





Where your goals are ours **Presents**


MACLEAY VALLEY BUSINESS AWARDS



HANDBOOK

 Macleay Valley
Business Chamber

 Gary Scott
0447 554 587

 admin@kempseychamber.com.au

WWW.MACLEAYBUSINESSCHAMBER.COM.AU

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AWARDS PROCESS AND TIMELINE

- Complete your entry form online at www.macleayvalleychamber.com.au
- Nominations Open - 1st April 2019 - 9am
- Gala tickets go on sale - 1st April 2019 - 9am
- Nominations close - 17th May 2019 - 12pm
- Public Voting and Self Promotion Opens - 18th May 2019 - 9am
- Public Voting closes - 31st May 2019 - 5pm
- GALA DINNER ON SATURDAY 15TH JUNE 2019**

PLEASE NOTE: Dates may change. Please consult www.macleayvalleychamber.com.au for latest information.

CELEBRATING LOCAL BUSINESS SUCCESS

AWARD CATEGORIES

The Macleay Valley Business Awards provides an exceptional opportunity to recognise and reward amazing businesses whose passion, determination and success inspire other businesses and business people.

The Macleay Valley Business Awards are about more than just winning. They are the perfect opportunity for entrants to take a fresh look at their operation and have it assessed by experts. The process of completing an award application helps you to review your performance and think about your future plans.

This Handbook outlines the award categories and explains how to apply. All entries are to be completed online at www.macleayvalleychamber.com.au

There are two distinct Award Levels available:

LOCAL RECOGNITION AWARDS

All Entrants **MUST** enter one of the Local Recognition Awards.

Entrants can enter only **ONE** Local Recognition Awards. A list of the types of businesses who are eligible for each category is included in this Handbook.

EXCELLENCE AWARDS ALIGNED TO THE NSW BUSINESS CHAMBER

Entrants are encouraged to enter one of the NSW Business Chamber Aligned Awards.

Businesses and organisations can enter into more than one category of the NSW Business Chamber Aligned Awards.

LOCAL RECOGNITION AWARDS

These awards will be judged by an independent panel of experts combined with a public voting score to determine the winner in each category.

EXCELLENCE IN TOURISM, ACCOMMODATION AND HOSPITALITY

This award recognises an individual or business who has exhibited dedication to develop the visitor economy in the Macleay Valley. It also recognises excellence in service, facilities and entertainment available to the local community and guests in our region.

EXCELLENCE IN HEALTH, BEAUTY AND WELLBEING

This Award recognises excellence in businesses providing “feel good” services and recognises the health intervention measures and facilities which help to improve quality of life, making a real difference to the wellbeing of our community.

EXCELLENCE IN RETAIL SERVICE

This award recognises businesses or organisations who can demonstrate excellence in their business planning and practices plus show continued development and innovation in their business.

EXCELLENCE IN PROFESSIONAL SERVICE - Less than 20 Employees

This award recognises businesses with less than 20 employees, that possess specialist knowledge, skills & products that adhere to ethical standards and have been derived from a high level of education, training and experience.

EXCELLENCE IN PROFESSIONAL SERVICE - More than 20 Employees

This award recognises businesses with more than 20 employees, that possess specialist knowledge, skills & products that adhere to ethical standards and have been derived from a high level of education, training and experience.

EXCELLENCE IN TRADES & INDUSTRY

This award recognises businesses that possess specialist trades, skills & products that adhere to ethical standards and have been derived from a trades certificate, training and experience.

EXCELLENCE IN AGRICULTURE

The Macleay Valley Food Bowl Award recognises an individual or business who has contributed to the development of all areas of agribusiness and value add food services across the Macleay Valley. It also recognises key achievements in the industry and honours key people who drive this sector.

NSW CHAMBER ALIGNED AWARDS

These awards will be judged by an independent panel of experts and the winner in each category will be nominated for the NSW Business Chamber Regional Awards.

OUTSTANDING YOUNG EMPLOYEE

The Outstanding Young Entrepreneur award recognises an inspirational young employee aged between 18-30 years. To enter this award the individual must have been employed by their current employer for a minimum of 18 months at the time of entry. Entrants can also be an Apprentice or a Trainee.

OUTSTANDING YOUNG ENTREPRENEUR

The Outstanding Young Entrepreneur award recognises an inspirational young person aged between 18-30 years who, through their own commitment and passion, owns or part owns a successful business. This award recognises young business people who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.

