

# High achiever? Reach the next level.

Everything you need to know about the  
2017 Telstra Business Women's Awards



# Hello, let's get you started

Completing the online entry form can be an enlightening experience. Past entrants have said what a wonderful opportunity it was to learn about themselves both personally and professionally.

For over two decades, the Awards have celebrated outstanding business women and given them an opportunity for national recognition. The story of each Award winner is unique yet they all share qualities of courage, leadership, creativity and business success.

We hope you enjoy completing your entry and allow yourself this chance to take pride in your story and truly appreciate your achievements.

## About this Information Pack

This pack includes everything you need to know about the Awards process. It's a good idea to print it out and keep it as a handy reference. Please note there is no entry form with this document. You must complete your entry online. **Entries open on Wednesday 26 April 2017.**

At the end of this pack you'll find a summary of the questions you'll be asked. Use these to prepare your answers ready to complete the online entry form.

If you need any help, please contact the Awards team on 1800 817 536 from 9:00am to 7:00pm AEST, Monday to Friday, or complete the online contact form at [telstrabusinesswomensawards.com/contact](http://telstrabusinesswomensawards.com/contact)

We look forward to hearing your story.

**“The Telstra Business Women's Awards are a celebration of achievement, of striving to be your best and of making a difference in your chosen field of endeavour.”**

Jennifer Fitzgerald  
2016 Telstra Victorian Business Woman of the Year

Dates to remember	3
Eligibility	4
Award categories	5
How to enter	6
What you'll need	7
Prizes & benefits	8
Judging process	9
Elements of the entry form	10
The shortlist interview	11
About the questions	12
Entry form questions	13
Thinking space and login details	24

# 2017 dates

Entries for the 2017 Telstra Business Women's Awards open Wednesday 26 April and close midnight AEST on Thursday 15 June 2017. All entries must be submitted online.

## State/Territory Finalist Workshop Dates

The finalist workshops are held the night before the Awards Dinner in each State/Territory and provide media training and event preparation for Australian State/Territory finalists.

<b>ACT</b>	Thursday 28 September 2017
<b>QLD</b>	Thursday 5 October 2017
<b>VIC</b>	Monday 9 October 2017
<b>TAS</b>	Thursday 12 October 2017
<b>SA</b>	Monday 16 October 2017
<b>NT</b>	Thursday 19 October 2017
<b>WA</b>	Monday 23 October 2017
<b>NSW</b>	Thursday 26 October 2017

## State/Territory Dinner Dates

All finalists will be acknowledged and winners announced at a Dinner in each State/Territory. The events provide a fantastic opportunity to celebrate with family and friends.

<b>ACT</b>	Friday 29 September 2017
<b>QLD</b>	Friday 6 October 2017
<b>VIC</b>	Tuesday 10 October 2017
<b>TAS</b>	Friday 13 October 2017
<b>SA</b>	Tuesday 17 October 2017
<b>NT</b>	Friday 20 October 2017
<b>WA</b>	Tuesday 24 October 2017
<b>NSW</b>	Friday 27 October 2017

## National Awards

The 2017 State/Territory winners and the finalists for the Telstra Business Woman in Asia Award category will be flown to Sydney for National judging on Monday 27 November, followed by the National Workshop on Tuesday 28 November and a glittering Gala Dinner that night.



2016 Telstra Australian Business Woman of the Year – Andrea Mason

# Eligibility

To be eligible to enter the 2017 Telstra Business Women's Awards, an entrant must meet set criteria.

## For Australian Award categories:

- For all categories, entrants must be living in Australia as an Australian citizen or have Australian residency status
- If entering the Entrepreneur category, they will have been operating their business for at least one year by 15 June 2017
- They are not employed by Telstra, a sponsor, or direct supplier of the Telstra Business Women's Awards
- Telstra does not have a financial interest in their business or organisation
- They have not been involved in the judging of the Telstra Business Women's Awards in the past three years
- They were not an Award winner in the 2015 or 2016 Telstra Business Women's Awards
- They are aged 29 years or younger by 15 June 2017, to be automatically entered into the Young Business Women's Award

