

# Spotlight on achievement

**MEILIN CHEW**

The best in business leadership across WA's corporate, government, and not-for-profit sectors will again be recognised at the Australian Institute of Management Western Australia Pinnacle Awards.

Entries for the prestigious 2019-20 AIM WA Pinnacle Awards, now in its seventh year, are open.

The awards aren't only a great opportunity for businesses with a significant footprint in WA to showcase leadership excellence, but the rewards mean organisations and businesses are also significantly helping those in need.

AIM WA chief executive Professor Gary Martin said the greatest motivation for many businesses entering the awards was the opportunity to support one of the State's many charities with each winner donating \$20,000 worth of training to a deserving charity of choice.

"Entering the awards is easy and the rewards can be enormous. We regularly receive feedback from our winners that the awards have boosted their profile, increased their turnover and enhanced a sense of

teamwork in their organisations," Professor Martin said.

"The awards culminate in a gala awards dinner which arguably occupies the number one spot in Western Australia's annual business calendar of premium events."

Expert panels of judges will evaluate entries across eight separate categories canvassing corporate social responsibility, customer service, emerging business, green business, human resource management, innovation, marketing and workplace diversity.

As well as celebrating the best in business across eight different categories, the Pinnacles will again recognise one individual who has excelled above their peers with the coveted Business Leader of the Year award.

And competition is heating up. "We've seen an increasing trend for organisations to submit multiple entries each year to maximise their chances of taking out one or more awards," Professor Martin said.

WA's charities are also being called on to make sure they're in the



**Gary Martin, AIM WA CEO.**



**This year's major Pinnacle Awards winners, Sue Murphy and Chris Ellison, with Gary Martin (centre).**

running. "I'd like to encourage the State's charities to get behind the awards by asking them to tap on the shoulders of the State's corporate, government and not-for-profit businesses — or even entering one

of the eight categories themselves," Professor Martin said.

**KEY INFORMATION**

■ Entries close 5pm Wednesday, November 6, 2019

■ Awards ceremony Thursday, March 12, 2020

**CONTACT**

■ Visit: [pinnacleawards.com.au](http://pinnacleawards.com.au)  
■ Phone AIM WA on 9383 8051

## ENTER WA'S PREMIER BUSINESS LEADERSHIP AWARDS

Now in its seventh year the AIM WA Pinnacle Awards are WA's most reputable business leadership awards.

Open to all organisations in the corporate, government, community and not-for-profit sectors in Australia that have a significant footprint in Western Australia.

[PINNACLEAWARDS.COM.AU](http://PINNACLEAWARDS.COM.AU)

**ENTER NOW**



**AIM WA Pinnacle Awards**

REWARDING BUSINESS LEADERSHIP EXCELLENCE



**Australian Institute of Management**  
WESTERN AUSTRALIA

PROUDLY SUPPORTED BY



**HAWAIIAN CORPORATE SOCIAL RESPONSIBILITY EXCELLENCE AWARD**



**THE WEST AUSTRALIAN CUSTOMER SERVICE EXCELLENCE AWARD**



**MEDIA STABLE EMERGING BUSINESS EXCELLENCE AWARD**



**For the better**

**RAC GREEN BUSINESS EXCELLENCE AWARD**



**PEOPLE2PEOPLE HUMAN RESOURCE MANAGEMENT EXCELLENCE AWARD**



**CURTIN UNIVERSITY INNOVATION EXCELLENCE AWARD**



**PRINTSYNC MARKETING EXCELLENCE AWARD**



**PERDAMAN**

**PERDAMAN WORKPLACE DIVERSITY EXCELLENCE AWARD**