



# AWARDS CATEGORIES



**Celebrating and recognising business  
excellence in the Macleay Valley.  
Showcasing the success of our members.**

# AWARDS PROCESS

We are trying to make entry to awards as easy as possible.  
See below dates to help you with this process.

**1**

## **COMPLETE ENTRY FORM ONLINE (ENTRY CLOSES 16TH JUNE 2017)**

Nominations Open Friday 12th May 2017 and all entries close Friday 16th June 2017. Complete the entry form for the Local Industry Awards and any of the Business Excellence Awards in the one place:  
[www.macleayvalleychamber.com.au](http://www.macleayvalleychamber.com.au)

**2**

## **ATTEND A WORKSHOP**

There will be a workshop running during the award application process to help with your entry.

**To be presented during week 22nd May 2017**

**3**

## **GALA TICKETS OPEN (9TH JUNE 2017)**

Get your tickets early for this sell out event:  
[www.macleayvalleychamber.com.au](http://www.macleayvalleychamber.com.au)

**4**

## **PUBLIC VOTING & SELF PROMOTION (19TH JUNE 2017 - 30TH JUNE 2017)**

Once entries close there will be a public voting period. Vote in the online public awards voting and encourage others to vote too!

Let everyone know you have entered, by using your awards promotion pack!  
(we will send this to entrants prior to voting opening)

**5**

## **GALA DINNER (8TH JULY 2017)**

Winners Announced! Time to celebrate local business!

# 2017 BUSINESS AWARD CATEGORIES



There are 3 types of awards:

- 12 Business Excellence Awards
- 14 Local Industry Awards
- 1 People's Choice

## BUSINESS EXCELLENCE AWARDS

Of the Business Excellence Awards categories, three awards recognise individual excellence and achievement, while nine recognises business excellence. All applications in these categories will be adjudicated by a panel of independent industry specialists. Winners of Business Excellence Awards will become eligible for the NSW Business Chamber Regional Awards.

Please note that the Macleay Valley Food Bowl Award is a local award and therefore this category does not form part of the NSW Local Chamber Alliance Awards Program.

## LOCAL INDUSTRY AWARDS

The Local Industry Awards will be voted on by your peers and members of the business community. In addition, the responses to the Award Questions will also be scored by the panel of independent judges. The combined score will determine each category winner.

In order to lodge a vote for a nominated business using the Survey Monkey application which limits one vote per IP address, you must be:

- Member of the Macleay Valley Business Chamber
- Member of the South West Rocks Business Chamber
- Member of another recognised Business Chamber in the region
- Member of the Macleay Business Women's Network
- An applicant who has submitted an application in the 2017 Awards

A business may be nominated by a member of the public (and we will contact the business in order to complete an application) or they can enter directly (which we encourage). Please note to enter the Local Industry Awards, an entry form must be completed available from **[www.macleayvalleychamber.com.au](http://www.macleayvalleychamber.com.au)**. Once we have received a completed entry form, a confirmation email will be sent to the registered email address.

All nominees will be listed in a voting page that will be published in the Macleay Argus from Tuesday 20th June until Friday 30th June.

## PEOPLE'S CHOICE

The people's choice award is open to any business in the Macleay Valley and will be voted by members of the public via The Macleay Argus voting form.

Nomination for this category will be via an Entry Form that will be published in the Macleay Argus from Tuesday 16th May until Friday 16th June - you can nominate yourself or be nominated by a member of the public.

All nominees will be listed in a voting page that will be published in the Macleay Argus.