## For Business Woman in Asia Award category:

- Entrants must be a resident of Asia (see list of eligible countries in [Terms and Conditions](#))
- They are not employed by Telstra, a sponsor, or direct supplier of the Telstra Business Women's Awards
- Telstra does not have a financial interest in their business or organisation
- They have not been involved in the judging of the Telstra Business Women's Awards in the past three years
- They were not an Award winner in the 2015 or 2016 Telstra Business Women's Awards

## Qualities that potential Award winners share:

The Judges look for qualities in each entrant that reflect the values of the Awards; qualities including:

- a compelling vision that shapes what they do
- excellent leadership
- overcoming adversity with determination and creative problem solving
- championing the skills of relationship building and negotiation in business
- mentoring others to succeed
- giving back to their community
- challenging the notion that there is only one way of doing things



2016 Telstra Australian Young Business Women's Award winner – Anna Ross

# Award categories

The Telstra Business Women's Awards feature six categories that champion women across a broad spectrum of businesses.

The Australian Award categories are:

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## **Entrepreneur Award**

Open to owners with a 25 percent share or more, who are fully engaged and active in day-to-day running and decision-making in a business they've been operating for a minimum of one year.

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## **For Purpose and Social Enterprise Award**

Open to owners or employees of organisations that deliver positive social/environmental change as their core mission. Includes not for profit and social ventures.

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## **Public Sector and Academia Award**

Open to employees of government departments, educational institutions and statutory bodies.

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## **Corporate and Private Award**

Open to employees in the private and corporate sectors, including corporate leaders and owners with less than a 25 percent share in a business.

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## **Young Business Women's Award**

Entrants in any of the qualifying categories who are aged 29 years or under as at 15 June 2017, are automatically eligible for this category.

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The Asian Award category is:

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## **Telstra Business Woman in Asia Award**

Open to residents of Asia\* who are:

- Employees in the private and corporate sectors.
- Entrepreneurs with a 25 percent share or more, who are fully engaged and active in day-to-day running and decision-making in a business they've been operating for a minimum of two years.
- Owners or employees of organisations that deliver positive social/environmental change as their core mission. Includes not for profit and social ventures.

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\*See list of eligible countries in [Terms and Conditions](#)

# How to enter

Entry forms are completed online at [telstrabusinesswomensawards.com](http://telstrabusinesswomensawards.com) and can be accessed from Wednesday 26 April 2017.

The experience of past entrants suggests the entry will take up to 8 hours to complete. Past entrants have found that it is time well spent, giving them the rare chance to really think about what they've achieved and how they see their future.

## Important note

Make sure you click either the **Next step** button or the **Save** button before leaving an entry form page. If you do not click either **Next Step** or **Save**, you will lose the work you have just done on that page.

## To log in

Once entries open on Wednesday 26 April, you will receive an email asking you to set up your unique username and password. Use these to log in to your entry form via the 'My Account' page on the Telstra Business Women's Award website.

If you have any problems with your login details, please contact the Awards team using the online enquiry form on the Contact page of the website, or any phone number listed.

## When entries close

All entries must be submitted online by **midnight AEST on Thursday 15 June 2017**, with all questions answered in full. The percentage figure in the top right hand corner of the entry form must show 100%.

If you have any problems or questions, please contact the Awards team via: [telstrabusinesswomensawards.com/contact](http://telstrabusinesswomensawards.com/contact)

The Awards team will be available to take calls right up to **midnight AEST on Thursday 15 June**.



2016 Telstra Australian Corporate And Private Award winner – Jackie McArthur

# What you'll need

Entry forms are completed online at [telstrabusinesswomensawards.com](http://telstrabusinesswomensawards.com) and can be accessed from Wednesday 26 April 2017.

## Financials

Entrants shortlisted in the Entrepreneur Award category will be asked, in the second stage of judging, to provide financial information which has been verified by their accountant.

## Information security

All financial information will be treated in the strictest confidence. It will only be used for the purpose of judging your entry and will not be disclosed to anyone outside this process.

## References

To help the Judges build a holistic picture of your achievements, we ask you to provide a written reference from each of these groups:

- A direct manager, CEO, Chairman or Board Member. For the Entrepreneur category, a mentor is acceptable
- A professional colleague or supplier
- An employee, client or someone who reports directly to the entrant

## CV

You will need to upload your CV or provide a link to your LinkedIn profile page.

