

# WELLNESS CHAMPION AWARD

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This award recognises an individual or clinic that goes above and beyond in promoting wellness, both internally within their team and externally for their clients. It celebrates a proactive, holistic approach to wellbeing that positively influences the culture, environment, and outcomes of the business.

## WHAT JUDGES ARE LOOKING FOR:



### **LEADERSHIP AND TEAM DEVELOPMENT:**

Demonstrated commitment to staff wellbeing, mental health, and workplace balance



### **OPERATIONAL EXCELLENCE:**

Implementation of wellness initiatives or programs for clients and/or team members



### **STRATEGIC THINKING:**

A focus on sustainable, ethical, and health-forward practices



### **COMMUNICATION AND CULTURE:**

Evidence of education and advocacy in wellness within the aesthetic or wellness space



### **CONGRUENCY:**

Alignment with holistic values, including inclusivity, mindfulness, and ethical care



### **RECOGNITION:**

Testimonials, case studies or data showing the impact of wellness practices on business success and client/staff satisfaction

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## TIPS FOR ENTRANTS:

- Show, Don't Just Tell
- Go beyond broad statements—include real examples of how wellness is embedded into your clinic culture or services. Whether it's a staff wellness day, mental health support, or client aftercare protocols, show us how it works in action.
- Include Testimonials or Staff Feedback
- Let your team or clients speak for you. Include a few short quotes or testimonials that reflect how your wellness approach has made a positive impact.
- Highlight Innovation
- Wellness doesn't have to mean yoga mats and smoothies (though that's great too!). Share any unique or creative wellness initiatives you've implemented—especially those that are sustainable and scalable.
- Provide Measurable Impact
- If you've noticed changes in staff retention, client satisfaction, or team morale, include that! Even small shifts backed by evidence or observation help tell a powerful story.
- Align with Your Brand Values
- Wellness should feel like an extension of your brand, not a box-ticking exercise. Explain how your wellness efforts are authentic and integrated into your overall mission.
- Keep It Clear and Concise
- Judges will appreciate clear, well-structured answers. Use headings or dot points where appropriate and avoid jargon.