

All questions are designed to help the judges assess your philosophies and practices. As there is rarely one single element that sets the winners apart it is important to answer all questions.

The judging process involves:

Assessment of written entry completed over the internet – including the AVMPA Practice Health CHECKLIST and the answers to entry questions.

Practices will then be short listed. Those not progressing to the next level will receive a feedback report from the AVPMA Practice Health CHECKLIST to assist with further improvement

Shortlisted practices will then undergo a process involving mystery shoppers, and random customer interviews.

Finalists will then be determined.

Finalists will be notified and a practice visit and final interview arranged

Winners announced

Completing your Entry

How much does it cost to enter?

There is no cost to enter the program.

Where can I get help with my entry submission?

If you have any questions regarding your entry you can contact the AVPMA secretariat who will assist you.

Email avpma@ava.com.au or Phone 02 9431 5010.

2011 entries close on Thursday, 30 Sept. 2010.

How will I know if I am not selected as a finalist?

We will keep all entrants advised of their progress.

Where can I find out more about the Awards?

To assist you with any questions you may have about the program we conduct information sessions during the AVA National conference Practice Management stream each year. Previous winners have the opportunity to share their success stories during the

conference and further details on these practices are featured in the AVJ and the AVPMA Leading Edge Newsletter.

Session time and details can be found on the AVA website www.ava.com.au Awards Tab

The process to get involved is a simple one:

Step 1

To nominate yourself or a practice that you know, simply provide their name, practice and contact details. You can remain anonymous if you wish.

Step 2

All nominees are then invited to enter the award process where they undertake the online *AVPMA Practice Health CHECKLIST* and submit answers to the entry questions online.

Step 3

Entries are assessed by a judging panel and finalists are selected

Step 4

National winners are announced at the AVA National Conference 2011.

Working together for a better future



All nominations are to be completed online:
www.ava.com.au AVA Awards

**AVA Practices of Excellence Award
Australian Veterinary Association**

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AVA Practices of Excellence Awards



AVA
Practices of Excellence
in Customer Service



Practices of Excellence in Customer Service

INFORMATION BROCHURE

Practices of Excellence in Customer Service

For the past 10 years, the **AVA Practice of Excellence Awards** have recognised veterinary practices that provide outstanding service to their clients. The awards acknowledge excellence and encourage veterinary practices Australia wide to improve their overall practice management.

A new approach A new beginning

2011 ushers in the new awards – offering a combined prize pool of more than \$18,000 in cash and prizes, as well as the kudos that comes from taking out Australia's best-known and most prestigious veterinary business award.

All entrants in the AVA Practice of Excellence Awards will now receive a 'free practice health check' to help identify opportunities to grow and expand.

Feedback from previous entrants and finalists has been that entering the awards has helped them focus and plan their businesses.

The new AVPMA Practice Health CHECKLIST takes practices a step further offering all entrants the chance to check their vital signs and get an even better picture of where they stand and will help them to set goals to improve and grow.

Practices will receive advice designed to deliver opportunities to achieve effective competitive advantages in key aspects including customer service, staff management, leadership and marketing.

Who can enter the 2011 AVA Practice of Excellence Awards?

Practices will be eligible to enter provided ALL of the following criteria are met.

The nominated practice **MUST**:

- ✦ Be a veterinary practice in Australia
- ✦ All veterinary owners or veterinary managers of the practice are AVA members

The nominated practice **MUST NOT**:

- ✦ Have won an award in the same category in the preceding 3 years

The winning practice in each category will receive:

- ✦ A \$3000 contribution to the continuing education of their practice
- ✦ Two registration fees to the AVA National Conference 2011 in Adelaide
- ✦ One registration fee to the AVPMA Practice Management Conference 2011
- ✦ An article featuring their practice in the Australian Veterinary Journal and the AVPMA Leading Edge Newsletter
- ✦ A distinctive trophy for public display
- ✦ The use of the distinctive AVA Practice of Excellence Logo on their stationery
- ✦ A session at the AVA National Conference in the practice management stream to share with others their story to excellence.

Award Categories

Practice of Excellence Award Small Animal

This is for practices who mainly generate income from small animals

Practice of Excellence Award Mixed or Large Animal

This is for practices that generate at least 20% of their income from species other than small animals

Q&A Nomination Process

Who can nominate a practice?

Anyone can nominate a practice. For example company representatives, other veterinarians or clients. You can also nominate yourself.

I have been nominated by more than one person. Does that better my chances of winning?

The number of times you have been nominated does not influence the judging process. You only need to submit one entry regardless of how many times you have been nominated.

What should I do if I have been nominated but don't want to enter?

If you have been nominated by someone you know you may like to let them know the reason you are not entering. However there is no obligation to enter the program.

Judging Process

Who will judge my entry?

To maintain the high professional standard of the Awards, the selection committee will include an AVA board representative, senior representatives from each of the major SIGS of the AVA which cover a wide diversity of practice types in Australia, as well as two veterinary industry representatives. All judges must sign a confidentiality agreement to ensure that your entry submission and details about you and your business will not be disclosed to anyone outside the judging process. Your entry will be treated with the strictest confidence at all times.

What are the judges looking for?

A detailed set of judging guidelines is used to help judges assess your entry. Judges are looking for practices that show an overall exceptional level of practice management and customer service.