OUTSTANDING BUSINESS LEADER

The Outstanding Business Leader award recognises the positive contribution made to business by business people and professionals 31 years and over. The award recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders. Individuals entering into this category can be self-employed or employed by a business.

EXCELLENCE IN MICRO BUSINESS

The Excellence in Micro Business award recognises a business, employing less than 5 people that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous 24 months.

EXCELLENCE IN SMALL BUSINESS

The Excellence in Small Business award recognises a business, employing between 6 and 20 people that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous 24 months.

EXCELLENCE IN BUSINESS

The Excellence in Small Business award recognises a business, employing 21 people or more that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous 24 months.

START UP SUPERSTAR

The StartUp Superstar category recognises a business that has been operating for less than two years that delivers a product/service/idea/invention with credible potential. This award recognises early-stage start-ups that have a solid chance of market success, and strongly displays the entrepreneurial spirit.

EXCELLENCE IN SOCIAL ENTERPRISE

The Excellence in Social Enterprise award recognises an organisation that trades to tackle social problems, be it social, environmental, cultural or economic.

EXCELLENCE IN INNOVATION

The Excellence in Innovation award recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

EMPLOYER OF CHOICE

The Outstanding 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.

EXCELLENCE IN SUSTAINABILITY

This category is based on sustainable initiatives and projects within your business, not related to your core offering. The Excellence in Sustainability Award recognises businesses that are working to reduce the impact of their operations on the environment and/or provide products and services that have positive environmental outcomes.

EXCELLENCE IN EXPORT

The Excellence in Export award recognises leading examples of businesses that are exporting their products internationally and are forging a strong reputation for Australian products and services in international markets. This applies to businesses that are exporting directly or through a third party.

CONDITIONS OF ENTRY

1. Eligibility for Entrants

To be eligible to submit an application you should be a Member of a local business chamber or the NSW Business Chamber or be prepared to join the Macleay Valley Business Chamber.

A business must enter ONE of the Local Recognition Award categories and is encouraged to enter one or more of the NSW Business Chamber Aligned awards.

Members of the NSW Business Chamber Executive cannot enter into an individual award however, they can enter their business into one of the other categories.

All entries must be submitted online www.macleayvalleychamber.com.au

2. Eligibility for Voting in Local Recognition Awards

Any individual or business can vote for a Local Recognition Applicant.

There can be only one vote per IP address lodged. You can vote for all Entrants if you wish however you can only vote for a single entrant once.

3. Judging Process

A panel of independent experts will assess all entries to the Awards utilising a scoring system adopted by the NSW Business Chamber.

The judges will be recruited from outside the region.

All information supplied to the judging panel will remain confidential.

The decision of the judges will be final.

4. Confidentiality

All information supplied by an Entrant will remain confidential however each Entrant will be asked to supply a 100 word description of their business that be used for promotional purposes by the Chamber. By entering the Awards, you agree to have this information used for promotional purposes.

5. Social Media

The Macleay Valley Business Chamber will undertake a major social media campaign to promote the Awards through Facebook, Instagram and online. By submitting an application you agree that Macleay Valley Business Chamber can use the 100-word biography of your business in our promotion of the event.

6. Communications

By submitting an Awards entry, an entrant understands and agrees that the Chamber or our Awards Sponsors may contact entrants in relation to the Awards process or promotions and that entrant contact information may be provided to other parties for this purpose.

HOW TO ENTER THE AWARDS

1) BUSINESS DETAILS

To be completed by all entrants including those entering into the individual categories.

1. Trading name:
2. Registered ABN:.....
3. How is your business structured (drop down box)
 Sole Trader Partnership Trust Company
4. Is your business classified as a not for profit? (drop down box)
 Yes No
5. Main Office Address:
6. Business trading commencement date:.....
7. Select from the ANZIC Industry list below the industry sector your business operates in (drop down box)
 - Administrative and Support Services
 - Agriculture, Forestry and Fishing
 - Arts and Recreation Services
 - Construction
 - Education and Training
 - Electricity, Gas, Water and Waste Services
 - Financial and Insurance Services
 - Health Care and Social Assistance
 - Information, Media and Telecommunications
 - Manufacturing
 - Mining
 - Professional, Scientific and Technical Services
 - Public Administration and Safety
 - Rental, Hiring and Real Estate Services
 - Retail Trade
 - Transport, Postal and Warehousing
 - Wholesale Trade
 - Other
8. Number of employees on payroll including contractors, casuals and labour hire staff (drop down box)
 - 1 to 4
 - 5 to 19
 - 20 to 49
 - 50 to 99
 - 100 to 199
 - 200+
9. Is your business primarily business to business or business to consumer (drop down box)
 - Business to Business
 - Business to Consumer

10. Please indicate the main reason/s you are entering into the Business Awards
- To raise the profile of my business
 - To recognise my staff and our achievements
 - To build business networks
 - To reflect on the goals, strategies and vision that led to the success of your business and to use those insights to drive even greater success in the future.

