

Criteria

During 2021, our MYOB Partners have worked behind the scenes to support businesses large and small to survive and thrive during another unprecedented year.

The 2021 MYOB Partner Awards recognise excellence in individuals and businesses in three categories across Australia and New Zealand. Nominations are now open for Accounting Practice of the Year, Bookkeeping Practice of the Year and Certified Consultant of the Year. We also invite nominations for our annual Service Awards, which celebrate loyalty and tenure among our long-term MYOB Partners.

The coveted awards will be judged by a panel of selected MYOB executives and our senior leadership team, with winners announced publicly on 6 December 2021 across the MYOB blog, social media channels and via email.

Winners will receive prizes including professional development opportunities with The Growth Faculty, as well as supporting marketing materials to help promote their accolade.

MYOB Partner Awards 2021 Judges



Greg Ellis, Chief Executive Officer

Greg joined MYOB in 2019 and has more than 30 years' industry experience spanning digital advertising, e-commerce, telecommunications and software across Australia, Asia and Europe. Greg has held senior roles at Scout 24 AG, REA Group, Microsoft, Truvo BV, Sensis Interactive and Telstra.



Caroline Rawlinson, Chief Financial Officer

Joining MYOB in June 2020, Caroline is a strategic and commercial leader with experience leading international businesses with global brands. She has worked in New Zealand and across Asia at a senior management level, most recently at Trade Me (New Zealand) as CFO.



Daniel West, Chief Sales and Support Officer

Daniel West relocated to Australia to join MYOB in 2020 after 16 years working in Silicon Valley. He previously worked for Oracle where he was responsible for creating the go-to-market strategy for a global business unit. Prior to that, Daniel built and led projects at Salesforce, Infoblox, Mercury Interactive, HP Software and Informatica.



Emma Fawcett, General Manager (SME)

Emma has worked within global media companies in various commercial, product and platform roles, across the UK and Australia, and was on the board of Hipages during its successful initial public offering (IPO). Emma has been involved in successful start-ups, including an award-winning media business. She is passionate about workplace diversity, championing Women in Tech groups and mentoring emerging leaders.

2021 Award Categories

This year, we're celebrating the 'Heart of Business' by recognising the success and achievements of the Accountants, Bookkeepers and Certified Consultants who have excelled in their fields across both Australia and New Zealand.

Accounting Practice of the Year

This award recognises a boutique practice in the accounting industry that most effectively drove business growth, pivoted effectively during the pandemic and/or supported the community during the 2021 calendar year, using a range of business development principles and tactics.

+ Eligibility

Open to all firms in the accounting industry in Australia and New Zealand who are on MYOB's Partner Program.

+ Criteria

- Outline how the practice executed on its growth strategy in the 2021 calendar year.
- What steps were taken to pivot during the pandemic and working remotely?
- How have you supported your local community and what impact has this had on the business?

Bookkeeping Practice of the Year

This award recognises a boutique practice in the bookkeeping industry that most effectively either drove business growth, pivoted effectively during the pandemic and/or supported the community during the 2021 calendar year, using a range of business development principles and tactics.

+ Eligibility

Open to all firms in the bookkeeping industry in Australia and New Zealand who are on MYOB's Partner Program.

+ Criteria

- Outline how the practice executed on its growth strategy in the 2021 calendar year.
- What steps were taken to pivot during the pandemic and working remotely?
- How have you supported your local community and what impact has this had on the business?

Certified Consultant of the Year

This award recognises an outstanding Certified Consultant who most effectively drove revenue growth and shaped their or their associated firm's success in the 2021 calendar year.

+ Eligibility

This award is open to all practising Certified Consultants in Australia and New Zealand.

+ Criteria

- Outline the individual's unique selling points/points of difference as a Certified Consultant compared with your peers and how the individual created a quality practice/business unit as a result.
- Highlight the innovation you have contributed to your practice or associated practice and how this has impacted on business growth.

Service Award

This award recognises the loyalty and commitment of Certified Consultants.

+ Eligibility

This award is open to Certified Consultants who have partnered with MYOB for 10, 15, 20 or 25 years by the end of the 2021 calendar year.

