

CLIENT CHOICE AWARDS 2017

Independently researched by

beaton

CCA 2017

WHY WIN A CLIENT CHOICE AWARD

Your clients, referrers, staff and the marketplace really notice which firms and practitioners win a Financial Review Client Choice Award.

Any firm or practitioner can claim to be client-focused, but only an elite few can actually prove it by reaching the finals or winning a Client Choice Award.

Read the testimonials on the benefits of winning a Client Choice Award.

Professional services firms and individual practitioners/consultants in Australia and New Zealand are eligible to enter the 2016 Client Choice Awards.

All details about the Awards and how to enter may be found on the Financial Review Client Choice Awards website:

<http://clientchoiceawards.net>

Apply now

You apply for both firm and practitioner/consultant Awards by ensuring your firm fills out an online application form at:

<http://clientchoiceawards.net/about-the-awards/#Apply-cca2017>

HIGHLIGHTS OF THE 2017 CLIENT CHOICE AWARDS

- Since 2005, the Awards have celebrated the best in professional services – and 2017 will be no different, only the best of the best will win.
- The Awards are special because they are the only awards where those who count most – your clients – have the only say on which firms and practitioners/consultants are the best of the best.
- In all, six verticals in Australia and New Zealand will be covered: Accountancy, Consulting Engineering, IP Specialists, IT Services, Law and Management Consulting.
- As the Asia-Pacific's leading researchers, consultants and advisers to professional service firms, **beaton** is the independent researcher for the Awards.
- **beaton** has analysed nearly 250,000 survey responses since we started and have more experience in online research of the clients of professional services firms than any other market research consultancy in the world.

*The **beaton** benchmarks data provides valuable insights on how client perceptions of Tonkin & Taylor have trended in light of organisational changes, strategic activity, and changing market conditions. The data not only reflects our relationships, but also gives us insights into the marketplace's perceptions of us relative to our competitors.*

DOUG JOHNSON, MANAGING DIRECTOR, TONKIN & TAYLOR

- The research is done online in October-December each year. Respondents are invited by email to complete the questionnaire on a secure, state-of-the-art server.
- The partnership constituted amongst professional societies, professional services firms and **beaton** is unique in endorsing the research that lies behind the Financial Review Client Choice Awards and the **beaton** benchmarks.

Being consistently named a winner or a finalist in the Client Choice Awards for the last few years, has given us improved market place recognition and allowed us to promote our services as client focused and 'award winning' as two of our differentiators.

JACQUI WALFORD, DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT, AUSTRALASIA HLB MANN JUDD

CLIENT CHOICE AWARDS JUDGING PROCESS

THE CLIENT CHOICE AWARDS JUDGING PROCESS FOR FIRMS AND PRACTITIONERS/CONSULTANTS FOLLOWS FOUR STEPS:

- 1 Firms submit a complete client database under strict privacy conditions no later than 30 September 2016.
- 2 These and other databases are de-duplicated and used for **beaton**'s online survey in which clients:
 - Rate firms' brands and performance, and
 - Name and score individual practitioners, giving reasons.
- 3 Up to four of the highest rating firms and practitioners are named as Finalists in each separate Award category. Finalists are announced by the Financial Review on February 1, 2017.
- 4 The top scoring firms and practitioners/consultants in each category are announced as the Winners at the Client Choice Awards gala dinner in Sydney on 7 March 2017 with extensive coverage in a special print feature and online in *The Financial Review*.

Further details of the judging process and Terms and Conditions may be found on the Client Choice Awards website at:

<http://clientchoiceawards.net/terms-and-conditions/>

Winning the award for Best Practitioner in Australia and New Zealand was very important to my firm, McInnes Wilson – and to me personally. Being named Best Practitioner in Australia and New Zealand is recognition from the people that matter most to us, our clients. The Financial Review Client Choice Awards are truly unique in this respect.

MARK WOOLLEY IS A PRINCIPAL OF MCINNES WILSON IN THE FIRM'S BRISBANE OFFICE

WHAT TO NOTE IN THE 2017 CLIENT CHOICE AWARDS

- After their acclaimed success, there will again be Awards for individual professional practitioners/consultants in 2017.
- In 2017 *both* types of Awards will again be available in New Zealand after the successful introduction of trans-Tasman rivalry two years ago.
- Awards – and the **beaton** benchmarks services – for IT Services and IP Specialists are now included fully in 2017 and thereafter as the Awards-**beaton** benchmarks footprint expands.

HOW TO APPLY FOR THE AWARDS – FOR FIRMS AND PRACTITIONERS

You apply for both firm and practitioner/consultant Awards by ensuring your firm fills out an online application form at:
<http://clientchoiceawards.net/about-the-awards/>

Once **beaton** receives your application, we will email you with further details on how to submit your client database for the research and complete your application.

As a practitioner/consultant you *can't enter in your own right* – but here's what you do to ensure you're eligible for a practitioners'/consultants' Award.

When your firm enters, you and all other practitioners/consultants in your firm are eligible for an Award – provided a client of yours nominates you when your client is completing the survey – check here for details: <http://clientchoiceawards.net/awards-for-practitioners/#app-process>.

These Awards are specifically important to us as they are based on input from our most important judges, our clients. We work to put the client at the centre of everything we do and to bring relevant solutions and capabilities to them.

MIKE MCGRATH, MANAGING PARTNER, CLIENTS & MARKETS, PWC

APPLICATIONS CLOSE ON 30 SEPTEMBER 2016

Be sure to check you have read and understand the *Five Things You Need to Know About Applying for The Client Choice Awards* at:

<http://clientchoiceawards.net/about-the-awards/#who-conducts>

and the *Terms and Conditions* at:

<http://clientchoiceawards.net/terms-and-conditions/>

At Thomson Geer, one of our goals is to enhance our clients' competitive position. The voice of the client has reflected this with the firm awarded our Client Choice Award, as this Top 50 ASX listed client comment demonstrates: "The winning of a Client Choice Award reflects the quality and value of the legal services provided to us by Thomson Geer".

ADRIAN TEMBEL, CHIEF EXECUTIVE PARTNER, THOMSON GEER



BEATON UNDERTAKES THE RESEARCH FOR THE CLIENT CHOICE AWARDS

The research team of **beaton** independently undertakes the design, conduct and analysis of the Client Choice Awards – and the **beaton** benchmarks in professional services.

The **beaton** team has unrivalled experience and expertise in B2B market research throughout the Asia-Pacific.

CONTACTS

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The Client Choice Awards Twitter handle is @TheClientChoice and the Twitter hashtag is #ClientChoiceAwards.

To win a Client Choice Award demonstrates our commitment to providing exceptional service, both to our staff and to our Clients. This assists us in attracting and retaining the best people as well as be considered for the more prestigious and iconic projects.

JOSE GRANADO, MANAGING DIRECTOR, WOOD & GRIEVE