## AWARDS CATEGORIES – LOCAL INDUSTRY AWARDS

All nominees will be asked 3 essential questions that will outline why the business deserves to win based on the levels of service and involvement with the community. This forms part of the online application form

1	<b>Accommodation Tourism &amp; Attractions Hotels &amp; Clubs</b>	Hotels, Motels, Farm Stays, B&B, Caravan Parks, Backpackers. Attractions, Themed Entertainment, Tours, Booking Services. Pubs, Clubs, Bars, Nightclubs.
2	<b>Automotive Services</b>	Sales, Repairers, Servicing, Parts & Accessories, Hire & Leasing.
3	<b>Building, Trade Services &amp; Suppliers</b>	Construction Trades, Trade Suppliers including Nurseries, Garden and Landscape Suppliers.
4	<b>Banking, Finance &amp; Credit Unions Legal &amp; Insurance Services Real Estate &amp; Residential Services</b>	Banks, Credit Unions, Lending & Financial service providers. Lawyers, Solicitors, Conveyancing, Insurances Agencies, Advisors, IT services. Real Estates, Strata & Managing Agencies, Property Valuers.
5	<b>Childcare, Education &amp; Training</b>	Pre-Schools, Schools & Colleges, Training Institutions, Training Facilitators, Driving Instructors, Flight Schools.
6	<b>Community &amp; Social Services</b>	Job Services, Supported Employment, Drug & Alcohol & Family Support Services, Respite Care, Aged Care.
7	<b>Creative Services &amp; Communicatios</b>	Interior Designers, Graphic Designers & Agencies, Marketing Agencies, PR, Film & Video Makers, Photography Studios, Media.
8	<b>Food Production &amp; Catering Restaurants &amp; Cafes</b>	Catering, Primary Producers, Food Processing. Restaurants, Cafes, Takeaways, Food Vans & Vendors
9	<b>Hair &amp; Beauty Services</b>	Hairdressers, Salons, Barbers, Training Services.
10	<b>Industry, Manufacturing &amp; Engineering</b>	Primary Producers, Manufacturers, Engineering Services, Food and/or Beverage Processing/Manufacturing.
11	<b>Medical, Healthcare &amp; Fitness</b>	Pharmacies, Medical Practices, Medical Schools, Personal Training, Gym's & Fitness Studios.
12	<b>Retail</b>	Franchises, Large Retail or Bulky Goods.
13	<b>New Business</b>	Business commencement on or after 1st July 2016.
14	<b>Employee of the Year</b>	Employee of the Year Award is given annually to an outstanding employee who has made a unique contribution to their workplace and has demonstrated exceptional reliability, quality of work, initiative, and professionalism.
15	<b>People's Choice</b>	Nominated and voted by the public via the Macleay Argus

## AWARDS CATEGORIES – BUSINESS EXCELLENCE AWARDS

16	<b>Young Business Executive (aged 18 – 35)</b>	The Young Business Executive award recognises an inspirational young professional aged between 18-35 years who has built a successful career within an organisation. To enter into this award the individual must have been employed by their current employer for a minimum of 12 months.
17	<b>Young Entrepreneur (aged 18– 35)</b>	The Young Entrepreneur award recognises an inspirational young person aged between 18-35 years who, through their own commitment and passion, has built and operates a successful business. This award recognises young business leaders who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.
18	<b>Business Leader (aged 35+)</b>	The 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.
19	<b>Excellence in Small Business (for businesses employing less than 20 employees*)</b>	The Excellence in Small Business award recognises a business, employing less than 20 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.
20	<b>Excellence in Business (for businesses employing 20 or more employees*)</b>	The Excellence in Business award recognises a business that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over the previous 24 months.
21	<b>Excellence in Social Enterprise</b>	Open to businesses that have been established to further a social purpose in a financially sustainable way. These businesses are revenue generating and can be “not for profit” and “for profit”.



## AWARDS CATEGORIES – BUSINESS EXCELLENCE AWARDS

<b>22</b>	<b>Start Up Superstar</b>	This category recognises a business that has been operating for less than 2 years that delivers a product/service/idea/invention with credible potential. This award recognises early-stage startups that have a solid chance of market success, and strongly displays the entrepreneurial spirit.
<b>23</b>	<b>Excellence in Innovation</b>	Recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.
<b>24</b>	<b>Excellence in Sustainability</b>	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.
<b>25</b>	<b>Excellence in Export</b>	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.
<b>26</b>	<b>Employer of Choice</b>	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.
<b>27</b>	<b>Macleay Valley Food Bowl Award</b>	This award celebrates and recognises the organisations and individuals who have contributed to the Macleay Valley Food Bowl. The award covers all areas of agribusiness including dairy, beef, poultry, beverages, seafood, food processing, value add production, food processing and more. The award is a platform to recognise key achievements in the industry and honour key people.



