

# SEEK SARA

## A W A R D S 2 0 2 4

### YOUR SARAS SUBMISSION CHECKLIST

We've created this checklist to help you get your SARAs submission ready. Remember, keep it short and to the point, be authentic, and take the opportunity to show off. Most importantly, use real-life examples!

#### THE BASICS

##### Have I included the essential elements?

- ☐ Have I answered the question that's being asked?
  - ☐ Is my submission succinct and to the point? If so, have I formatted it clearly too?
  - ☐ Have I included case studies, and demonstrated outcomes with supporting evidence and metrics?
  - ☐ Have I checked the T&Cs to ensure my eligibility?
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#### SHOW OFF

##### Will my submission stand out from the rest?

- ☐ Have I included evidence to prove my business stands out from the others?
- ☐ Is my business disrupting the market? If so, have I explained how, with evidence?
- ☐ Have I told a success story or shown testimonials to prove I'm providing a world-class service?
- ☐ Have I demonstrated innovation?
- ☐ Have I portrayed the passion I or my business has for the industry and how we're striving to create meaningful impact?

## SHOW CONTRIBUTION

### Have I demonstrated engagement and contribution to the recruitment industry?

- ☐ Have I demonstrated how I or my company contribute to the recruitment industry?
  - ☐ Have I demonstrated how I am an industry leader or how my company is an industry leader?
  - ☐ Have I shown a measurable benefit to the broader industry, beyond my or my company's commercial gain?
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## SHOW YOU CARE

### What measures has my company taken to demonstrate our commitment to candidate and client experience?

- ☐ Have I included what initiatives I've put in place and why they're successful?
  - ☐ Have I shown the value my company brings to our clients, and backed this up with evidence to demonstrate a measurable impact?
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## SHOW VISION

### Have I demonstrated the vision for me or my company, and the industry as a whole?

- ☐ Have I included my growth objectives?
- ☐ Have I demonstrated how my company continues to add value to the industry over time?
- ☐ And have I clearly described my growth target, why it was set, how it was achieved, and the outcome?

## HANDY TIPS

- Talk to the appropriate stakeholders and gather all the information first.
- We know you are busy. Why not book out some time in your calendar so you can finish your entry without disruptions?
- Get your marketing team involved. They can give you great advice on how to include the right case studies, and proofread your submission.
- Don't leave it to the last minute! Get organised early and you'll have plenty of time to check and edit the information before submissions close.
- Know that the information you give is for the judges' eyes only. If you need to back up your submission with sensitive business information, you can be assured your submission is strictly confidential.
- If you have any queries please contact your account manager or [saras@seek.com.au](mailto:saras@seek.com.au)

# SUBMISSION WRITING TIPS

## What type of evidence will help support my submission?

*Here are some thought starters for types of evidence that can help support your submission:*

### **Candidate satisfaction rates**

If you have created or improved candidate-centric initiatives or processes, such as closing the loop, providing feedback and candidate care, this will show judges your commitment to overall candidate satisfaction. Metrics such as candidate referrals can be a useful way to demonstrate the effectiveness of your work.

### **Candidate perception metrics**

If you measure external candidate perception of your brand, this can help to demonstrate how your brand is improving among candidates. Examples of this may be through engagement with events you run for candidates, podcasts, blogs or newsletters.

### **Client satisfaction**

If your clients are satisfied with your service and offerings, this is evidence you're delivering great results. Show our judges how satisfied your clients are through metrics or testimonials.

### **Sourcing strategies & efficiencies**

If you have made improvements in your candidate attraction and sourcing methodology or have created budget efficiencies, this shows the judges your focus to meet customer needs.

### **Time to fill/fill ratio**

If you have improved your jobs filled ratio, time to fill rates or the quality of applications for your roles this can help demonstrate the effectiveness of your strategies, showing judges you are meeting client needs efficiently.

### **Diversity ratios**

If you have improved diversity ratios in your business or your client's business through hiring strategies, external programs or government initiatives this can help to demonstrate how successful you have been at driving diversity, equity and inclusion.

## What should I keep in mind if I'm using an AI tool to help with my submission?

### **Remember that you're in control**

AI technology is a powerful tool to help you write however you need to feed the right information into the AI for it to give you something useful. Those things come from your knowledge, experience and expertise and your understanding of your clients, business and candidates.

### **Providing detailed prompts are key**

Good prompting can help you get the best out of AI. Be thoughtful and thorough in the way you write prompts. Adding a lot of contextual detail will help the AI tool provide a better response.

### **Watch out for accuracy**

AI can't assess truth so it's up to you to ensure accuracy whenever you use AI to help you write.

### **Review and revise**

Remember to treat what AI gives you as a rough draft, not a fully finished product.

### **Stand out from the crowd**

Ensure you're adding your agency's personality and passion into the submission. AI is a great starting point, but keep in mind that without editing, your submission could be generic or hard to differentiate from another entry.