



YEAR OF THE
INSURANCE PROFESSIONAL

MAKING A DIFFERENCE

Recognising Professionalism



Making a Difference Recognition Award

As part of the Year of the Insurance Professional, ANZIIF has introduced the “Making a Difference” recognition awards, which highlight individuals across different sectors who have gone above and beyond to display professionalism in their workplace, and for their customers.

Making a Difference in Broking, General Insurance or Claims

These awards recognise one individual in each of the sectors: Broking, General Insurance and Claims who has demonstrated outstanding professionalism, commitment, achievement and passion in the insurance industry. You may nominate a colleague/peer or self-nominate.

CRITERIA

Entries must provide the following:

1. A brief career synopsis. Include the age at which you first joined the industry, what attracted you to it and outline the roles you have held.
2. An example of where you contributed to improving the customer experience within the insurance industry and the impacts that this had on the customer, your organisation, and the community.

Worth 20%

Worth 80%

Entries must be as a presentation and no longer than 5 minutes.



Visit anziif.com/professional for more information



Tips and Guidelines

The following tips and guidelines provide an insight into the judging process and will assist you in creating your entry.

1. The Judging process

The Judges are well-respected, senior insurance professionals selected from across the industry and volunteer their time to participate in the judging process. Judges are bound by confidentiality agreements and recuse themselves when a potential conflict arises. At no time are Judges who have identified a conflict allowed to watch or deliberate on an entry.

There are two parts to the judging process.

Round 1 – Entries will be reviewed to ensure they have adhered to the time limit and address all criteria.

Round 2 – Each Judge independently reviews and marks the entries that pass round 1. The Judges then submit their marking sheets and scores to ANZIIF, which are collated and used to establish the winner.

Note: Sponsorship management and judging are separate processes. Sponsors play no part in selecting the finalists or winners. Each entry is assessed on merit against the judging criteria.

2. Keeping to the time limit

Entries are required to meet the specific time limit. Entries exceeding the time limit by more than 10 per cent will not reach Round 2 for the Judges to review.

Pay attention to the weighting of each question, as this will help you to decide where to focus your efforts.

3. Addressing the criteria

If you do not fully answer a criterion, you will receive low marks, reducing your entry's chance of winning.

Judges only base their decisions on the information you provide in your entry, so make sure that you answer each part of each question thoroughly. Check the weighting of different criteria to determine which questions require the most effort.

Entries failing to address any of the criteria will automatically be disqualified and not sent to the Judges.

Avoid making vague or unsupported claims. Entries should include data and evidence as doing so ensures credibility and believability.

There is no need to be concerned about the confidentiality of information when providing evidence to support an entry. All Judges sign confidentiality agreements and are excluded from reviewing or participating when they may have a conflict of interest.

4. Tips for recording your entry

Judges are only allowed to use the information provided in an entry, so putting effort into your video is important. Remember, the Judges have many entries to evaluate, so make yours memorable and easy to watch.

Modulate your voice

Keep listeners interested and your facial expression friendly. Avoid speaking fast, rambling and speaking in a monotone voice.

Keep it brief

Restrict the speech to the time limit — don't include unnecessary comments unrelated to the criteria.

You need to be persuasive

Spark the listener's interest.

Practice, practice, practice

The best way to get comfortable delivering your presentation is to practice it until the speed and "pitch" come naturally without sounding robotic.

Know your audience and speak to them

Avoid unfamiliar terms and jargon.

Express confidence

Keep your chest high, shoulders back and smile when delivering your pitch*. Use a strong speaking voice and be aware of your body language.

** This applies even if you are recording audio only.*

You don't need to spend a lot of money or time on presenting the most creative or visually appealing entry. A well-spoken, thoughtful response will attain a higher score than an entry that is highly creative but doesn't address the criteria.

Consider asking an independent person who is not close to the entry to judge it against the criteria to ensure you have not missed anything.

5. Submitting

- Presentations must not exceed 5 minutes and 50MB.
 - PowerPoint presentations must be submitted in Microsoft PowerPoint format or PDF only. The file must be named as follows: first initial_surname.ppt (e.g. j_smith.ppt)
 - Videos must be submitted in mp4 format. The file must be named as follows: first initial_surname.mp4 (e.g. j_smith.mp4)

Please ensure to include the cover sheet which can be [downloaded here](#), and other accompanying documentation.

6. Help and further information

If you're in doubt or need help, give ANZIIF a call. The team are well versed in the criteria and can answer any questions about the criteria or the process. Asking us may help you to improve your entry. Please feel free to contact Rachel Magill on 03 9613 7200 or via email rmagill@anziif.com