

## ASIAN AWARDS JUDGING CRITERIA

Category	Overview	Specific criteria
Business leader of the year	This award will recognise the individual who has demonstrated exceptional business acumen, embedded a culture of innovation and improvement, and communicated a clear strategic vision companywide to deliver outstanding commercial performance over the last 18 months. As employees worldwide look for signs of confidence and reassurance, this award celebrates the recession-defying individual who navigated a path to success in challenging times.	<ul style="list-style-type: none"> <li>▪ Clarity of strategic vision</li> <li>▪ Effective &amp; inspirational leadership</li> <li>▪ Outstanding financial performance and/or growth</li> <li>▪ Market dominance</li> <li>▪ Global presence/influence</li> <li>▪ Staff engagement</li> </ul>
Entrepreneur of the year	Nominees for this award will have a proven track record of establishing one or several successful owner-led businesses. As a champion of Asian entrepreneurialism, this individual will possess qualities ranging from clear leadership and sound management to innovation, determination, ambition, and entrepreneurial flair. The winner of this award will be an example of the very best in entrepreneurialism.	<ul style="list-style-type: none"> <li>▪ Drive &amp; determination</li> <li>▪ Innovation &amp; creativity</li> <li>▪ Tenacity of purpose</li> <li>▪ Inspirational leadership</li> <li>▪ Pioneering spirit</li> <li>▪ Commercial success</li> <li>▪ Business track record</li> <li>▪ Challenges overcome</li> <li>▪ Personal profile</li> </ul>
Philanthropist of the year	At its heart, philanthropy is more than the donation of money – it is the gift of time, energy and commitment. This award will be presented to an individual who has made charitable giving and campaigning a focus of their personal and professional life. Judges will look for an individual who most effectively combines giving with active involvement in achieving charitable aims.	<ul style="list-style-type: none"> <li>▪ Proportion of wealth donated to date</li> <li>▪ Causes supported</li> <li>▪ Time committed</li> <li>▪ Level of personal involvement</li> <li>▪ Community engagement</li> <li>▪ Charitable goals achieved</li> </ul>
Public servant of the year	Under constant pressure to deliver higher levels of service with ever-decreasing resources, the leading lights of the public sector are those able to create a culture of improvement and efficiency. This award will be presented to an outstanding public servant who has achieved organisational transformation through groundbreaking strategies, models and philosophies. This category will encompass politics, social welfare and the community.	<ul style="list-style-type: none"> <li>▪ Vision &amp; philosophy</li> <li>▪ Personal dynamism</li> <li>▪ Organisational change</li> <li>▪ Challenges overcome</li> <li>▪ Engagement of staff</li> <li>▪ Systems &amp; structures</li> <li>▪ Impact on society</li> <li>▪ Example to other organisations</li> </ul>
Outstanding achievement in Television	Encompassing global television output, the winner of this award will be an established name synonymous with success, integrity and longevity within this important entertainment genre. From presenting, acting, directing or producing to reportage, anchoring or documentary making, this individual will have a global presence and appeal. The winner of this award will be recognised for their status and achievement within the television industry.	<ul style="list-style-type: none"> <li>▪ Profile &amp; reputation</li> <li>▪ Global recognition</li> <li>▪ Longevity &amp; status</li> <li>▪ Career success</li> <li>▪ Impact on industry</li> <li>▪ Accolades &amp; achievements</li> </ul>
Outstanding achievement in Sport	This award will be presented to a sporting star who has not only reached the pinnacle of achievement in their chosen field – but who best represents the ideals of sportsmanship and a determination to reach new heights. Judges will be looking for an individual whose sporting achievements are world class, who is a	<ul style="list-style-type: none"> <li>▪ Career achievement</li> <li>▪ Challenges overcome</li> <li>▪ Reputation in their field</li> <li>▪ Status in the wider sporting community</li> <li>▪ Ideals of sportsmanship</li> </ul>

