

# 2018 Annual Business Awards



BUSINESS  
ARMADALE

## 2018 Nomination Package



**You've taken the first step towards participating in the Business Armadale Examiner Newspaper Business Excellence Awards. Entering the Business Awards program is a valuable endeavour that can deliver great benefits to your organisation and to your people.**

The Business Armadale Examiner Newspaper Business Excellence Awards have been recognising business excellence for several years and every year the program gets bigger.

# Benefits of Entering

Entering the Business Excellence Awards provides your business with an unparalleled opportunity to:

- Showcase your business, thereby raise your business profile in the region
- Gain recognition for your business endeavours
- Build a reputation for excellence inside and outside of your industry
- Benchmark your business year on year and against other businesses in your area and industry
- Improve employee engagement by involving your employees in the entry process
- Boost staff morale through the recounting of successes and wins in your business

All finalists and winners will receive an official Business Armadale Examiner Newspaper Awards FINALIST or WINNER logo which can be used on collateral, websites, business cards and signage.

## Key Dates

**20<sup>th</sup> August** - Nominations open

**4<sup>th</sup> September** - Ticket sales open

**20<sup>th</sup> October** – Entries close - *this date will not be extended under any circumstances.*

**16<sup>th</sup> November** - Gala Awards Presentation Evening

## Eligibility

Entry to the Business Armadale Business Excellence Awards is open to an owner or operator of a business activity within the City of Armadale, City of Gosnells, Shire of Serpentine Jarrahdale, City of Canning & Shire of Kalamunda.

- Open to all businesses – not just members of Business Armadale
- Previous year's nominees, finalists and winners may apply
- There are no limits on the number of categories a business may enter
- Businesses may self-nominate or be nominated by another business

# Award Categories

There are 8 award categories – you may enter as many categories as are appropriate to your business.

## **Excellence in Business**

The Excellence in Business award recognises a company that has attained significant results and growth through initiatives that demonstrate excellence in business management.

## **Community Spirit**

This Award recognises either an individual, organisation or business for initiatives that positively impact the community in areas such as social enterprise, services, charitable work and potentially utilising volunteer support. The outcomes of such initiatives have a long-term benefit.

## **Excellence in Tourism & Hospitality**

Recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and overall to the regions tourism industry.

## **Inspiring Individual**

Recognises the positive contribution made to business by individual business people and professionals. The award recognises those who have either overcome considerable challenges to achieve business goals or who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas.

## **Employer of Choice**

The Employer of Choice award recognises organisations that put in place strategies and initiatives to create stimulating and supportive workplace environments for their employees. These strategies or initiatives must have a positive impact on both employees and the organisation as a whole and demonstrate leadership and commitment to excellence in human resource management.

## **Excellence in Marketing**

This award is open to businesses /organisations that have achieved outstanding results through initiatives that demonstrate marketing innovation and excellence.

## **Best New Business**

This category is open to successful businesses that have commenced operations in the last 1 to 3 years. The judges will be looking for emerging businesses from within the region that have a unique competitive advantage that ensures they are sustainable in the medium to long term.

## **City of Armadale Digital Innovation Award**

This award recognises businesses that execute business initiatives which demonstrate innovative digital solutions.

# How to Enter

## To prepare your entry:

- Entry should consist of a **minimum of four A4 pages to a maximum of 10** describing your business and why you believe your business deserves an award.
- Your Awards Entry should consist of the following sections:
  - **Your Entry Details – See Part 1: Basic Business Information.**
  - **Award Categories – See Part 2: Check the category/ categories you are nominating for. You may enter more than one category.**
  - **Core Questions – See Part 3: All entrants to complete only once, even if you are entering more than one category.**
  - **Answers to Category Criteria - See Part 4: Answer the criteria carefully.**
- Photographs of your business, yourself or staff, products or services, graphs and charts that support your application may be included.
- Additional supporting material may include customer testimonials, media articles, awards received, marketing flyers and product brochures.
- Submission Presentation - It is highly recommended to submit your hard copy printed submission with the signed entry application in your own display folder with your additional support material clearly marked.

## To submit your entry:

- Applications will be accepted via
  - Email to [admin@businessarmadale.com.au](mailto:admin@businessarmadale.com.au)
  - Hardcopy Presentation or Flash drive posted to:  
Business Armadale  
PO Box 1  
Armadale, WA, 6992

**ENTRIES CLOSE 4pm Saturday 20th October 2018**

# Judging Process

Business Armadale follow a rigorous judging process. Judges are selected from subject matter experts or practitioners in the area relating to the award category, academics in the field, award category sponsors and Business Armadale representatives.

Entries are judged individually – scores are then collated and averaged, and weightings are applied to achieve a final score. Finalists will be announced once judging is complete. Finalists will be notified by email and announced on the Business Armadale Website.