**“You cannot compare the incredible network of powerful, creative, like-minded women who truly believe that anything is possible.”**

Jacqueline Savage  
2016 Telstra Victorian Entrepreneur Award winner



2016 Telstra Australian Entrepreneur Award winner – Jenny Paradiso

# Prizes and benefits

The Telstra Business Women's Awards provide finalists and winners with the rich experience of self-evaluation and connection with other outstanding women.

## These include:

- A share in cash grants and exclusive experiences
- The chance to capitalise on the Awards success by displaying the Telstra Business Women's Awards Finalist or Winner logo
- Two tickets to attend their State/Territory Dinner (Australia only)
- A framed commemorative certificate
- For State/Territory winners outside New South Wales and finalists from Asia, one return economy airfare to Sydney, Australia for National judging, Workshop and Awards Gala Dinner
- Two nights accommodation in Sydney
- Two tickets to the Awards Gala Dinner presentation ceremony in Sydney

Beyond the prizes, finalists and winners of the Awards also become part of a vibrant and mutually supportive Alumni community. Past winners have found this extends their networks and brings more business opportunities their way. They've also been able to draw on Alumni knowledge and support, and forge valuable friendships with other successful women.



2016 Telstra Australian Public Sector And Academia Award winner – Inspector Virginia Nelson



# Judging process

Each entry is rigorously assessed which makes becoming a finalist a significant achievement in itself.

Here's a step-by-step guide to the judging process.

## **Step 1: The online entry form is assessed**

The first round of judging is based on the information provided in the online entry form and each question is scored to reach the overall score. This is the first place where an entrant can impress the Judges, so it's important to proudly highlight achievements and give plenty of detail within the word count.

## **Step 2: A shortlist of entrants is created**

Once the online entries have been assessed, the Judges create a shortlist of the most outstanding candidates in each State/Territory in Australia for all the Award categories. There will also be a shortlist of candidates for the Telstra Business Woman in Asia Award category and these entrants will be interviewed via video conference.

## **Step 3: Panel interviews are conducted\***

Shortlisted entrants for all the Australian Award categories are interviewed for about 40 minutes by two Judges so they can tell more of their story. Interviews are held throughout late August and September and those shortlisted in more than one category will have separate interviews for each category on the same day. The interviews are based on the behavioural method of questioning.

## **Step 4: The finalists are selected\***

Following the interviews, the Australian finalists are selected, notified of their success and invited to attend the Awards Dinner in their State/Territory. The finalists for the Telstra Business Woman in Asia Award category will be notified and invited to attend the judging day in Sydney in November.

## **Step 5: The finalists are celebrated and winners announced\***

Finalists are celebrated at a Dinner in their own State/Territory and presented on stage with a commemorative certificate. The category and overall State/Territory winners are announced. These events are a fantastic opportunity to share the excitement with family, friends and colleagues.

## **Step 6: Interviews with Judges to select the National winners**

State/Territory winners in each category then become the shortlist for that category at the National level. All State/Territory overall winners are eligible for the Telstra Australian Business Woman of the Year Award. For this part of the judging process, all finalists at the National level, as well as the finalists for the Asian Award, are brought to Sydney for an interview with the National Judging Panel.

## **Step 7: Australian National and Asia winners announced**

National category winners, the 2017 Telstra Australian Business Woman of the Year and the 2017 Telstra Business Woman in Asia Award will be announced in Sydney at the Awards Gala Dinner on Tuesday 28 November.

\* Not relevant to Business Woman in Asia Award category

### **The fine print**

Terms & Conditions for the Telstra Business Women's Awards can be viewed online at [telstrabusinesswomensawards.com/awards-terms-and-conditions](http://telstrabusinesswomensawards.com/awards-terms-and-conditions) (Australia) [telstrabusinesswomensawards.com/terms-and-conditions-asia](http://telstrabusinesswomensawards.com/terms-and-conditions-asia) (Asia)

# Elements of the entry form

Here are some things to know about the entry form that may make it easier to complete:

- The entry form can't be downloaded; it must be completed online
- All entered information must be saved before navigating away from the page
- By clicking the NEXT STEP button at the bottom of the entry page, that page is automatically saved. Leaving the page without clicking NEXT STEP or SAVE will mean losing the content that's just been entered
- Once saved, the webpage can be left and returned to later
- The form can be edited at any time and as many times as necessary until the entry deadline
- The question currently being worked on is highlighted so it's easy to find
- When a question is fully completed a tick will appear
- In the top right hand corner, a percentage figure shows how much of the entry is complete. The SUBMIT button will only work when the figure shows 100%
- There are additional tips and hints throughout the form
- Once the SUBMIT button is hit, no more changes to the entry form can be made



2016 Telstra Business Woman in Asia Award winner – Rituparna Chakraborty

# A guide to the shortlist interview

After the Judges have reviewed all the Award entries, they create a shortlist of potential finalists.

