

# 100 Women OF INFLUENCE

FINANCIAL REVIEW

Westpac

## 2016 *Nomination Pack*



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# ABOUT THE AWARDS

## **We are looking for Australia's Women of Influence.**

The awards recognise and celebrate the important contribution of women's leadership in changing Australian business and society. They focus on the quality and impact of a woman's achievements, rather than the scale or seniority of their role. We want to encourage the widest possible range of women to show what they are doing and the contribution they make.

A woman of influence is someone who demonstrates influence by contributing to the advancement of women across society and economic life. It can be at a local, regional, national or international level.

We are looking for women who invest time and energy to help other women, and to advocate for change every day in their workplace, their community, their peer group and wherever decisions are made. These are the women who confront unfairness and don't take no for an answer; who identify what needs to be done, then roll up their sleeves to do it; who use their considerable networking and communications skills to help shift from the status quo to an equal, more diverse and vibrant society.

We want to hear from women who can give us a clear and focused description of the impact and results of their efforts, as well as a succinct story about how they got there. We particularly want to know about how they used their influence to make change happen: the lobbying, the fund-raising, the mentoring and support of others, the network building, the causes they support and the thought leadership they show.

We are looking for the special women who don't often seek to become role models but who truly are, and who can tell us why they make a difference.

## HOW DO YOU IDENTIFY A WOMAN OF INFLUENCE?

Executive search company Korn Ferry has been invited to participate with *The Australian Financial Review* and Westpac in the Awards process. As part of that process, Korn Ferry has created a success profile to help pinpoint the competencies, experiences, traits and drivers that make women so influential.

A Woman of Influence is courageous, passionate, tenacious, focused, optimistic and agile.

A Woman of Influence displays leadership by cultivating innovation, driving their vision and purpose, taking action that gets results, and communicating persuasively and effectively. Importantly, they are resilient, tenacious and determined to keep developing their own identity, strengths and impact.

All of this becomes apparent in their experiences. A Woman of Influence demonstrates achievement within her field and beyond; orchestrates change and development on a local level, and may even have the potential to impact the global agenda, contributes to the community through collaboration and mentoring, and shows creativity and innovation in the way they chose to contribute. Challenge and hardship is often part of the experience.

## WHO SHOULD ENTER?

You. Yes, you.

“You can’t be what you can’t see,” said Marie Wilson of the White House project. And we simply don’t see enough of Australian women’s achievements. Your nomination can help change this and you could join our winners as a crucial role model for women around Australia.

Past entrants said they found the exercise of filling in the nomination form reinforcing, as it prompted them to stop and reflect on the things they’ve achieved and focus on what they’d like to achieve in future.

Even if you have never entered an award program before and feel uncomfortable about the attention, remember this is a chance to really extend your influence on what matters to you well beyond your own milieu.

Our winners come from all roles and ranks, from all sectors and from all across Australia and overseas.

No efforts are too small or too large to be included. If you are using your influence to change things for the better, you are a woman of influence.

## WHAT IS A GOOD ENTRY?

Be concise, tell us your story and give some examples to back up what you say.

No efforts are too small or too large to be included.

The ideal entry has a short summary of what you're doing, something about your background and a description of how you've contributed to the betterment of women and society.

Share examples of how you have done what you've done, how you've led, supported and mentored others. Include some honest reflections of what you've learned.

Please note: a good entry is a concise entry. If you find yourself running to multiple pages, you should stop and give it a good hard edit. The judges have many entries to review, so yours will stand out if it is straight to the point.

# CATEGORIES

## **Board/Management**

Women working on a board in public or private companies, or who are running a team, a key project or developing strategy within an organisation. Their influence extends beyond their formal role to personal support, mentoring and networks.

## **Public Policy**

Women working in the public sector at either local, state or federal level. This may include those working in agencies or in an advisory role to influence and change public policy, for instance, to support better social inclusion and equity.

## **Diversity**

Women who have dedicated themselves to consistently advocating for a more diverse workforce or diverse representation on community, government and business entities and who have helped make the change happen. This includes advocacy in the boardroom, in government, lobby groups, in small or large businesses or the community.

## **Business Enterprise**

Women who have founded, own, or run a business. This category recognises women who have substantially developed a business or led its strategy and direction, and remain actively involved in its operation.

## **Young Leader**

Young women aged up to and including 30 years (as of August 31, 2016) who demonstrate a capacity to influence and act as catalysts for change. This new generation of leaders is advocating for and giving a voice to younger women and their concerns.

## **Global**

Women whose work is making a mark on the global stage, including through offshore business expansion, projects that originate in areas outside Australia or international collaborations. Entrants are invited from a broad range of sectors, and they may be based overseas or in Australia.