11. Please describe the single biggest challenge that your business will face in the next financial year.

.....

.....

.....

12. Please provide a 100-word biography for your business.

This biography will be used for promotional purposes.

.....

.....

.....

13. Website.....

14. Twitter

15. Instagram.....

16. LinkedIn

17. Facebook

2) CONTACT DETAILS

To be completed by all entrants

Entry Contact Details:

Name: Position:

Email:

Phone: Mobile:

Media Contact Details Tick box if same as above

Name: Position:

Email:

Phone: Mobile:



APPLICATION FOR LOCAL AWARDS

***The Local Recognition Awards are NOT a NSW Business Chamber Aligned category.
The winner of the local award will not go on to further Regional or State Awards.***

Conditions of Entry

- Entrants must be located in the Macleay Valley.
- Entrants must complete their application online
- Entrants must answer every question
- Submissions should not exceed 250 words per question
- All answers remain confidential
- The Macleay Valley Business Chamber reserves the right to preclude any entry which may negatively impact on the reputation of the Business Awards and/or its members.

CORE QUESTIONS

All Entrants must answer each question & nominate the award category you wish to enter.
Entrants can enter only ONE local recognition award.

1. Tell us about yourself and the history behind your business.
2. Explain the key strengths of your business and what makes you the best at what you do?
3. Describe how your business has grown, adapted or responded to the trading conditions of the past year.
4. What plans are in place to ensure that your business remains sustainable into the future? Identify two business goals for the next 12 months.
5. What new ideas, new products, new technologies or other innovations have you introduced into your business in the last 12 months?
6. How does your business identify its customers, market to their needs, gain feedback and improve products and services?
7. How does your business stay up to date with changes in the business environment and the broader trends in your industry?
8. How does your business actively support the community and/or business environment? Do you encourage your employees to be involved in community activities?

AWARD CATEGORIES

All entrants must select **ONE** award category in the Local Recognition Awards:

- EXCELLENCE IN TOURISM, ACCOMMODATION AND HOSPITALITY**
- EXCELLENCE IN HEALTH, BEAUTY AND WELLBEING**
- EXCELLENCE IN RETAIL SERVICE**
- EXCELLENCE IN PROFESSIONAL SERVICE**
20 or less employees
- EXCELLENCE IN PROFESSIONAL SERVICE**
21 or more employees
- EXCELLENCE IN TRADES & INDUSTRY**
- EXCELLENCE IN AGRICULTURE**

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

There are 12 Award categories that are aligned with the NSW Business Chamber. The winner of each of the following categories will be nominated for the Regional or State Awards.

Entry to these awards is optional and all Entrants MUST have completed a Local Recognition Award.

Conditions of Entry

- Entrants must be located in the Macleay Valley.
- Entrants must complete their application online
- Entrants must answer every question
- All answers remain confidential
- The Macleay Valley Business Chamber reserves the right to preclude any entry which may negatively impact on the reputation of the Business Awards and/or its members.
- Entrant must not be NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

AWARD CATEGORIES:

- OUTSTANDING YOUNG EMPLOYEE**
- OUTSTANDING YOUNG ENTREPRENEUR**
- OUTSTANDING BUSINESS LEADER**
- EXCELLENCE IN MICRO BUSINESS**
- EXCELLENCE IN SMALL BUSINESS**
- EXCELLENCE IN BUSINESS**
- EXCELLENCE IN SOCIAL ENTERPRISE**
- START UP SUPERSTAR**
- EXCELLENCE IN INNOVATION**
- EXCELLENCE IN SUSTAINABILITY**
- EMPLOYER OF CHOICE**
- EXCELLENCE IN EXPORT**



Where your goals are ours



strength in local business

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

OUTSTANDING YOUNG EMPLOYEE

The Outstanding Young Employee award recognises an inspirational young employee aged between 18-30 years. To enter into this award the individual must have been employed by their current employer for a minimum of 18 months at the time of entry. This award is open to Apprentices or Trainees as well.

