or team contributed to embracing & espousing kindness & courage in their work.

**Question 03.** What has the team or leader done to actively make a difference & impact to the business and/or community.

**Reference Details.** Min 2 references required, Name, title, company, phone, email, written reference detailing why the nominee is an outstanding leader.

**Question 04.** How has the leader or team demonstrated being inclusive in their business &/or community.

**Question 05.** How has the leader or team supported others in being kind, courageous & inclusive.

**Question 06.** How has the leader or team demonstrated great leadership & why do these awards matter to them?

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