This entry kit is supplied to help you prepare your MFAA Excellence Awards entry prior to submitting.

You can draft, review and finalise your awards question responses based on the information supplied in this document before copying and pasting them into the MFAA Excellence Awards online entry portal.

**Please note:** You cannot use this form to submit your answers. No email submissions will be accepted. You can only enter the MFAA Excellence Awards by using the **online submission portal accessible from Thursday 2 January 2025** via the following url: <https://mfaa.eventsair.com/2025-mfaa-excellence-awards/enter>

**Category: Aggregator Award**

**Entry criteria**

Open to Aggregation businesses.

To be eligible for the award, the qualifying criteria is as follows:

* The organisation must have a corporate aggregator membership with an individual nominated representative noted as the member.
* You must have held an MFAA membership for the duration of the qualifying period (1 January – 31 December 2024).

**OTHER THINGS TO NOTE about your submission**

* All answers and testimonials should refer to the qualifying period (1 January 2024 – 31 December 2024).
* You are encouraged to include examples in your answers.
* You should adhere to the word limit. Judges will mark down answers that exceed the word limit.
* You may only enter each category once.
* If you are looking for tips on writing a submission, visit the Awards website [here](https://mfaa.eventsair.com/2025-mfaa-excellence-awards/submission-tips)

**Business overview**

*Word limit: 100 words*

Provide a brief overview of your organisation and the markets and market conditions in which you operate.

*The business overview is for context only, to help judges understand your business’ unique circumstances. It will not be scored by the judges.*

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| *Draft your answer here.* |

**Broker support**

*Word limit: 500 words*

What initiatives does your organisation offer to assist brokers improve their productivity and performance? How have your brokers benefited from these initiatives?

How has your organisation supported new-to-industry brokers, those within their first two years of their broking career?

With an example, outline a new initiative or program that your organisation has launched to help grow and improve your brokers’ business or services. What were the key deliverables of this project and what results did the program achieve?

How does your organisation translate knowledge about the current regulatory environment, as well as economic and housing conditions, to better service your brokers and help them continue to grow their businesses?

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| *Draft your answer here.* |

**Professional development and ethics**

*Word limit: 500 words*

Provide an example of where your organisation identified a learning gap/s and what action your organisation undertook to improve professionalism, skill and competence. Describe the benefits to your brokers.

Provide an example of how your organisation embraced innovation that resulted in a change in learning strategies, new learning systems, processes or delivery that had positive impact on your peoples’ professional development.

Provide an example where your organisation made a decision contrary to its business and financial goals, to uphold your organisation’s ethical and integrity standards.

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| *Draft your answer here.* |

**Software Platform and Lender Panel**

*Word limit: 500 words*

How does your software platform/s assist your brokers to support and grow their business?

What strategies has your organisation implemented to help your brokers better engage with your software platform?

What strategies or systems are utilised to assist brokers understanding the lender and product options available to them?

Within the qualifying period, how has your organisation strengthened or changed its lender panel to assist your brokers adapt to the changing lending environment?

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| *Draft your answer here.* |

**Your Aggregation business**

*Word limit: 500 words*

Outline a new initiative or business process that your organisation has launched to help grow and/or improve your aggregation business. Please focus on an example that highlights an achievement within your business, rather than growing your broker’s businesses.

Provide examples of how you have adapted your business model in an environment that is continuously subject to change (e.g. regulatory, environmental, technology changes). Outline what results you have achieved to date, or what results you anticipate from these examples.

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| *Draft your answer here.* |

**Promotion and advocacy**

*Word limit: 500 words*

Describe your organisation’s value proposition. What is your point of difference as an Aggregator compared to your competitors?

What innovative strategies did your organisation implement during the qualifying period to promote and maintain awareness of your business brand? Please outline any measurable outcomes.

Provide an example of your organisation’s efforts to engage with the community and how it added value to your organisation and/or your broker’s businesses.

Describe how your organisation promotes and communicates the benefits of using brokers to the broader community, such as regulators, government, customers and the community.

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| *Draft your answer here.* |

**Business results**

*Word limit: 300 words*

Please outline what you believe your key 2024 business achievements were.

What are the broker service performance indicators set by the organisation and how has your organisation performed against each of these indicators during the qualifying period?

*Please note KPIs could be linked to increase in sales, volunteered feedback from customers, response time to inquiries and/or sales conversion rates. The answer should include evidence that the stated KPI is reviewed, monitored and assessed regularly.*

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| *Draft your answer here.* |

**Additional information for judge’s consideration**

*Word limit: 150 words*

Please inform the judges as to why you believe you are deserving of this award. This is your opportunity to summarise why you feel you deserve to win this category, and/or to include any additional information not noted in your entry so far.

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| *Draft your answer here.* |

**NOW YOU ARE READY TO SUBMIT.**

Have the following ready when you submit your entry online.

1. Your organisation’s MFAA member number
2. Your corporate logo, recommended size 2-3MB, in either .jpeg or .png format

**Personal declaration**

When entering the MFAA Excellence Awards, you will be required to agree to the following personal declaration in order to proceed.

* The information given in this application is complete, true and correct;
* I am not or have not been subject to any disciplinary proceedings by the MFAA, my aggregator, sub-aggregator or by AFCA (or any EDR scheme I am a member of) currently and/or within the qualifying period;
* I have adhered to and continue to adhere to the [MFAA Code of Practice](https://www.mfaa.com.au/about-us/membership-framework/code-of-practice) and [MFAA Disciplinary Rules](https://www.mfaa.com.au/about-us/membership-framework/disciplinary-rules);
* I have read, understood and agree to the [MFAA Awards Terms and Conditions.](https://mfaa.eventsair.com/2025-mfaa-excellence-awards/awards-tcs)