HOUSING AWARDS: A DEFINITIVE GUIDE

New home building is on the increase with an improved outlook for the industry. Now is the time to review your marketing strategies.

An HIA Award can provide a marketing edge to make your business stand out to consumers looking to build or renovate.

Regardless of the size of your business or how long you have been a member or how large or small your project is, you can reap the benefits of winning an award. Many first time entrants have succeeded.

YOUR POTENTIAL RETURN FROM ONE ENTRY FEE:

1. All entries are judged by industry professionals
2. Winners receive widespread media exposure and recognition via:
   - Media releases sent out to various media outlets
   - Queensland Building News industry publication
   - HIA’s consumer-focussed website housinglocal.com.au
   - Awards feature in Queensland Homes magazine, a leading home and design publication sold via newsagencies
3. Progression to Australian Housing Awards
   - National industry recognition
   - Awarded as Australia’s best
   - National Housing Award winners hosted on housinglocal.com.au
   - Australian Housing Awards feature in HIA’s Housing magazine with distribution over 40,000 and publication hosted online at hia.com.au
4. Recognition at the Awards night in front of industry peers
   - Company name and project images viewed on large screens at Regional and/or Queensland Gala Awards Presentation
   - Framed certificate or plaque to display in your office
   - Awarded as Queensland best
   - Individualised HIA Award Winner’s logo
   - Celebration of success

From $191 this may be your best marketing investment yet!

Please contact us on 1300 650 620 or email qld_events@hia.com.au for HIA Award entry folder and entry forms for Housing, Kitchen & Bathroom and Interior Design.
NEW CATEGORIES FOR 2014

SMALL LOT HOUSING
Single detached dwellings built on an area of land less than 350sqm that are not part of a greater development ie multi-unit developments

INNOVATION IN HOUSING
Home must show innovation in design, construction techniques and/or materials/product selection

NEW OR RENOVATED LAUNDRY
Laundries have regained their status and are not forgotten by homebuyers. Design, space, storage, functionality and multi-purpose are all factors for this important and essential space in every home.

LIVEABLE KITCHEN OR BATHROOM
Designed for people of all ages, abilities and highly adaptable for ageing in place or people with disability.

INTERIOR DESIGN – DISPLAY HOMES
Interior styling, form and functionality are essential for a display home to create desire and inspire the potential home buyer. Judging will consider design concept, space planning, use of materials, furnishings, colour and integration with architecture.
Other categories: New & Refurbished Residential Interior Design; Interior Decoration/Styling

Note: Additional categories may vary for each region.

DON’T JUST TAKE OUR WORD FOR IT

“Stylemaster Homes proudly displays the HIA awards logo on all of our advertising and promotion material, in our display homes, on our construction sites and at our head office. We feel that the HIA’s recognition of our achievements is valuable endorsement of our consistently high standards and something that gives our new clients great confidence when deciding to trust the design and construction of their new home with us” STYLEMASTER HOMES

“Since winning last year’s HIA Kitchen and Bathroom Awards, our business has received wide praise and an increase in leads and opportunities. Winning awards such as these shows clients the calibre of work we produce and ensures them that they will receive a product of high workmanship and design. It has given us the opportunity to appear in editorials, not only showing finished work, but also promoting that we are an HIA award winning business. It sets a standard that we are proud to maintain” BURGESS KITCHENS & CABINET MAKERS

“Living Gems Active Lifestyle Resorts are designed with baby boomers mind. Since winning the HIA Award last year, the resorts have attracted keen interest from buyers and record sales in Brisbane and on the Sunshine Coast” LIVING GEMS RUBY GARDENS

HOW TO ENTER

1. Complete & sign entry form
2. Send images, copy of plan, list of materials, final contract price
3. Send entry fee

Information required is generally available from your project documentation. Please note requirements may vary slightly depending on category entered. If you have any questions please call HIA Events who will answer any questions over the phone or come to your office. Email qld_events@hia.com.au for your entry form.