Conditions of Entry

- Entrants must be aged between 18-35 years at the time of entry
- Entrant must have been employed by their current employer for at least 18 months on or prior to this entry submission.
- Should the Entrant leave the organisation before the Regional or State Gala event, their entry is ineligible.

CORE QUESTIONS

1. Entrants first name
2. Entrants surname
3. Date of birth
4. Current Job title
5. Name of business / organisation you work for
6. Commencement of employment date
7. Outline your employment background including previous roles and responsibilities. *Maximum word count: 300*
8. Provide a current profile of yourself including current job role and scope of responsibilities including details of the role, any direct reports, your budget, your financial and organisational reporting line. *Maximum word count: 400*
9. Detail your measurable career achievements including key milestones. *Maximum word count: 400*
10. Provide an overview of your five year goals / milestones and how you are working towards each of these. *Maximum word count: 300*
11. Describe the key challenges you have faced as a young employee and how you have dealt with each of these challenges, including examples. *Maximum word count: 300*
12. What do you believe makes you an outstanding young employee, including examples of where you have had to use your leadership skills. *Maximum word count: 450*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

OUTSTANDING YOUNG ENTREPRENEUR

The Outstanding Young Entrepreneur award recognises an inspirational young person aged between 18-30 years who, through their own commitment and passion, owns or part owns a successful business. This award recognises young business people who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.

Conditions of Entry

- Entrants must be aged between 18-35 years at the time of entry
- Entrant must be a current owner or part owner of a business for at least 24 months on/prior to time of entry.

CORE QUESTIONS

1. Entrants first name
2. Entrants surname
3. Date of birth
4. Current Job title
5. Name of business organisation you own or part own
6. Date in which you established or took ownership of the business organisation
7. Number of other owners
8. Percentage of ownership held by you
9. What problem have you solved, how did you identify it as a market need and what is your target market? *Maximum word count: 200 words*
10. Describe your business's competitive advantage. *Maximum word count: 300*
11. Describe how you funded your business. *Maximum word count: 300*
12. Provide an overview of your five year strategies for future growth and key milestones detailing how you are currently working towards achieving these. *Maximum word count: 450*
13. Detail the measurable growth and key achievements in your business over the past 24 months. *Maximum word count: 450*
14. Describe the key challenges you have faced as a young entrepreneur and how you deal with these challenges. *Maximum word count: 300*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

OUTSTANDING BUSINESS LEADER

The Outstanding Business Leader award recognises the positive contribution made to business by business people and professionals. The award recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders. Individuals entering into this category can be self-employed or employed by a business.

Conditions of Entry

- Entrants must be aged 31 years and over at the time of entry

CORE QUESTIONS

1. Entrants first name
2. Entrants surname
3. Date of birth
4. Current Job title
5. Name of your organisation or business
6. Provide a current profile of yourself including your scope of responsibilities, details of your role, any direct reports, your budget, your financial and organisation reporting line. *Maximum word count: 300*
7. Detail your achievements in business with clear measurable examples. *Maximum word count: 400*
8. Outline how you have reshaped your business, organisation or industry to create a smarter and more inclusive future with examples of how you have used your leadership skills? *Maximum word count: 400*
9. Provide an overview of your five-year strategies for future growth and key milestones, detailing how you are working towards achieving each of them. *Maximum word count: 400*
10. Describe the key challenges you have faced as a business leader and how you overcame each of them. *Maximum word count: 400*
11. Describe the activities and initiatives you have undertaken to help the community (and or the business community). *Maximum word count: 400*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

EXCELLENCE IN MICRO BUSINESS

The Excellence in Micro Business award recognises a business with less than 5 employees that has achieved significant growth (market share, sales volume, turnover, profitability) and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous financial year.

Conditions of Entry

- For businesses employing less than 5 employees on payroll in Australia such as contractors, casuals and labour hire staff.
- This business has been trading for a period of two years or more, not bankrupt or trading insolvent at the time of entry.
- This business has not entered into the Excellence in Social Enterprise category, Excellence in Small Business or Excellence in Business category.

