

2014 PINNACLE AWARDS

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Excellence will be recognised

A message from **Brett McCarthy**, editor of *The West Australian*, and **Gary Martin**, chief executive of the Australian Institute of Management WA



Brett McCarthy

It is with great pleasure that we again recognise excellence in WA business with the 2014 AIM WA WestBusiness Pinnacle Awards.

The inaugural awards were an outstanding success, with the quality and volume of entrants testament to the depth of talent in the State's corporate, not-for-profit and government sectors.

The West Australian and the Australian Institute of Management WA will shine a light on the best in business in 2014 and we encourage every organisation in the State to enter to ensure their achievements are celebrated.

Once again, the eight category winners will receive \$10,000 to donate to a charity of their choice.

And once again, we will recognise the one individual who outshone his or her peers by presenting them as the Business Leader of the Year.

Although some organisations find the process of putting together an entry for awards daunting, the entry process for the Pinnacles has been kept relatively simple. In reality, the resources used in putting together an entry is more of a longer-term investment than cost.

We believe there are a number of important reasons why businesses from across the corporate, government, community and

charitable sectors should enter the Pinnacles.

First, entering the awards forces an organisation to sit down and consider its achievements. This can not only be an incredibly rewarding process but can help to clarify and define future endeavours.

Second, entering the Pinnacles can be a real boost for employee morale as teams work together to prepare an entry which recounts their successes and achievements.

Third, winners and finalists have a real opportunity to market business excellence to the broader communities they serve through media coverage of the awards and through social media and other marketing initiatives.

Fourth, for winner and finalists, the Pinnacles provides an opportunity for their organisation to stand out in a crowded market and demonstrate that their organisation is a leader in their respective industry. Winning an award or being a finalist may well be a key deciding factor when a customer or a client chooses one organisation over another.

Finally, the philanthropic nature of the Pinnacle Awards means that organisations can give back to the community in which they are situated. Prize money for Pinnacles winners is donated to the winner's charities of their choice.

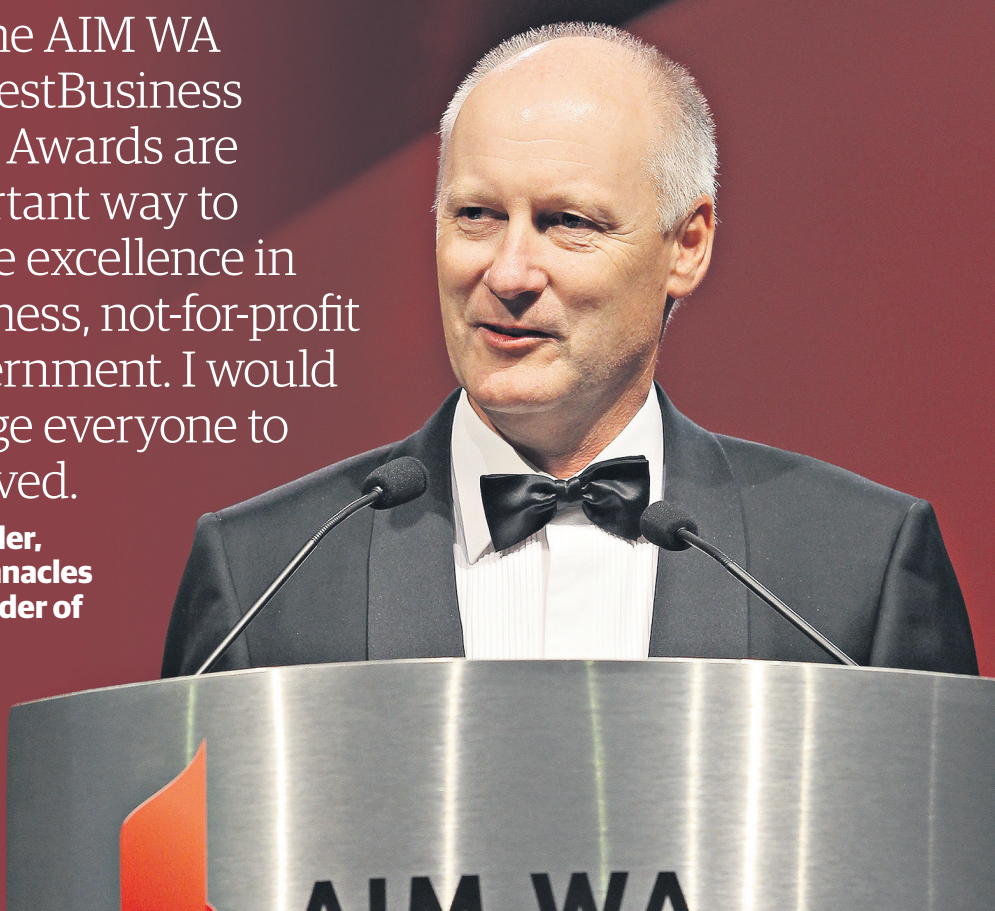


Gary Martin



The AIM WA WestBusiness Pinnacle Awards are an important way to recognise excellence in WA business, not-for-profit and government. I would encourage everyone to get involved.

Richard Goyder,
inaugural Pinnacles
Business Leader of
the Year



The AIM WA WestBusiness Pinnacle Awards, initiated only last year, have already resulted in \$90,000 being donated to charities selected by award winners. I strongly encourage businesses to participate in the competition for these awards, which have the dual benefit of showcasing their achievements and supporting the charities of their choice.

Malcolm McCusker, WA Governor

AWARD CATEGORIES

- Aboriginal leadership development excellence
- Corporate social responsibility excellence
- Customer service excellence
- Emerging business excellence
- Green business excellence
- Human resource management excellence
- Innovation excellence
- Marketing excellence
- WA Business Leader of the Year award (hand selected by an eminent judging panel)

KEY INFORMATION

Entries close: 5pm WST, Friday, July 18, 2014
Awards ceremony: Thursday, November 27, 2014
• Self nomination.
• Judged by an independent panel of industry experts

CONTACT

For more information
Visit: pinnacleawards.com.au
Email: pinnacleawards@aimwa.com
Phone: Australian Institute of Management WA on (08) 9383 8051