# **CATEGORIES TERMS & CONDITIONS**

All entries will be submitted online through  
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# 2017 BUSINESS AWARD CATEGORIES



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## BUSINESS EXCELLENCE AWARDS

Of the Business Excellence Awards categories, three awards recognise individual excellence and achievement, while nine recognises business excellence. All applications in these categories will be adjudicated by a panel of independent industry specialists. Winners of Business Excellence Awards will become eligible for the NSW Business Chamber Regional Awards.

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## LOCAL INDUSTRY AWARDS

The Local Industry Awards will be voted on by your peers and members of the business community. In addition, the responses to the Award Questions will also be scored by the panel of independent judges. The combined score will determine each category winner.

In order to lodge a vote for a nominated business using the Survey Monkey application which limits one vote per IP address, you must be:

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All nominees will be listed in a voting page that will be published in the Macleay Argus from Tuesday 20th June until Friday 30th June.

## PEOPLE'S CHOICE

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# ENTRANT SUBMISSION

## Business Details

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

Trading name:

Registered ABN:

How is your business structured

- Sole Trader
- Partnership
- Trust
- Company

Is your business classified as a not for profit?

- Yes/No

Office Address:

Business trading commencement date:

What industry does your business operate in

- Agriculture, Forestry and Fishing
- Mining
- Manufacturing
- Electricity, Gas, Water and Waste Services
- Construction
- Wholesale Trade
- Retail Trade
- Transport, Postal and Warehousing
- Information, Media and Telecommunications
- Financial and Insurance Services
- Rental, Hiring and Real Estate Services
- Professional, Scientific and Technical Services
- Administrative and Support Services
- Public Administration and Safety
- Education and Training
- Health Care and Social Assistance
- Arts and Recreation Services
- Other

Number of employees on payroll including contractors, casuals and labour hire staff

- 1 to 4
- 5 to 19
- 20 to 49
- 50 to 99
- 100 to 199
- 200+

# ENTRANT SUBMISSION CONT...

Is your business primarily business to business or business to consumer

- Business to Business
- Business to Consumer

Please provide a 100 word biography for your business. This biography will be used to promote your business.

## Contact Details

*To be completed by all entrants*

Entry Contact Details:

Name:

Position:

Email:

Phone:

Mobile:

## Business Performance

***This section is not required for businesses entering the Local Industry Awards***

To be completed by all entrants except those entering into the Young Entrepreneur Category. For those businesses entering the Start Up Superstar category you are only required to enter in one year of financial data.

This section will assist the judges in determining and benchmarking your business.

The information provided remains confidential and will not be used in promotional material.

## State your current assets and liabilities

Current Assets

*Cash and other assets that are expected to be converted to cash within a year.*

Current Liabilities

*Amounts due to be paid to creditors within twelve months*

Please provide the following figures for the last financial year and previous financial year.

Net Sales *after the deduction of returns, allowance for damaged and missing goods and discounts for the current financial year*

Operating Expenses

*Expenses incurred through normal business operations, excluding interest expenses*

Net Profit After Tax and Interest Expenses

# ENTRANT SUBMISSION CONT...

## Business Propel

*(not compulsory though strongly recommended)*

Every entrant into the Business Awards is entitled to a complimentary business diagnostic that provides you with an overview of where your business is performing well, as well as recommendations on how your business can improve to support your business growth and success.

The diagnostic takes approximately 10 minutes to complete and will be assessed by the NSW Business Chamber using international business benchmarks.

We recommend you complete the diagnostic and then email to [admin@kempseychamber.com.au](mailto:admin@kempseychamber.com.au) to be included with your entry if you proceed to the next level. In addition to providing useful insights into your business, the judges highly regard those businesses that invest ten minutes of their time to undertake the diagnostic.