CORE QUESTIONS

1. Provide an overview of the key features of your business plan including goals, strategies and outcomes. *Maximum word count: 400*
2. Define your business product and/or service offering/s. *Maximum word count: 400*
3. Define your target market/s. *Maximum word count: 300*
4. What is unique about your business ie. What makes it stand out from your competitors. *Maximum word count: 300*
5. Do you have monthly reporting of financial performance (profit and loss, cash flow and other key performance indicators)? Specify reports. *Maximum word count: 300*
6. Detail your business goals and key milestones achieved in the previous financial year. *Maximum word count: 450*
7. What were the strategies and plans you initiated to achieve your business growth over the previous financial year? *Maximum word count: 300*
8. Detail the key challenges and opportunities your business and industry face in the future. *Maximum word count: 300*
9. What strategies or plans do you have in place to address these challenges and/or opportunities? *Maximum word count: 450*
10. Demonstrate how your business contributes to the local economy in your region. For example employing local people, local purchasing etc) *Maximum word count: 250*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

EXCELLENCE IN SMALL BUSINESS

The Excellence in Small Business award recognises a business, with five to twenty employees that has achieved significant growth (market share, sales volume, turnover, profitability) and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous financial year.

Conditions of Entry

- For businesses employing 5 to 20 employees on payroll in Australia such as contractors, casuals and labour hire staff.
- This business has been trading for a period of two years or more, not bankrupt or trading insolvent at the time of entry.
- This business has not entered into the Excellence in Social enterprise, Excellence in Micro Business or Excellence in Business Category.

CORE QUESTIONS

1. Provide an overview of the key features of your business plan including goals, strategies and outcomes. *Maximum word count: 400*
2. Define your businesses product and/or service offering/s. *Maximum word count: 400*
3. Define your target market/s. *Maximum word count: 300*
4. What is unique about your business i.e what makes it stand out from your competitors? *Maximum word count: 300*
5. Do you have monthly reporting of financial performance (profit and loss, cash flow and other key performance indicators)? Specify reports. *Maximum word count: 300*
6. Detail your business goals and key milestones achieved in the previous financial year. *Maximum word count: 450*
7. What were the strategies and plans you initiated to achieve your business growth over the previous financial year? *Maximum word count: 300*
8. Detail the key challenges and opportunities your business and industry face in the future. *Maximum word count: 300*
9. What strategies or plans do you have in place to address these challenges and/or opportunities? *Maximum word count: 450*
10. Demonstrate how your business contributes to the local economy in your region. For example employing local people, local purchasing etc). *Maximum word count: 250*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

EXCELLENCE IN BUSINESS

The Excellence in Business award recognises a business with 21 or more employees that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous financial year.

Conditions of Entry

- For businesses employing more than 20 FTE employees on payroll in Australia such as contractors, casuals and labour hire staff.
- This business has been trading for a period of two years or more, not bankrupt or trading insolvent at the time of entry.
- This business has not entered into the Excellence in Social Enterprise category, Excellence in Micro Business or Excellence in Small Business Category.

CORE QUESTIONS

1. Provide an overview of the key features of your business plan including goals, strategies and outcomes. *Maximum word count: 400*
2. Define your businesses product and/or service offering/s. *Maximum word count: 400*
3. Define your target market/s. *Maximum word count: 300*
4. What is unique about your business i.e what makes it stand out from your competitors? *Maximum word count: 300*
5. Do you have monthly reporting of financial performance (profit and loss, cash flow and other key performance indicators)? Specify reports. *Maximum word count: 300*
6. Detail your business goals and key milestones achieved in the previous financial year. *Maximum word count: 450*
7. What were the strategies and plans you initiated to achieve your business growth over the previous financial year? *Maximum word count: 300*
8. Detail the key challenges and opportunities your business and industry face in the future. *Maximum word count: 300*
9. What strategies or plans do you have in place to address these challenges and/or opportunities? *Maximum word count: 450*
10. Demonstrate how your business contributes to the local economy in your region. For example employing local people, local purchasing etc). *Maximum word count: 250*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

EXCELLENCE IN SOCIAL ENTERPRISE

The Excellence in Social enterprise Award recognises an organisation that trades to tackle social problems, be it social, environmental, cultural or economic.

Conditions of Entry

- The majority (at least 50%) of profits are used to work towards your social mission.
- The majority of the organisation's income is from trade, NOT donations or grants.
- The organisation has not entered into the categories of Excellence in Micro Business, Excellence in Small Business and Excellence in Business category.