# Entry Form

**PLEASE COMPLETE THIS FORM AND INCLUDE IT WITH YOUR COMPLETED ENTRY TO:**

Email to [admin@businessarmadale.com.au](mailto:admin@businessarmadale.com.au)

Hardcopy Presentation or Flash drive posted to:

Business Armadale  
PO Box 1  
Armadale, WA, 6992  
P: 1300 129 844

The Business Armadale Examiner Newspaper Business Excellence Awards provide recognition and encouragement for small to medium business enterprises in the region. By entering the Awards, you have the opportunity of gaining publicity for your business as well as increased business opportunities locally and state wide.

## PART 1: BUSINESS INFORMATION

<b>Title:</b>	<b>Given Names:</b>	<b>Family Name:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Company Name:</b>	<b>ABN:</b>	
<input type="text"/>	<input type="text"/>	
<b>Position Title:</b>	<b>Mobile:</b>	
<input type="text"/>	<input type="text"/>	
<b>Street address:</b>		
<input type="text"/>		
<input type="text"/>		
<b>Suburb:</b>	<b>State:</b>	<b>Post Code:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Email:</b>		
<input type="text"/>		
<b>Business Number 1:</b>	<b>Business Number 2:</b>	<b>Fax Number:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Mailing address:</b>	<input type="checkbox"/> Same as above	
<input type="text"/>		
<input type="text"/>		
<b>Suburb:</b>	<b>State:</b>	<b>Post Code:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Business Size:</b>		
<input type="checkbox"/> Sole Trader <input type="checkbox"/> 1 - 5 Employees <input type="checkbox"/> 5 - 20 Employees <input type="checkbox"/> 20 - 200 Employees <input type="checkbox"/> 200 + Employees		

**Time in Business:**

How long has your business been operating?

- New Business < 3       3 - 10 yrs       10 - 25 yrs       25 + years

**Industry Type:**

- Manufacturing     Retail or Wholesale     Trades     Professional Services  
 Other (Please Specify) \_\_\_\_\_

**PART 2: AWARD CATEGORIES YOU WISH TO NOMINATE FOR**

**I wish to nominate for the following Awards:**

- Excellence in Business     Community Spirit     Excellence in Tourism & Hospitality  
 Inspiring Individual  
 Excellence in Marketing     Best New Business     CoADigital Innovation Award     Employer of Choice

See Category List for Criteria

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

1. What products or services do you provide?
2. Name three key strengths that make your business successful?
3. Do you have a business plan or strategic plan for your business? Yes / No (Brief outline only) - approx. 300 words
4. What method does your business use to monitor its performance and how often do you collect or review these results?
5. Briefly describe your target customers. How do you determine customer satisfaction? For example, do you use observation, customer surveys and/or repeat sales data?
6. Has your business introduced any major marketing ideas, customer services or innovations during the past twelve months?  
Yes / No. If yes, please provide details and an outline of benefits achieved.
7. Describe any environmental, energy-saving and/or sustainability program operating in your business? Have you reduced your energy usage in the past year? Yes / No (provide details)
8. How did you hear about these Awards? Please specify: \_\_\_\_\_
9. Focusing on the categories you wish to nominate for, please provide additional details as outlined in Part 4 below.



## **PART 4: CATEGORY FOCUS / CRITERIA**

### **Excellence in Business:**

Detail the results and growth achieved in the past 12-24 months and explain what business management practices were implemented to achieve these results. Describe the strategies you have used and show how you have evaluated results.

### **Community Spirit:**

Outline the activities that have positively impacted the community in areas such as social enterprise, services, charitable work or volunteer support. Demonstrate how results have been achieved, how they are measured and list track record over the last 3-5 years. Explain how the outcomes of your activities have a long term benefit.

### **Excellence in Tourism & Hospitality:**

Detail which tourism facilities and services, marketing, event development and management, or other overall contribution your business made to build the regions tourism industry. Show how activities were developed to meet needs of customers or market. Provide evidence that implementation has helped grow your business over the last 12-24 months.

### **Inspiring Individual:**

Detail the challenges, entrepreneurial activities, innovations or other activities which you believe are an inspiration to your colleagues, other businesses within your industry or to other aspiring business builders.

### **Employer of Choice:**

Describe development and implementation of strategies and initiatives which have stimulated and supported the workplace environment for your employees. Provide measurable results that indicate the success of the program and positive impact on both employees and the organisation as a whole. Are the results above industry average? Is the program/initiative based on research and best practice in the industry?

### **Excellence in Marketing:**

Detail innovative marketing solutions, processes or programs in your business. Define the target market, goals and evaluation processes. Provide copies of marketing plans and materials used to promote your business and demonstrate the results (\*\* Not open to marketing professionals).

### **Best New Business:**

Provide information about what is unique or different about your new business and why you believe you have a competitive advantage in your field. List key objectives. Demonstrate long term goals and planning for sustainability.

### **City of Armadale Digital Innovation Award:**

Describe your digital innovation, and the business objective/s behind implementing it. Outline the strategies employed by the business in implementing the digital innovation. Provide details on any important customer, operational or financial performance results. Please demonstrate these results using examples, testimonials, data, figures and other supporting materials.