## **Local/Regional**

Women who are having a positive impact in their community at a local, rural or regional level. This may be across business, community, the not for profit sector, the arts or in government.

## **Innovation**

Women who are driving innovation and entrepreneurship within a business or workplace, through their work in the sciences, medicine, academia, technology, finance, engineering or in organisational design and management. This category also recognises innovative ways of tackling community and social issues and improving inclusion.

**Arts, Culture and Sport**

Women involved in furthering Australia's artistic and cultural institutions or sporting organisations. Entries are invited from women including but not limited to performers, writers, athletes, curators or those involved in advocacy for, or administration of, initiatives across areas such as the creative arts, sport, media and entertainment, both locally and globally.

**Social Enterprise and Not-for-Profit**

Women working in a range of capacities to support social change as entrepreneurs or in community projects or campaigns in the not for profit sector. This may cover a range of areas including health, education, domestic violence, indigenous programs, financial literacy or cultural programs.

# ENTRY PROCESS

Nominations are submitted online.

2. Visit the website, [www.100womenofinfluence.com.au](http://www.100womenofinfluence.com.au) and click “nominate now” to register and start an entry.

3. You can enter yourself, or nominate somebody else.

4. If you would like to nominate somebody else, **(you must have their permission to do so)** and the best entry will result if you **work together with your nominee** on the content of the entry.

5. Once you start an entry, you can pause at any time using the “save for later” button.

6. As you complete each section, use the “save and continue” button to move to the next section, you can go back and edit any part of the entry before you submit it.

7. After the entry is submitted you will receive a copy of the completed entry by email. If you have nominated somebody else they will also receive an email and be asked to confirm directly that they approve the entry submitted on their behalf to go forward for judging.

**8. Once the entry is submitted you cannot re-open the entry and make amendments.**

## What information is required in the entry form?

- 1 Contact details for the nominee.
2. Contact details for the person nominating someone else (if required).
3. A summary of the nominee and their journey to becoming a woman of influence. This is a brief introduction to the nominee, something the judges can use to get a “flavour” of the nominee before reading about their influence (and in conjunction with their CV).
4. Example of influence: there must be at least one included in the entry. The entry may include further examples of influence, but after the first, additional examples are optional.
5. Each example of influence must include at least one referee (a total of three can be included for each example) with contact details, a minimum of phone number or email to contact the referee, and preferably both.
6. Supporting information consists of a summary CV for the nominee (please follow guideline in the form) and also a list of supporting information that is available, this might also include the nominee's LinkedIn profile (or other online profile).
7. Please note that supporting information is not included in the entry, but available for reference by judges if they require it. If the information is online, please include a web link for direct access. If it is not online please describe what is available and you may be contacted and asked to supply this extra information (preferably via email).
8. A high resolution photo suitable for use in marketing material, including marketing material, including digital and print (at least 300 dpi and 200mm wide). Photo guidelines:
  - Professional headshot, cropped at shoulders
  - Image to be face on to camera (no self taken images)
  - File name should not contain spaces
  - Full colour
  - Max file size 2MB
9. Lastly, taking into account the whole entry, please provide a brief summary of the nominee and their influence.
10. Submit!

# JUDGING

## Step 1 - Shortlisting

A selection committee from Korn Ferry, in conjunction with the Financial Review and Westpac, will review all entries and create a shortlist to be provided to the judging panel.

## Step 2 - Judging

Our panel of esteemed judges will review the shortlisted entries and determine the 100 Women of Influence for 2016. A representative will be selected for each of the 10 categories, and from those 10 women, the panel will select the overall woman of influence for 2016.

Visit [www.100womenofinfluence.com.au/judges](http://www.100womenofinfluence.com.au/judges) for more information about the judges.

## Step 3 - Finalists announced

All nominees will be notified of the outcome of their entry at the end of September. The 100 Women of Influence for 2016 will be announced in *The Financial Review*.

## What the judges are looking for in an entry

Candidates will be judged on their demonstrated vision, leadership, innovation and action in and beyond their field; their impact and how it was achieved.

Personal, academic, professional and community achievements.

Demonstrated performance in their field. A clear and focused description of results and impact.

Demonstration of collaboration within and beyond their field, and a wider circle of influence than their direct role.

Investment of time, energy and commitment advocating for change using their influence and a description of how they make things happen.

How their influence has contributed to women's social and economic advancement.

Involvement and contribution to Australian communities through collaboration and mentoring.

Extent to which their contribution was achieved in new and creative ways.

## **AWARDS NIGHT**

We will announce the category winners and the overall winners for 2016 at a Gala Awards Night.

The event will be held on Thursday October 27, 2016 at the Sydney Town Hall.

Information about tickets will be released closer to the date and published on our website.