CORE QUESTIONS

1. Explain the social purpose of your organisation. *Maximum word count: 300*
2. Explain how your purpose contributes to the community, cultural and/or environment. *Maximum word count: 400*
3. Outline the product/s and/or services you trade to fund your organisation's social purpose. *Maximum word count: 400*
4. Detail each of the strategies and actions undertaken to achieve your organisation's social purpose. *Maximum word count: 400*
5. Detail measurable evidence of how each of these strategies and actions is contributing to the achievement of the social purpose goals for your organisation. *Maximum word count: 400*
6. Provide an overview of your five year strategy for future growth, sustainability and key milestones detailing how you are working towards achieving them. *Maximum word count: 400*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

START UP SUPERSTAR

The Start Up Superstar award recognises a business that has been trading for at LEAST 12 months and less than two years. This business delivers a product/service/idea/invention with credible potential and strongly displays an entrepreneurial spirit.

Conditions of Entry

- The business has been trading for a continuous period of 12 months less than 24 months, not bankrupt or trading insolvent at the time of entry.
- This business has not been purchased or acquired.
- This business is not part of a franchise.
- This business is not a new product or service line.

CORE QUESTIONS

1. Is this your first start up? (If no please specify other business ventures and their degree of success). *Maximum word count: 300*
2. Date when you commenced trading.
3. Number of other owners
4. What problem (or need) has your business solved? *Word count: Maximum word count: 250*
5. How did you identify the market need and who is your target market? *Maximum word count: 400*
6. Describe your product service or offering. *Maximum word count: 400*
7. Who is your target market? *Maximum word count: 250*
8. Describe your competitors and your business's innovative competitive advantage? *Maximum word count: 400*
9. Outline your business success since its inception. *Maximum word count: 400*
10. Detail and include your current research, customer marketing strategy, logistics and service delivery. *Maximum word count: 400*
11. Describe how you funded your business. *Maximum word count: 200*
12. Detail how your business has the potential to scale and achieve financial sustainability. *Maximum word count: 400*
13. Provide commercial and technical evidence your team has the ability and competencies to achieve success and detail strategy and timeframe involved. *Maximum word count: 500*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

EXCELLENCE IN INNOVATION

The Excellence in Innovation award recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

Conditions of Entry

- This business has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

CORE QUESTIONS

1. Provide details of the innovation or innovative approach in your business. *Maximum word count: 300*
2. Explain how your business monitors and reacts to changes in the market including how your business acquires an understanding of emerging customer needs and market developments. *Maximum word count: 300*
3. How well has the innovation been received by the marketplace? Provide details of the cost effectiveness, integration, risk minimisation and commercialisation. *Maximum word count: 300*
4. How has innovative activity in your business helped grow or improve your business such as increased size, greater scope, productivity improvements, higher revenue, lower cost? *Maximum word count: 400*
5. Demonstrate how the innovation has or is likely to have a positive impact beyond your business (i.e. to your industry, to the community). *Maximum word count: 400*
6. Did the innovation achieve its objectives and goals? *Maximum word count: 400*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

EXCELLENCE IN SUSTAINABILITY

(This category is based on sustainable initiatives and projects within your business, not related to your core offering).

The Excellence in Sustainability award recognises businesses that are working to reduce the impact of their operations on the environment and/or provide products and services that have positive environmental outcomes.

Conditions of Entry

- The business has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

CORE QUESTIONS

1. Describe your business environmental sustainability goals. Note that these must be quantifiable targets. *Maximum word count: 300*
2. Describe the initiatives/actions your organisation has undertaken to achieve its sustainability objectives in the previous 12- 24 months within the region you are entering the awards. *Maximum word count: 400*
3. Describe your sustainability achievements over the last 12 – 24 months. *Maximum word count: 300*
4. Describe how you involve staff in your environmental initiatives. *Maximum word count: 300*
5. Provide measurable evidence of how your sustainability objectives have achieved and contributed to the business, customers, staff and suppliers such as financial outcomes, staff engagement, marketing benefits, supplier/customer loyalty. *Maximum word count: 400*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

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.

