

# VBG Veterinary Business Thought Leader Award

## Open for sponsorship

*Recognising champions shaping the future of veterinary business.*

The Veterinary Business Thought Leader Award celebrates individuals who have challenged the status quo, ignited industry debate, or championed a fresh approach in addressing the challenges and opportunities within the veterinary business landscape. This award recognises thought leadership that significantly advances the field of veterinary business, for example through communication, advocacy, policy leadership, research, education, resource development, a start-up or NFP venture, or an evolution of approach to, or within, veterinary business. We welcome nomination of individuals from all backgrounds, experiences, and perspectives. By encouraging diversity of thought, we aim to inspire continued dialogue and progress within the veterinary sector.

### Submission Requirements:

To nominate yourself, or a deserving colleague, please submit:

- 1. Description of your nominee's innovative idea and activity:** Tell us why you / your nominee should be considered for this award. What idea is being championed by this person? Why is thought leadership on this topic important for veterinary business? What type of communication or activities have they undertaken that could prompt a shift in the sector's approach? Do they have a plan to further encourage or enact change? Who could (and/or did) benefit from this idea and this person's contribution, and how? (Maximum 400 words)
- 2. Content Piece:** Please provide evidence that demonstrates your/your nominee's role in challenging veterinary sector norms and pushing the boundaries of conventional veterinary business practices. For example, this material could be a blog post, recorded presentation, research or white paper, podcast episode, media article, successful business pitch, advocacy submission, community outreach, delivered presentation slide pack, or other tangible evidence that showcases your/your nominee's innovative idea relating to veterinary business. If the nominee has generated other related material, please submit up to two (2) examples plus a reference list of other content evidence (year, place delivered, purpose, topic (as applicable)).
- 3. Two references:** These may be from anyone who can describe the potential or demonstrated impact of your/your nominee's work on the veterinary business sector, the observed effect of the nominee's activities and their role as a catalyst for change. For example, referees could be colleagues, experts, intended audience members or individuals who have been affected by the innovative approach. References may be written letters, audio recordings or video testimonials.

Please compile the three submission elements into a single PDF document for submission. Video and audio recordings may be embedded as links (please check that these work) or attached as files.

Please submit nomination and supporting documents to [vbg@ava.com.au](mailto:vbg@ava.com.au)

If you have any questions about nomination, please don't hesitate to reach out to [vbg@ava.com.au](mailto:vbg@ava.com.au)

## **Essential criteria**

- Nominees must be a current financial member of the Australian Veterinary Association (AVA) and Veterinary Business Group (VBG).
- Veterinary Business Thought Leader Award is also open to student members of the AVA.

Business Thought Leader nominations will be considered by an impartial panel with varied perspectives of veterinary business. An award will be made solely on information within the nomination submission, based on the nominee's demonstrated contribution to addressing challenges or opportunities within the veterinary business landscape. Consideration will be given to the nominee's role in leading change (identifying or developing a novel or valuable approach; influential communication and activity); link to an identified challenge/opportunity; the scope, quantity, and duration of the nominee's related contribution/s; and the demonstrated impact – or potential for future impact - of their thought leadership.

## **VBG Veterinary Business Thought Leader Award prize includes:**

- Two registrations to the VBG Conference Program (inclusive of socials) in 2025.
- VBG Membership for one year (Membership cycle June 2025 – June 2026)
- A profile in AVA and Veterinary Business Group's electronic communications
- Award plaque for display
- A chance to present once within the Veterinary Business Group Education Program in 2025 (Webinars, AVA National, VBG Conference Program)