If you are shortlisted, you will be invited to attend an interview with two Judges. For shortlisted entrants in Australia, these interviews will take place in your capital city. For shortlisted entrants in Asia, these interviews will take place via video conference. Each interview will take about 40 minutes, giving you a chance to tell the Judges more of your story.

The interviews will be held throughout late August and September. If you're shortlisted in more than one category, you will participate in interviews for each category on the same day.

## The questioning

What the Judges ask you at the interview will be based on the behavioural method of questioning. Here are some guidelines to help you answer the questions in the best way possible.

- You will be asked to provide specific examples from your past work to demonstrate your capabilities. Think about your stories so you can tell them clearly and with plenty of detail.
- The questions allow you to validate your experience, skills, knowledge and attributes. Don't be shy. Give yourself full credit for your achievements.
- The Judges want to hear about your initiatives and how they affected your business decisions, and outcomes. Think about specific results and how you achieved them.

- The most important thing to remember is to talk about what you did and your role. Judges want to hear 'I' and 'my role' rather than 'we' and 'our team'. Of course, your success may be the result of teamwork but the Judges are interested in what you specifically did and achieved.

Additional considerations for the shortlist interview:

- Judges will take notes so they may not always be looking at you, however rest assured that they will be listening
- Make sure your information is specific – be clear
- Be yourself; remember that nobody knows about your experience better than you

When answering your questions, please use specific examples and try to stay away from team-based, generalised, opinion or theoretical responses, for example:

## Team-based

### Instead of:

We put together a project plan for...

### Try:

My role in developing the project plan was to...

## Generalised

### Instead of:

Usually I tackle a problem by doing...

### Try:

An example of when I effectively problem solved was when...

## Opinion

### Instead of:

I think that it was an overall good result...

### Try:

I know it was a good result as this is evident in measurable growth in our profit margin...

## Theoretical

### Instead of:

If I was in that situation I would...

### Try:

In previous situations similar to this I have done...

The Judges will want to hear key components, clearly expressed in your responses to questions:

## Background/situation

### What was the background?

#### Example Question:

Please tell me about this particular project, what were the circumstances around its inception?

## Action/steps

### What did you do?

#### Example Question:

What was your specific role in managing this particular project, how did you go about implementing it?

## Outcomes/results

### What was the effect of the action?

#### Example Question:

What happened as a direct result of your actions, what was the outcome?

## Details/evidence

### Do you have enough information?

#### Example Question:

How did you measure if it was a success or failure? What problems or success did you encounter?

For more information about the judging process, please visit [telstrabusinesswomensawards.com/entry/judging-process](https://telstrabusinesswomensawards.com/entry/judging-process)

# About the questions

As part of your online entry you'll be required to answer approximately 40 questions of between 50 and 400 words.

The majority of the entry form is made up of short answer questions, and there will also be a series of short form tick box questions. The questions listed on the following pages should be taken as a guide only, and not considered the final entry form you will be required to complete.

We have provided space in the question list so you can capture your thoughts and compose guide answers in preparation for the official online entry.

To enable you to fully describe your business journey and achievements, the entry form has multiple sections:

- About you
- The business
- Sustainability and inclusion
- Financials
- Leadership
- Communication
- Values
- Business references

For a valid entry, all the questions must be answered. They can, however, be answered in any order.



2016 Telstra Business Woman in Asia Award finalists

# Entry form questions

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**About you**[The business](#)[Sustainability and inclusion](#)[Financials](#)[Leadership](#)[Communication](#)[Values](#)[Business references](#)

## About you

This is your executive summary. Your responses will allow the judges to quickly gain a holistic understanding of you and your business. This information will also be used by the Awards Team to develop your profile, which may be used for publicity purposes.

