



YOUR STAR AWARDS SUBMISSION CHECKLIST

Entering the SEEK Talent Acquisition Recognition (STAR) Awards?

See this checklist before you submit.

Keep your submission concise and to the point. Be authentic – it's more than ok to acknowledge the difficulties and roadblocks you faced.

And don't forget to take the opportunity to show off. Now is the time to highlight your best results and achievements to impress the judges. Most importantly, use real-life examples!

THE BASICS

- Have I answered the questions that are being asked?
- Is my submission succinct and to the point? Have I formatted it clearly too?
- Have I included case studies or real-life examples, and demonstrated outcomes with supporting evidence or results?
- Have I checked the T&Cs to ensure my eligibility?
- Have I asked a colleague to review my entry and sought the necessary organisational approvals?

STAND OUT

- Have I included results or evidence to help my submission stand out from the rest?
- Have I clearly linked the submission to the department or organisation's focus?
- Have I told a candidate success story or shown testimonials to demonstrate the candidate impact?
- Have I demonstrated how we are innovative – whether through strategy, process, or technology?
- Have I demonstrated a focus on candidate centricity, either in decision making or in the initiative(s) discussed?
- Am I clear on the greater impact of the work? How does this link back to the intention of the strategies or initiatives?
- Am I using statistics intentionally? How are they supporting the point I am trying to make?

HANDY TIPS

- Talk to the appropriate stakeholders and gather all the information first.
- Know what metrics and proof points you need to make sure your submission is compelling and impactful.
- Understand the criteria so, you know what the judges are looking for. The key to success lies in crafting unique and tailored responses that specifically address the criteria for each award category!
- We know talent and HR teams are busy. Consider booking 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 as well as proof-read your submission.
- Don't leave it to the last minute! An early entry means you 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 business sensitive information, you can be assured your submission is strictly confidential.
- Contact your account manager or email starawards@seek.com.au for help

SUBMISSION WRITING TIPS

What type of evidence will help support my submission?

Here are some thought starters of 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.

Candidate perception metrics

If you measure external candidate perception of your brand, this can help to demonstrate how your brand is improving among candidates.

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 your organisation's 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 organisation 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 organisation'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.