



Call For Entries

Research Effectiveness Awards

Submissions open from
4 May to 25 November 2020



www.researchsociety.com.au



What are the Research Effectiveness Awards?

The Research Society Research Awards recognise effectiveness in research that makes a difference to business and social policy planning performance. They provide a platform from which to demonstrate the importance of research as an integral part of successful business and social policy planning.

The Research Effectiveness Awards are an initiative of The Research Society. This commitment by the peak body reflects our focus on promotion of the value of research, insights and analytics. Winners will be unveiled and honoured at The Research Society Awards Night being held on 25 November in Sydney.

The Award winners may also be included in promotional activity after The Research Society Awards Night.

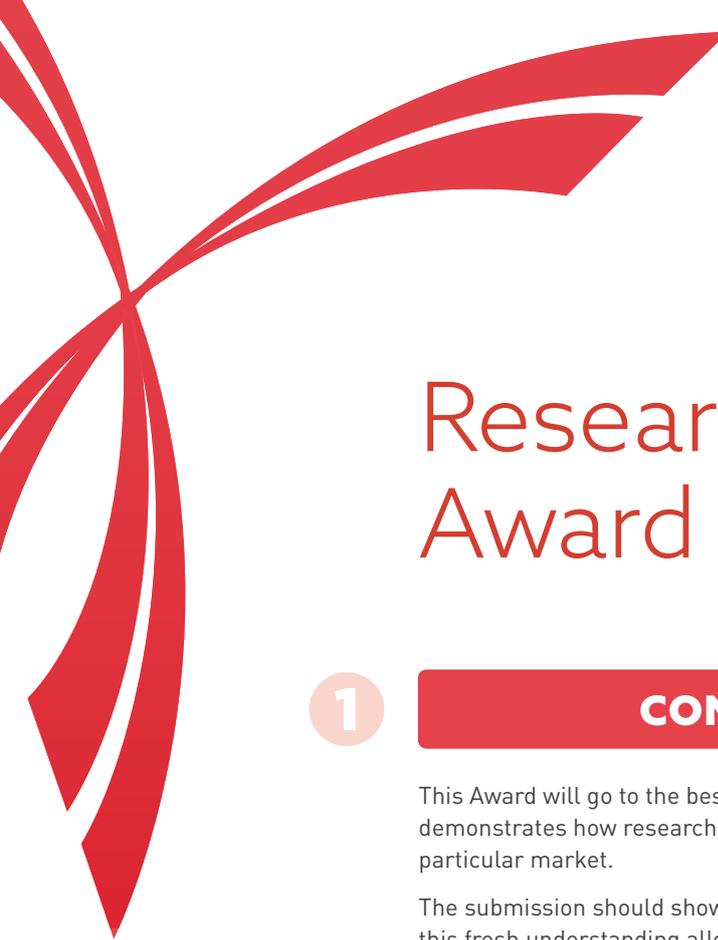
The Research Society is the authoritative voice for the research, insights and analytics profession in Australia.

Eligibility and benefits

The Awards are open to all research, insights and analytics organisations.

We welcome entries from everyone, from one person consultancies to larger agencies.

Winning a Research Effectiveness Award will not only be an acknowledgement of professional success, it is a demonstration of a long term commitment to better business outcomes.



Call For
Entries



Research Effectiveness Award Categories

1

CONSUMER INSIGHT AWARD

This Award will go to the best case study from a client/agency or in-house team partnership that demonstrates how research has led to an improved or new understanding of the consumer in a particular market.

The submission should show how the research has led to changing the client's thinking and how this fresh understanding allowed for the development of communications or marketing activity in either the commercial or public sector.

The judges are looking for a clear demonstration of how this has led to improved client performance or approach.

2

PUBLIC POLICY/ SOCIAL RESEARCH AWARD

This Award will be given to the submission that best demonstrates the impact of research on decision-making within, and understanding of the issues relating to, the public policy or social arena.

The judges will be looking for sound case studies which show a strong connection between the research and the outcomes.

To win this Award your submission must show that research is based on sound technique and method and you will need to clearly demonstrate how the research has contributed to decision-making on the issues involved.

3

TECHNOLOGY & INNOVATION EFFECTIVENESS AWARD

This Award aims to bring deserved prominence and greater recognition to those whose excellence in the application of technology is making an outstanding contribution to research effectiveness.

It will be given to the paper that best demonstrates outstanding innovation in the application of software or technology for research, insights and analytics which has directly achieved a demonstrable improvement in the effectiveness of research delivered. Entry for nomination is open to anyone developing or using technology in any of these areas of research.

Entry to the Award is open to any individual, group of individuals or companies that consider the technology he/she/they have developed meets the entry criteria. For the purpose of this award, technology will be considered as any computer software, hardware equipment or device that has either been developed or adapted specifically for insight and/or analytics.



Rules of Entry

- There must be at least one Research Society member involved in the submission.
- All entries must be submitted on the Research Awards website by 5pm Wednesday 25 November 2020.
- Entries must not overtly 'sell' any organisation. Company logos are acceptable.
- Submissions may be entered for more than one Award category but must be tailored to meet each specific category.
- Entries are welcome from individuals, teams, or client/agency partnerships, but must be tailored to meet each specific category.
- The primary contact must ensure that permission to enter the Awards is obtained from all parties involved including clients and/or any suppliers.
- Receipt of entries will be acknowledged by a simple email confirmation, if you do not receive this email within 3 days of applying please call Elissa on 1300 661 951
- No materials will be returned; however they will be securely destroyed after the Awards ceremony.
- The Research Society reserves the right to re-assign an entry to another category if it is deemed more appropriate.
- The judges' decisions are final. The Judging Panel will not enter into correspondence about why an entry is not selected as a finalist.
- All submission materials will remain confidential to the Judging Panels and The Research Society during the judging process. We may subsequently wish to publish case studies based on the materials provided; specific permission to publish will always be sought from entrants.
- Entry into the Research Effectiveness Awards assumes that you are giving permission for The Research Society to provide or request abstracts of your submission for use by The Research Society and our media partners.
- Where client confidentiality may inhibit the later sharing of outcomes this should be noted on the entry form. This will not necessarily prejudice your entry but we must be aware of this at the time of application.
- One employee of the organisation entering the award category must be a member of The Research Society.
- The research must have been conducted, after 1 January 2019. The research can be part of an ongoing, longitudinal study but a portion must have been conducted after 1 January 2019.