- 1 Tell us your story so far. Academic history, professional career, past positions, previous public recognition etc. (Word limit: 150 words)
- 2 Tell us a little about your life outside work. Your passions, your pastimes and any other information you feel will help paint a picture of who you are. (Word limit: 150 words)
- 3 What's the purpose of your business or organisation? What do you do and why does it matter? (Word limit: 250 words)
- 4 Describe your current business role and responsibilities. What's your level of accountability and influence in the business? (Word limit: 250 words)

# Entry form questions

About you

**The business**

Sustainability and inclusion

Financials

Leadership

Communication

Values

Business references

## The business

In this section we want to gain a deeper understanding of you and your business journey. What has or who have been your key influencers, what inspires you and what are the secrets to your success?

- 1 What are you great at, why do you love what you do, and why does the world need it? (Word limit: 150 words)
- 2 What's been your proudest achievement in the last five years, and why? What did you learn along the way? (Word limit: 400 words)
- 3 How do you approach challenges in your business? Provide an example to illustrate how you overcame a roadblock to achieve success? (Word limit: 200 words)
- 4 What is the most significant change you've brought about in business and what has been the impact? (Word limit: 200 words)
- 5 How has technology transformed your career and contributed to your success as a business leader? (Word limit: 200 words)
- 6 How do you anticipate leveraging technology in the future to build on your success and enhance your personal brand? (Word limit: 150 words)

# Entry form questions

About you

**The business**

Sustainability and inclusion

Financials

Leadership

Communication

Values

Business references

## The business - For Entrepreneur category only

- 1 What customer need or problem is your business solving, and what is your solution and value proposition? (Word limit: 250 words)
- 2 Describe how your venture has changed since you first started business. Include evidence to show how your original entrepreneurial insight has transformed into reality (e.g. sales growth, customer base, resources deployed). (Word limit: 200 words)
- 3 How has technology helped your business? (Consider things like mobilising your workforce, reaching new customers, protecting your customers' data and your business information). Give an example to illustrate your answer. (Word limit: 200 words)
- 4 How do you see technology changing your organisation in the next two years? (Word limit: 150 words)
- 5 How does being a female entrepreneur give you an edge in the market? (Word limit: 150 words)

# Entry form questions

About you

**The business**

Sustainability and inclusion

Financials

Leadership

Communication

Values

Business references

## **The business** - For Purpose and Social Enterprise category only

1 What social/environmental issue are you addressing and what have you achieved to date? (Word limit: 200 words)

2 Please outline your core trading revenue channels and explain how you maximise the funds directly applied to delivering on your core purpose (Word limit: 150 words)

3 Why are you relevant today and how will you be relevant in five years' time? (Word limit: 150 words)



# Entry form questions

About you

The business

**Sustainability and inclusion**

Financials

Leadership

Communication

Values

Business references

## Sustainability and inclusion

In a world facing environmental, social and economic challenges we want to understand the impact you have on others. How do you foster talent and diversity? And how is the broader community affected by your long-term strategy?

1 What are your views on diversity and inclusion and how do they manifest in your professional and personal life? (Word limit: 350 words)

2 Outstanding leaders create a positive environment for learning. How have you invested time, money and energy in developing others to build your business capability for future success? (Word limit: 250 words)

3 In the last year, what have you done to increase the accurate perception of your company as being ethical and honest? (Word limit: 150 words)

4 How do the decisions you are making today help people and the planet tomorrow? (Word limit 150 words)

# Entry form questions

About you

The business

Sustainability and inclusion

**Financials**

Leadership

Communication

Values

Business references

## Financials

As this is a business awards program, it's critical we understand your fiscal experience and accountability, your approach to mitigating risk and how your business is set up for success, today and into the future.

Please note: If you are shortlisted for the Entrepreneur Award (Australian entrants only), you will be required to submit further details about the financial performance of your business including a full P&L statement. All financial information will be treated with the strictest confidence. It will only be used for the purpose of judging and will not be disclosed to anyone outside this process.

