



**UDIA SA AWARDS FOR EXCELLENCE 2018
OFFICIAL SUBMISSION FORM**

Category: Marketing Excellence

This award recognises excellence in marketing of a residential project.

Projects eligible for this Award must:

- demonstrate an innovative and successful marketing approach
- demonstrate substantial delivery of the marketing strategy of the project.

Entries are judged on their branding, understanding of the target market, use of available budget and resources, market acceptance as evidenced by sales, and the achievement of the original marketing objectives

Project Details

The name shown here will be entered on the Award so please ensure accuracy.

Name of the Project:

Address of the Project:

Project Owner

The name shown here will be entered on the Award so please ensure accuracy.

Name:

Address:

Telephone:

Facsimile:

Mobile:

Entrant Details

Name of Company entering the project:

Contact person for judging:

Contact address:

Telephone:

Facsimile:

Mobile:

Entrant's relationship to project (*Delete the roles NOT applicable to your project*):

Owner, Developer, Project Manager, Marketer, Consultant, Architect, Local Government, Engineer, Other (please specify)

Project Description

Please complete the following section to provide an overall description of the project. Please ensure enough detail is provided to enable a judge with no prior knowledge of the development to make an informed decision. It is also important to highlight features that meet the specific judging criteria:

- Executive Summary in 250 words describing the special features of the project relating to the judging criteria and highlighting any relevant, unique and/or outstanding characteristics.
- Please attach any relevant artwork and summaries of results.

Judging Criteria

The headings below relate directly to the judging criteria. This is your opportunity to highlight to judges relevant features of the project that should be considered during their tour and when awarding the project judging points.

Please use one sentence to state how the project meets and excels in each of the following criteria.

1. Strategy
2. Industry Relevance / Contribution Made
3. Outstanding Nature & Planning Challenge
4. Budget
5. Comprehensive Analysis
6. Outcome to Date
7. Innovation/ Creativity/ Problem Solving
8. Assessment Solutions/ Manages Processes
9. Reality Tested / Practicability

Contact List

Please list below developer's consultants who were involved in the key project features and who should be recognised by the Award:

1. Consultant Name

Company

Function/role they played in the project

Office Tel

Mobile Email

Address

2. Consultant Name

Company

Function/role they played in the project

Office Tel

Mobile Email

Address

3. Consultant Name

Company

Function/role they played in the project

Office Tel

Mobile Email

Address

4. Consultant Name

Company

Function/role they played in the project

Office Tel

Mobile Email

Address

5. Consultant Name

Company

Function/role they played in the project

Office Tel

Mobile Email

Address

6. Consultant Name

Company

Function/role they played in the project

Office Tel

Mobile Email

Address

7. Consultant Name

Company

Function/role they played in the project

Office Tel

Mobile Email
Address

8. Consultant Name
Company
Function/role they played in the project
Office Tel
Mobile Email
Address

9. Consultant Name
Company
Function/role they played in the project
Office Tel
Mobile Email
Address

Compiling your submission:

Entries must be received no later than **5pm on Thursday August 2, 2018** to:
UDIA SA Office, Level 7, 81 Flinders Street, Adelaide.

The Awards will be announced at the:

UDIA SA 2018 Awards for Excellence Dinner on Friday October 19, 2018.

Please note: All content supplied for award entry may be used for publicity and promotional material at the Awards Presentation as well as for media and other printing purposes.

Please include:

Part 1 Written Response

(supplied electronically – ideally by services such as Dropbox, Google Drive or WeTransfer (along with Photographs (See below)) – with confirmation email sent to awards@udiasa.com.au. Please reference 'Company' and 'Award entry')

A written response to the judging criteria with explanatory information in word format (not pdf). The submission should be no more than ten (10 only) A4 pages or the equivalent of text and include the following:

- A 250 word Executive Summary of project highlights
- Relevant graphics, colour plans and photographs
- A brief marketing plan
- A list of the top 10 Key consultants who have worked on the project
- Please include a completed entry form with each copy of the submission.

An editable template can be provided by emailing a request to awards@udiasa.com.au

Part 2 Photographs

(supplied electronically – ideally by services such as Dropbox, Google Drive or WeTransfer – with confirmation email sent to awards@udiasa.com.au. Please reference 'Company' and 'Award entry')

Ten (10) professional photographs at high resolution min. 300 DPI photos, at least 120mm deep x 205mm wide on a CD ROM) of the project and fully captioned. **Photo quality is critical** as it may be used for publicity and promotional material at the Awards Presentation as well as for media and other printing purposes.

Part3 Printed Submission/Promotional Material

*(Delivered to UDIA SA Office, Level 7, 81 Flinders Street, Adelaide **5pm on Thursday August 2, 2018**)*

All award entries will be considered through electronic documents. No printed hard copies are required for submissions, however, should you want to submit a printed copy of your entry and/or any relevant promotional or marketing materials then you are advised to do so. These must be received by the UDIA office by submission date.

Cost

FIRST Entry \$550 + GST

Each Subsequent Entry \$350 + GST

Payment

A payment for the entry fee must be received for the submission to be accepted (see fee schedule below). This may be by:

EFT (Electronic Funds Transfer)

BSB: 035-213

Acct No. 136120

Name: Urban Development Institute of Australia (SA Division) Inc. or UDIA SA

Please reference 'company name' and 'Awards2018' with payment.

or

Credit Card by phone 8359 3000

Please note that a credit card payment will incur a 2% surcharge

Thank you for your time to enter our Awards for Excellence 2018!