LOCAL GOVERNMENT
LGPRO PROFESSIONALS
THE LEADING VOICE

2027 CUSTOMER EXPERIENCE AWARD

Nominations close: Monday 15 February 2027

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ABOUT THIS AWARD

The Customer Experience Award recognises a customer service improvement that has resulted in enhancing overall customer experience through innovative strategies, exceptional service delivery, and a commitment to customer satisfaction. It acknowledges councils that have demonstrated measurable improvements in customer experiences by integrating customer-centric practices into their core operations and a degree of innovation.

NOMINATIONS

All Victorian councils are encouraged to nominate for the **2027 LGPro Customer Experience Award.** It is open to individuals as well as teams across all council departments that interact with customers and play a role in delivering customer experiences.

Submissions will be accepted electronically until close of business, **Monday 15 February 2027.** To nominate, visit the **LGPro awards page.**

JUDGING CRITERIA

The key judging criteria for this award is:

- **Customer-Centric Processes/Innovative Approach:** Integration of customer needs and feedback into processes and decision-making resulting in an innovative approach to improving the customer experience.
- **Project Delivery and Collaboration achieved with stakeholders** (both internal and external) during the implementation process.
- **Impact and Outcomes:** Evidence of tangible customer experience improvements outcomes resulting from the approach/practice.
- **Sustainability:** The ability to maintain and resource the initiative over time.
- **Transferability:** Ease of transferring initiative to other councils in terms of effort and resourcing.

A panel appointed by LGPro will judge nominations. It will comprise a Local Government Chief Executive Officer and/or an LGPro Board Member, a council officer with knowledge and experience in providing positive customer experiences and/or a representative from the award sponsor organisation. Each judge will individually review all nominations and allocate a score based on how the nomination meets the award criteria. Final scores are reached through averaging and consensus of the judging panel.

AWARD PRESENTATION

The winner will be announced at the **2027 Annual Conference on Wednesday 19 May 2027** and will receive an award in the form of a statuette. Finalists will receive a certificate.

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PREPARING YOUR NOMINATION

The following is a copy of the questions you will need to answer in the online portal as part of your nomination. The online portal allows you to pause and continue your nomination at any time, but the below is provided to help you gather the requisite information ahead of time and simplify the process.

Overview

1. Provide a brief summary of the customer problem, improvement rationale and the desired outcome **(100 words)**

Customer-Centric Processes and Innovative Approach

2. Please explain how your council identified and integrated customer needs and feedback into council's processes and decision-making resulting in the customer-centric practice? **(150 words)**
3. What makes the new practice/approach adopted innovative? Has this been adopted by other councils to your knowledge? If so, what makes yours stand out? **(150 words)**

Project Delivery and Collaboration

4. What programs, processes or technologies are used as part of the customer-centric approach/practice and how was collaboration achieved? **(150 words)**
5. What barriers were encountered when implementing the approach/practice and how were these overcome? **(100 words)**

Impact and Outcomes

6. Has it achieved the impact and outcomes it set out to deliver? Did it exceed expectations and if so, how? Please provide evidence **(200 words)**
7. How was the improvement in customer experience measured ie what metrics or methods were used to monitor and assess benefits achieved? **(100 words)**
8. Are there monitoring and evaluation processes in place to ensure the approach/practice improves over time? If so, please explain **(150 words)**

Sustainability

9. How was ongoing sustainability of the approach/practice assessed and what measured were put in place to achieve ongoing success? **(150 words)**
10. What additional resources are required to ensure the approach/practice is sustained into the future. Please list both funded and non funded resources **(100 words)**

Transferability

11. Outline any costs incurred from implementing the approach/practice transferable? If funded, how was funding achieved? List any external resources used to help achieve outcomes **(150 words)**
12. Is the approach/practice transferable, that is, can it be made available and used by other councils? If yes, how easy would it be to implement in terms of effort and resourcing? Is there a suitability checklist (for example, the size of team required, network adaptability, and so on)? **(up to 200 words)**

General Comments

13. Any other general comments? **(up to 100 words)**
14. Attachments of four to five high resolution photos **(minimum of 1 MB each)** and photo descriptions

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TERMS AND CONDITIONS

1. Although nominations are accepted from both LGPro Members and Non-Members, at least one nominator must be an LGPro Individual Member.
2. Members of the judging panel are not eligible to enter the award.
3. The judging panel's decision is final, and no correspondence will be entered into in relation to their decision.
4. Only the award recipient and finalists will receive a certificate – named partners will not receive an award certificate.
5. Councils may submit more than one entry.
6. The closing date for nominations is **Monday 15 February 2027.**

FREQUENTLY ASKED QUESTIONS

Do I need to be an LGPro Member to nominate for the award?

The LGPro Customer Experience Award is open to both LGPro Individual Members and Non-Members, however at least one nominator must be an LGPro Individual Member.

What are some examples of initiatives that could be nominated?

Some examples are as follows:

- Reviewing and simplifying processes based on customer feedback, involving all teams across the customer journey.
- Developing strong proactive partnerships between Customer Service and the key teams within the organisation to ensure Customer Service has the information they need to respond to the customer.
- Reducing outstanding customer requests through strategic collaboration and data sharing across teams and proactive problem solving.
- Program to enrich customer led improvements and improved service delivery.

How do the judges decide on the winner?

While they are impressed by good presentation, the judges are seeking substance over presentation. The judges base their decision on how the entry meets the award criteria.

Nominations that score highly include evidence to support actual impact achieved and are innovative. An innovative approach or concept is demonstrable through new ways of thinking; leading, facilitating, administering, managing or ensuring a particular outcome is achieved. It also demonstrates forward thinking and problem solving.

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FREQUENTLY ASKED QUESTIONS (cont'd)

How is the judging process adjudicated?

There are three judges: either a Chief Executive Officer of a Council and/ or an LGPro Board Member, an officer with a background in customer experience and/or an award sponsor representative. In the event of a tied decision, LGPro will assist with the adjudication process.

What is the closing date for nominations?

Submissions must be received by Monday 15 February 2027.

When will the winner of the award be announced?

The award winner will be announced at the 2027 Annual Conference Welcome Event to be held on Wednesday 19 May 2027.

SUBMITTING A NOMINATION

Submissions will be accepted electronically until close of business, **Monday 15 February 2027.**
To nominate, visit the LGPro awards page.

Need more information?

For further information, contact LGPro directly on (03) 9268 6400 or info@lgpro.com