- 1 What are your current fiscal responsibilities? Tell us how often you report on financial performance and describe your approach to sound financial management. (Word limit: 150 words)
- 2 Provide an example of when you took action to guarantee certain financial results for your area of responsibility. What were the actions and the results? (Word limit: 100 words)
- 3 What is your approach to managing challenging budget issues? Cite an example if this helps illustrate your approach. (Word limit: 100 words)
- 4 Describe your strategies to mitigate risk. Provide an example to illustrate your answer. (Word limit: 100 words)

# Entry form questions

About you

The business

Sustainability and inclusion

**Financials**

Leadership

Communication

Values

Business references

## **Financials** - For Purpose and Social Enterprise category only

**5** Question: What strategies do you employ to ensure the long-term financial viability of your business?  
(Word limit: 100 words)

## **Financials** - For Corporate and Private category only

**6** Tell us about a cost saving or revenue generating initiative you led or were involved in. What were the outcomes?  
(Word limit: 150 words)

## **Financials** - For Public Sector and Academia category only

**7** Tell us about a cost saving or revenue generating initiative you led or were involved in. What were the outcomes?  
(Word limit: 100 words)

## **Financials** - For Entrepreneur category only

**8** Tell us more about your financial management strategy (P&L), cash flow and other key performance indicators such as sales margins, orders in hand (pipeline) and business prospecting. (Word limit: 200 words)

# Entry form questions

About you

The business

Sustainability  
and inclusion

Financials

**Leadership**

Communication

Values

Business  
references

## Leadership

This is where we want to hear about your leadership style outlining your approach and providing insight into the passion and inspiration you bring to others.

1 What is it like to work for you? How would your employees and colleagues describe your leadership style? Give an example to support your answer. (Word limit: 200 words)

2 How do you maintain your and your team's daily motivation and inspiration despite obstacles or setbacks? (Word limit: 150 words)

3 What's the biggest difference you've made to someone's life in the last 5 years? (Word limit: 150 words)

4 What's been the greatest test of your leadership and how did you overcome it? (Word limit: 150 words)

# Entry form questions

About you

The business

Sustainability and inclusion

Financials

Leadership

**Communication**

Values

Business references

## Communication

Here we want to gain insight into your influencing, listening, mentoring and negotiation skills – your ability to empathise, keep relationships running smoothly and create bonds of trust.

1 How would you describe your communication style? Give an example of your communication style in action. (Word limit: 200 words)

2 How do you gauge/measure the effectiveness of your communications? (Word limit: 100 words)

3 How have you persuaded others to follow your strategic vision for the business? (Word limit: 150 words)

4 How do you inspire people when you don't have good news to share? (Word limit: 150 words)

# Entry form questions

About you

The business

Sustainability and inclusion

Financials

Leadership

Communication

**Values**

Business references

## Values

The 'ideal' Telstra Business Women's Award winner has a set of values that are fair, inclusive, altruistic, gracious and honourable. We are looking for someone who is self-aware, has an inner strength to stand by what they believe, and operate for the betterment of the community at large.

**1** What do you stand for? And how do you help new employees understand the culture of your organisation? (Word limit: 150 words)

**2** What are the most important values you demonstrate as a leader? Give an example of these in practice. (Word limit: 150 words)

**3** Tell us about a situation in which you had to take a stance on a value that was important to you, or where you displayed behaviour that could serve as a model for others to emulate? (Word limit: 200 words)

**4** Tell us why you entered the Awards and what winning would mean to you. How would you use an Award? (Word limit: 200 words)

# Entry form questions

About you

The business

Sustainability and inclusion

Financials

Leadership

Communication

Values

**Business references**

## Business references

We are seeking a holistic view of our entrants so one written reference must be provided from each of the three groups below:

1 Your direct manager, CEO, Chairman or Board Member. Or for Entrepreneurs, a business mentor.

2 A professional colleague or supplier.

3 A direct report, employee or client.

# Here's a little thinking space

Capture those extra thoughts here.



**Write your login details here for easy reference:**

Visit the 'My Account' page at [telstrabusinesswomensawards.com](https://telstrabusinesswomensawards.com)

**email:** \_\_\_\_\_

**password:** \_\_\_\_\_



# We look forward to receiving your entry

All entries must be submitted online by midnight AEST, Thursday 15 June 2017. If you have any problems or questions, please contact the Awards team via:

📍 [telstrabusinesswomensawards.com/contact](https://telstrabusinesswomensawards.com/contact)

The Awards team will be available to take calls right up to midnight AEST on Thursday 15 June 2017.