The link to the diagnostic tool will be sent to you in your entry confirmation.

## ALL ENTRANTS

All entrants into the Local Industry Awards and the Business Excellence Awards need to complete the following three questions.

1. Tell us about your customer service. Word count Maximum 100
2. How do you contribute to the community? Word count Maximum 100
3. Why do you deserve to win an award? Word count Maximum 100

## LOCAL INDUSTRY AWARDS

If you have entered the Local Industry Awards, your entry is now complete.

If you wish to go onto a Business Excellence Category click on Submit & Add New

You can enter more than one Business Excellence Award by clicking Submit & Add New after answering the questions for each category.

### PLEASE NOTE:

You should prepare your answers to all questions so you can copy and paste to this application.

The first three questions **MUST** be answered for each category entered.

# BUSINESS EXCELLENCE AWARDS

## YOUNG BUSINESS EXECUTIVE (AGED 18-35 YEARS)

*Award eligibility check box*

- *I am aged between 18 -35 years*
- *I have been employed by my current employer for 12 months and over at the time of this submission*
- *I am not a NSW Business Chamber Regional Advisory Councillor*
- *I am not a Local Chamber Executive team member*

The Young Business Executive award recognises an inspirational young professional aged between 18-35 years who has built a successful career within an organisation. To enter into this award the individual must have been employed by their current employer for a minimum of 12 months.

### Questions

1. Entrants name
2. Entrants surname
3. Date of birth
4. Current job title
5. Name of the business/organisation you work for
6. What is your employment background? Word count: Max 400
7. 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. Word count: Max 400
8. Detail your measurable career achievements including key milestones. Word count: Max 400
9. Provide an overview of your 5 year goals/milestones and how you are working towards each of these. Word count: Max 400
10. Describe the key challenges you have faced as a young business professional and how you have dealt with each of these challenges, including examples. Word count: Max 400
11. What do you believe makes you a good leader, including examples of where you have had to use your leadership skills? Word count: Max 400

### Additional T&C's

In addition to the general T&C's the following apply to this category:-

- Entrant must be employed by the organisation for a period of 12 months and over at the time of entry submission.
- Should the entrant leave the organisation before the Regional or State Gala event, their entry is ineligible.
- The Finalist complimentary ticket is non transferrable in this category at regional or state level.
- NSW Business Chamber State and Regional Councillors are ineligible to enter into this category.
- Local Chamber of Commerce Staff and Executives are ineligible to enter into this category.

# BUSINESS EXCELLENCE AWARDS

## YOUNG ENTREPRENEUR (AGE 18 TO 35, IN OWN BUSINESS)

*Award eligibility check box*

- - I am aged between 18 -35 years
- - I own or part own my business
- - I am not a NSW Business Chamber Regional Advisory Councillor
- - I am not a Local Chamber Executive team member

The Young Entrepreneur award recognises an inspirational young person aged between 18-35 years who, through their own commitment and passion, has built and operates a successful business. This award recognises young business leaders who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.

### Questions

1. Entrants name
2. Entrants surname
3. Date of birth
4. Job title
5. Name of your business
6. How did you identify a market need? Word Count: Maximum 400 words
7. What problem have you solved for the market/customer? Word Count: Maximum 200 words
8. Describe your business/solution competitive advantage. Word count: Maximum 400 words
9. Who is your market? Word count: Maximum 200 words
10. Describe how you funded your business. Word count: Maximum 400
11. Provide an overview of your 5 year goals/milestones for your business and how you are working towards these. Word count: Maximum 400
12. Detail the measurable achievements in your business. Word count: Maximum 400
13. Describe the key challenges you have faced as a young entrepreneur and how you deal with these challenges. Word count: Maximum 400
14. Provide examples of how you demonstrate inspiration to other young entrepreneurial people? Word count: Maximum 400
15. Why do you believe you should win this award? Word count: Maximum 300

### Additional T&C's

In addition to the general T&C's the following apply to this category:-

- Entrants must have ownership or part ownership and been operating their business for a minimum of 2 years at the time of entry submission.
- NSW Business Chamber State and Regional Councillors are ineligible to enter into this category.
- Local Chamber of Commerce Staff and Executive are ineligible to enter into this category.



