

## 2020 LAVic Centre Excellence Awards

### CENTRE MARKETING AWARD Nomination Form

**Nominator name:**

**Phone number:**

**Email:**

**Nominated Centre:**

#### SELECTION CRITERIA

The Centre Marketing Award recognises Centres that have implemented an innovative marketing program, project or campaign, plan or activities that have demonstrably elevated the profile of their Centre within their community, generated new memberships and maximised member retention.

**Qualifying period:** All stated activities and achievements must have been achieved during the period 1 June 2019 to 31 May 2020.

**Provision for additional material in your application:** As part of your application we invite you to include visual evidence should you feel it may assist. Additional material may include: images / advertisements - flyers / booklets / videos / social media posts / news clippings etc

**Closing date:** entry submissions are to be received via email in MS Word or PDF format to [office@lavic.com.au](mailto:office@lavic.com.au) no later than Friday the 12<sup>th</sup> June 2020.

#### Questions:

1. Please outline the marketing initiatives and activities undertaken by the Centre (*maximum 300 words*)
2. What positive impacts did the initiatives have on the Centre? (*maximum 300 words*)
3. What learnings can other Centres take from these activities? (*maximum 300 words*)

4. If you could provide a brief summary or 'Words of Wisdom' to our LAVic Centres on a way to promote the benefits of this award topic, what would it say? (100-150 words)

5. Links/attachments to additional material (if applicable) :