KEY DATES

MONDAY
4th May 2020

Submission entries open

WEDNESDAY
25th November 2020

Submission entries close at 5pm

WEDNESDAY
5 May 2021

Awards presentation, during the Research Society Awards Night



Submission Guidelines

1. Each submission must include the following: a completed Entry Form (which includes a completed Client Approval Form); a completed Submission Document and a high resolution copy of your company logo.
2. All submissions must be submitted electronically via the awards website.
3. There is a maximum of 2000 words per entry and the submission should include the following:
 - a) A brief summary of the project's objectives and methodology
 - b) Research outcomes
 - c) Evidence of the success of the project and
 - d) Any other details that make this research endeavour "above & beyond" the norm.
4. Provide an executive summary of no more than 200 words. This must be approved by the client for media release. Your summary is an important part of your application and should clearly demonstrate how your entry matches what the judges are looking for. You should highlight:
 - a) the innovative nature of the work
 - b) the demonstrable outcomes
 - c) why you believe your entry should win this award
5. Charts/illustrations can be included within the body of the paper but do not contribute to the word count.
6. Your submission will be judged on the merits of the submission alone; no additional material will be considered.
7. You must send a high resolution version of your company logo or two logos if the project is in an agency/client partnership, in print quality format that can be included for publicity purposes if your entry is shortlisted for an award.
8. Entries close at 5pm Wednesday 25 November 2020. Entries submitted after the deadline of 5pm, 25 November 2020 will not be accepted.

Judging process

Winning a Research Effectiveness Award is about successfully addressing a challenge and demonstrating effective outcomes. Each category will have a judging panel of experts including COO's, marketing and research management, and advertising executives with experience in the sector evaluating the entries.

Entries will be judged in February 2021 and the Award winners will be announced and presented at the Research Society Awards Night held on Wednesday 5 May 2021.

Confidentiality

All materials will remain confidential to the Judging Panel. Case studies may be published based on the materials provided; permission to publish will be sought from the entrants. Submission materials will be destroyed under secure conditions after the Awards Night on 5 May 2021.

Submissions

A copy of the submission document and entry details are available at www.researchawards.com.au. Applicants must use the official documents to submit or through the Research Awards website.

Entrance Fees

Each submission per category will incur an entrance fee of \$550 (inc GST) to be made payable to The Research Society.

Once we receive your entry form we will invoice you for the fee. Failure to pay by 15 January 2021 will cancel your entry

REA Entry tips

- tell a clear and complete story
- show the link between the research and its outcomes
- be concise: 2,000 words is all you need
- include business results/outcomes wherever possible
- clarity and presentation is important



SUBMISSION FORM RESEARCH EFFECTIVENESS AWARD

Category Entered Please tick one box for this entry

- Consumer Insight Award
- Public Policy/Social Research Award
- Technology & Innovation Effectiveness Award

Title of Submission

Name(s) of Entrant(s) i.e. Individual, Team or Organisation

Name: Company:

Name: Company:

Submission Description For introduction at ceremony – 60 words maximum

Executive Summary 200 words maximum



SUBMISSION FORM RESEARCH EFFECTIVENESS AWARD

Submission

2000 words maximum



ENTRY FORM RESEARCH EFFECTIVENESS AWARD

Title/ Project Name As it should appear in any publicity

Name(s) of Author(s)/ Entrant(s) Individual, team or organisation, as it should appear in any publicity

Contact Information Please supply contact details for the primary contact and signatory for this submission

Name: **Company:**

Position: **Phone:**

Email:

Client Authorisation

I declare that this submission involves research conducted for this organisation after 1 January 2019. I give permission for this submission to be entered in the Research Effectiveness Awards.

Client Name:

Position:

Company:

Signed:

Date:

Declaration

- I confirm that the statements made in the submission are a true and fair representation of the work carried out. I have read and agreed to the rules of entry. I have attached the submission form and my company logo(s) in the required format.
- I have gained the permission from the client to submit and promote this research.
- This research was conducted after 1 January 2019.
- This research was conducted according to The Research Society Code of Professional Behaviour.

Signed:

Date:

Primary Contact Verification

I declare that the Client Authorisation signed was the client for the research on this submission.

Primary Contact Name:

Signed:

Date:

Payment Details & Invoice

Once we receive your entry form we will invoice you for the application fee. Failure to pay by 25 November 2020 will cancel your entry. **Entry Fees:** Each submission per category will incur an entrance fee of \$550 (Inc GST) to be made payable to The Research Society. **Invoice: Please complete below if details differ from those provided in the primary contact details section.**

Name:

Position:

Company:

Email:

Phone:

Address for correspondence:

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FOR MORE INFORMATION

Submission forms, entry details and detailed rules of entry are available at www.researchawards.com.au

To discuss your participation in the Research Effectiveness Awards, the Young Researcher of the Year Award or the Research Organisation of the Year Award, please contact:

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