Conditions of Entry

- This organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

CORE QUESTIONS

1. What is your employee value proposition? Why would someone want to work for your business?
Maximum word count: 300
2. Describe your workplace culture. *Maximum word count: 250*
3. How do you attract and retain the best talent? *Maximum word count: 250*
4. Excluding business growth or expansion, what percentage of staff turnover has there been in your business in the previous financial year? *Maximum word count: 200*
5. Have you had any employment related claims over the past 24 months? (YES/NO)
6. What plans or processes do you have in place to manage employment related claims? *Maximum word count: 250*
7. What percentage of your staff have attended at least one business, technical, personal or professional development training in the last financial year? *Maximum word count: 200*
8. How has investment in training and development improved the performance of your business? *Maximum word count: 300*
9. How would you describe an Employer of Choice? *Maximum word count: 300*
10. How does your business adopt inclusive practices and recognise the needs of a diverse community (including gender equality, people with intellectual and physical disability and seniors)? *Maximum word count: 300*
11. Outline your current staff level and diversity – include employees with disability, seniors (over 55) and people from culturally and linguistically diverse backgrounds. *Maximum word count: 250*
12. Identify and describe your positive and/ or proactive inclusive practices within the business that go beyond regulatory compliance. *Maximum word count: 300*

APPLICATION FOR NSW CHAMBER ALIGNED AWARDS

EXCELLENCE IN EXPORT

The Excellence in Export award recognises leading examples of businesses that are exporting their products internationally and are forging a strong reputation for Australian products and services in international markets. This applies to businesses that are exporting directly or through a third party.

Conditions of Entry

- The business has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- The business has been exporting for two years or more

CORE QUESTIONS

1. Summarise your measurable export success/es in the past 24 months. *Maximum word count: 350*
2. What is the competitive edge of your product/service in each of your export markets? ie how does your business differentiate its product/service from the competition and how are you maintaining/improving this advantage? *Maximum word count: 400*
3. Outline the key points of your international marketing strategy over the past 12- 24 months and what role it played in your company's success. *Maximum word count: 400*
4. What strategies (communication/advertising/promotional/partnerships etc.) have you implemented to promote and sustain awareness of your brand/s in overseas markets in the past 12-24 months? *Maximum word count: 400*
5. Please state your total export earnings in each of your major overseas markets. *Maximum word count: 200*
6. What are your export earnings as a proportion of total sales revenue? *Maximum word count: 200*

If you are uncertain as to which category your business is best suited, please consult this guide. If you are still uncertain then please contact Macleay Valley Business Chamber President Gary Scott on 0447 554 587.

AWARDS CATEGORIES – LOCAL BUSINESS RECOGNITION	
TOURISM, ACCOMMODATION & HOSPITALITY	<ul style="list-style-type: none"> Hotels, Motels, Farm Stays, BnB, Caravan Parks Pubs, Clubs, Conference Centres Restaurants, Cafes, Catering Services, Food Vans & Vendors Museums, Galleries, Tourist Attractions, Themed Entertainments
TRADES & INDUSTRY	<ul style="list-style-type: none"> Construction Trades and Services, Trade Suppliers, Nurseries, Garden & Landscape Suppliers Automotive Sales, Auto Repairers & Servicing, Parts & Accessories, Hire & Leasing Engineering Services, manufacturers, Food & Beverage Processing Mining Services Cleaning Services, Air conditioning services
PROFESSIONAL SERVICES <ul style="list-style-type: none"> • Less than 20 Employees • More than 20 Employees 	<ul style="list-style-type: none"> Financial: Banks, Credit Unions, Lending & Financial Services Lawyers, Solicitors, Conveyancers, Insurance Agencies IT Services, Communications Services, Graphic Designers, Marketing Services, Interior Designers, Photography Studios, Media Services Property: Real Estate Agents, Managing Agencies, Property Valuers Education: Pre-schools, Schools & Colleges, Training Institutions, RTOs, Driving Instructors, Flight Schools Community & Social: Employment Services, Family Support Services, Disability Support Services, Respite Care, Aged Care, Business Advisory, Home Care Architects, Surveyors, Travel Agents, Car Hire
HEALTH, BEAUTY & WELL BEING	<ul style="list-style-type: none"> Medical Practices, Dentistry, Pharmacies Personal Training, Gym & fitness Studios, Instructors – Yoga, Pilates, Dance Hairdressers, Salons, Spas, Barbers Naturopaths, Nutritionists Veterinarians, Pet Grooming & Services
RETAIL	<ul style="list-style-type: none"> Retail shops: clothing, jewellery, household, food, sport & recreation, computer & telephone supplies, Takeaways Online sales, market sellers, artists & craft sellers Franchises, Large Retail Chains, Bulky or Electrical Goods
EXCELLENCE IN AGRICULTURE	<ul style="list-style-type: none"> Agricultural producers: dairy, beef, poultry, seafood, beverages Food processing, value add production