+ Criteria

Candidates must have a Certified Consultant membership commenced as follows:

- Opened in 2011 – 10 Year Service Award
- Opened in 2006 – 15 Year Service Award
- Opened in 2011 – 20 Year Service Award
- Opened in 1996 – 25 Year Service Award

Application process

Nominations for the 2021 MYOB Partner Awards are now open until 11.59pm on Monday 29 November 2021. The nomination form can be found online at www.myob2021awards.com. Award recipients will be notified directly via email and publicly announced on 6th December 2021 via the MYOB Partner Awards website and all MYOB social media accounts.

For more information head to www.myob2021awards.com.

Prizes

Winners of Accountants, Bookkeeper and Certified Consultant categories: Annual Premium Membership with the Growth Faculty plus \$100 voucher inclusive of:

- Unlimited live virtual events (4 flagship events and 30 masterclasses)
- Book club, including key highlights from must read books
- On demand access to 100's of videos and podcasts
- Access to tools and frameworks
- Community access to connect with global professionals
- 8 must read business books - handpicked and delivered straight to your door
- Exclusive access to VIP events and opportunities

Prizes for SMEs or colleagues who nominated a winner: Annual Club Membership plus \$100 for businesses:

- Unlimited live virtual events (4 flagship events and 30 masterclasses)
- Book club, including key highlights from must read books
- On demand access to 100's of videos and podcasts
- Access to tools and frameworks
- Community access to connect with global professionals

Service Awards:

Annual Club Membership with The Growth Faculty

Voucher for x1 live masterclass with The Growth Faculty

All nominations receive a \$60 voucher towards a Club Membership. Discount will be sent to all nominators once submission is received.

SUBMISSION STRUCTURE AND FORMAT

- + Applicants are strongly encouraged to address all criteria requested for each individual category
- + Category overview, eligibility and criteria can all be found within this document
- + Individuals and businesses within the accounting and bookkeeping industry are invited to participate by submitting a nomination that highlights their professional performance and personal achievements, SMEs or Businesses are also invited to nominate their accountants or bookkeepers.

To submit your nomination, please visit www.myob2021awards.com and follow the steps indicated.

ENTRY REQUIREMENTS

- + It's highly recommended that all nominations follow the recommended submission criteria, include business metrics and provide supporting documents where relevant, or your nomination may be considered incomplete.
- + All submissions MUST be lodged online via the Awards page.
- + There is a 500-word limit per person.
- + Entrants are encouraged to provide supporting material for the judging process to strengthen their submission in video or photo form.
- + Entries close on Monday, 29 November at 11:59pm unless MYOB provides a formal extension to everyone.

SUPPORTING MATERIAL

Please do not provide supporting documents unless they are directly references and relevant to your submission. Any irrelevant materials will be disregarded.

CONFIDENTIALITY

Please note that all submissions are treated confidential and only viewed by MYOB Partner Awards judging panel and MYOB Partner Marketing team.

PRIVACY DISCLAIMER

MYOB values your privacy. Please visit our Privacy Disclosure Statement and Privacy Policy for [Australia](#) and [New Zealand](#) for more information on how we collect, use and disclose your Personal Information.

By submitting a nomination, you consent to us collecting, using and disclosing your Personal Information. We may use your Personal Information as outlined in our Privacy Policies, including for the purpose of administering the awards.

You must not include any Personal Information of any other person in this nomination, without that person's express or implied consent.

JUDGING PROCESS

Like previous years, MYOB will be rolling out a multi-staged judging process.

Stage One

- + Individuals and firms are invited to lodge a personal submission, or to nominate a colleague by answering a number of questions specific to each award. An entrant can be nominated for multiple categories.
- + [Click here](#) to lodge your submission on the secure MYOB Partner Awards online submission system.
- + Submissions can be a mixture of written responses, business metrics and qualitative questions plus photo and video attachments if desired.
- + All entrants must be MYOB partners, but can be self-nominated or nominated by colleagues or clients.
- + For any questions, please contact us here on partnerawards2021@myob.com

Stage Two

Once submissions have closed, submissions are then accessed and shortlisted by our judging panel, with winners notified by email and on our website, www.myob2021awards.com on 6th December.