	respected ambassador for their sport, and who has demonstrated a passion for excellence throughout their career.	<ul style="list-style-type: none"> <li>▪ Personal legacy</li> <li>▪ Impact on the sporting industry</li> </ul>
Outstanding achievement in Music	All nominees for the Outstanding achievement in music award have established themselves as creative pioneers, respected artists and commercially successful talents in an enormously competitive field. Judges will look for an individual who demonstrates the most impressive combination of reach, recognition, longevity, critical acclaim, creative impact, and commercial success.	<ul style="list-style-type: none"> <li>▪ Critical acclaim</li> <li>▪ Originality</li> <li>▪ Commercial success</li> <li>▪ Career longevity</li> <li>▪ Cross-cultural appeal</li> <li>▪ Creative legacy</li> <li>▪ Impact on society</li> </ul>
Outstanding achievement in the Arts	Encompassing arts, design and culture, this award will recognise the individual who has made the greatest impact on their chosen field. Judges will look at what the individual has achieved during the course of their career, and the global impact of their contribution.	<ul style="list-style-type: none"> <li>▪ Critical acclaim</li> <li>▪ Originality</li> <li>▪ Commercial success</li> <li>▪ Career longevity</li> <li>▪ Cross-cultural appeal</li> <li>▪ Creative legacy</li> <li>▪ Impact on society</li> </ul>
Outstanding achievement in Cinema	Encompassing all genres in the world of film and cinema, this highly competitive award will go to an individual whose talent has mass appeal and whose contribution is recognised globally. Combining the qualities and characteristics that draw audiences in their millions, the winner of this award will be someone who has pushed the boundaries of cinema and elevated the art form to new creative and commercial heights.	<ul style="list-style-type: none"> <li>▪ Critical acclaim</li> <li>▪ Originality</li> <li>▪ Commercial success</li> <li>▪ Career longevity</li> <li>▪ Cross-cultural appeal</li> <li>▪ Creative legacy</li> <li>▪ Impact on society</li> </ul>
Outstanding achievement in Science & Technology	This award will be presented to an individual who has led innovation or is a recognised pioneer in the fields of science and technology. Judges will look for an individual who has pushed the boundaries of scientific and technological endeavour, developed life and industry-changing products, services or processes.	<ul style="list-style-type: none"> <li>▪ Career achievement</li> <li>▪ Challenges overcome</li> <li>▪ Reputation in their field</li> <li>▪ Impact on society</li> <li>▪ Global recognition</li> <li>▪ Personal legacy</li> </ul>
Social entrepreneur of the year	This award will be presented to an individual who has created an enterprise that focuses on social capital, revolutionising the intent of business to provide a service or product to a disadvantaged community or to support purely civic goals. Judges will only consider leaders of organisations with a proven track record of delivering on core objectives, and where profit has been re-invested to improve levels of service and reach.	<ul style="list-style-type: none"> <li>▪ Impact on society or target community</li> <li>▪ Can the business model be adapted and applied to other social enterprises?</li> <li>▪ Innovation &amp; creativity</li> <li>▪ Tenacity of purpose</li> <li>▪ Inspirational leadership</li> <li>▪ Pioneering spirit</li> <li>▪ Commercial success</li> <li>▪ Business track record</li> <li>▪ Challenges overcome</li> </ul>
Outstanding Contribution to Sustainability	Creating a sustainable planet is one of the toughest challenges of the modern age. This award recognises an individual whose work (in isolation or part of a company) has improved our utilisation of resources in order to make life more sustainable on earth.	<ul style="list-style-type: none"> <li>▪ Impact on their field</li> <li>▪ Position in history</li> <li>▪ Contribution to society</li> <li>▪ Esteem amongst peers</li> <li>▪ Global influence</li> <li>▪ Values as role model</li> <li>▪ Career achievement</li> <li>▪ Personal legacy</li> </ul>