

3rd April 2017

Business Awards can add value to business profile

Resource Industry Network's 2017 Chairman's Awards, sponsored by KPMG, are now open for nominations, and are the perfect opportunity for resource services businesses to step into the spotlight and celebrate their people, their successes and their innovation.

The Mackay region has for decades lead the way in unique and innovative practices in the sector and the Chairman's Awards are an opportunity to reward and recognise this work.

Award winners will be announced at a Gala Dinner on Friday, 12th May 2017, at the MECC, with special guests Australian cricket coach Darren Lehmann and former Australian player and Bulls Masters general manager Jimmy Maher.

There are 7 award categories covering both businesses and individuals.

Resource Industry Network Chair, Tony Caruso, said the awards process not only put a business's projects squarely in the spotlight, but also provided an opportunity for business owners and managers to reflect on their efforts and celebrate with their staff.

"The awards are also an opportunity for the whole community to celebrate the positivity in our region.

"It's free to nominate for the Resource Industry Network Chairman's Awards, making it a level-playing field for every business, small or large, to enter.

"Those businesses shortlisted in each of the categories will have a professionally produced, multi-media presentation made for display on the night which they can then use for their own promotional purposes."

Nominating for a business award is the ideal way to celebrate your team and the work they do, showcase your work to potential customers, and receive a third party review of your business through a judging process.

Miles Dolphin Consulting Group Business Consultant Holly Moore said that being recognised (through Business Awards) had the potential to raise a business's profile.

"Being shortlisted for an industry award will significantly raise your credibility amongst your current customer base and may attract future customers as your company profile gains recognition. If you're a business that wants to grow, awards should be a key part to your strategy."

Nominations close on Friday, April 7th. To download a nomination form, go to www.resourceindustrynetwork.org.au

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