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: Support Service Provider Award**

This category has two (2) divisions determined on the size of the business. Both divisions will be judged and then awarded separately.

To be placed in the “Large Company” category your business must satisfy at least two of the below criteria:

* the consolidated revenue for 2024 of the company and any entities it controls is $25 million or more;
* the value of the consolidated gross assets at the end of 2024 of the company and any entities it controls is $12.5 million or more, and
* the company and any entities it controls have 50 or more employees at the end of 2024.

Should your business not meet any two of the above criteria, your submission will be placed into the “Small Company” category.

**Entry criteria**

Open to individual businesses that operate in, or in support of, the residential, equipment, automotive and commercial credit industry. Broker businesses, lenders, aggregators or mortgage managers are not considered in this award category. Support service provider businesses must count brokers, broker businesses, aggregators and/or mortgage managers as an end customer. Examples of support service providers may include education, legal, research, outsourced services or technology businesses.

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

* The organisation must have a corporate Support Services 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 2024 – 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.

*This section 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.* |

**Product and innovation**

*Word limit: 400 words*

Describe what products and/or services your organisation offers, and how these help your customers to improve their business.

Outline a new initiative or business process (launched during the qualifying period) that is designed to help grow and/or improve your customers' business.

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.* |

**Customer support**

*Word limit: 400 words*

With an example, describe how your organisation has provided excellence in customer support, and what the resulting outcome was for the customer.

What initiatives do you offer to assist customers improve their productivity and performance? How have your customers benefited from these initiatives?

Describe how your organisation, either directly or indirectly, specifically improves the quality of broker loan application submissions.

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| *Draft your answer here.* |

**Relationship management**

*Word limit: 400 words*

How has your organisation differentiated its value proposition to foster relationships with your customers and/or referral partners?

What tools, processes and initiatives does your business use to ensure you maintain excellent relationships with your customers and/or referral partners?

Provide an example of a relationship management initiative that you have implemented and how it relates to your value proposition. Detail what results were achieved.

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|  *Draft your answer here.* |

**Promotion and advocacy**

*Word limit: 400 words*

Describe how your organisation adds value to the wider finance broking industry.

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.

How do you represent, uphold and communicate your organisation’s core values and the brand it stands for to your customers?

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| *Draft your answer here.* |

**Additional information for judge’s consideration**

*Word limit: 200 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. A high-resolution headshot photo (for individual awards) or business logo image (for business awards), recommended size 2-3MB, in either .jpeg or .png format

**If you are submitting on behalf of another person**: ensure you create a new submission account for them and enter their contact details. Do not submit entries for multiple people using the same account.

**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)