# BUSINESS EXCELLENCE AWARDS

## BUSINESS LEADER AGE 36+

*Award eligibility check box*

- *I am aged 36 years and over*
- *I am not a NSW Business Chamber Regional Advisory Councillor*
- *I am not a Local Chamber Executive team member*

The 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.

### Questions

1. Entrants name
2. Entrants surname
3. Date of birth
4. Current job title
5. Name of organisation or business
6. Provide a current profile of yourself including your scope of responsibilities, details of your role, any direct reports, your budget, and financial and organisation reporting line. Word count: Maximum 400
7. Detail your achievements in business in the previous 5 years with clear measurable examples. Word count: Maximum 400
8. Why do you believe you should be considered as a business leader, with examples of how you have used your leadership skills? Word count: Maximum 400
9. Provide an overview of your 5 year goals /milestones and how you are working toward achieving each of them. Word count: Maximum 400
10. Describe the key challenges you have faced as a business leader in the past 5 years and how you overcame each of them. Word count: Maximum 400
11. Demonstrate how you have helped the community (and or the business community) overcome social or environmental problems. Word count: Maximum 400

### Additional T&Cs

In addition to the general T&C's the following apply to this category:-

- NSW Business Chamber Regional Advisory Councillors are ineligible to enter into this category.
- Local Chamber of Commerce Staff and Executives are ineligible to enter into this category

# BUSINESS EXCELLENCE AWARDS

## **EXCELLENCE IN SMALL BUSINESS (FOR BUSINESSES EMPLOYING LESS THAN 20 EMPLOYEES)**

*(For businesses employing less than 20 employees on payroll in Australia such as contractors, casuals and labour hire staff)*

The Excellence in Small Business award recognises a business, employing less than 20 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.

### **Questions**

1. What is unique about your business and how does it demonstrate excellence? Word Count: Maximum 400
2. Describe your business growth in the previous 24 months. Word count: Maximum 400
3. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months. Word count: Maximum 450
4. Explain how these strategies and their outcomes demonstrate “excellence”. Word count: Maximum 400
5. Detail the measurable results you achieved both financial and non-financial and how these demonstrate “excellence”. Word count: Maximum 400

# BUSINESS EXCELLENCE AWARDS

## **EXCELLENCE IN BUSINESS (FOR BUSINESSES EMPLOYING 20 OR MORE EMPLOYEES)**

*(For businesses employing more than 20 employees on payroll in Australia such as contractors, casuals and labour hire staff)*

The Excellence in Business award recognises a business that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over the previous 24 months.

### **Questions**

1. What is unique about your business and how does it demonstrate excellence? Word Count: Maximum 400
2. Describe your business growth in the previous 24 months. Word count: Maximum 400
3. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months. Word count: Maximum 450
4. Explain how these strategies and their outcomes demonstrate “excellence”. Word count: Maximum 400
5. Detail the measurable results you achieved both financial and non-financial and how these demonstrate “excellence”. Word count: Maximum 400

# BUSINESS EXCELLENCE AWARDS

## EXCELLENCE IN SOCIAL ENTERPRISE

Open to businesses that have been established to further a social purpose in a financially sustainable way. These businesses are revenue generating and can be “not for profit” and “for profit”.

### QUESTIONS

1. Explain the social purpose of your business and how this contributes to community and/or environment. Word Count: Maximum 400 words
2. Detail each of the strategies and actions to achieve the social purpose including revenue generating strategies. Word Count: Maximum 400 words
3. Detail measurable evidence of how each of these strategies and actions is contributing to the achievement of the social purpose goals for your business? Word Count: Maximum 400 words

# BUSINESS EXCELLENCE AWARDS

## START UP SUPERSTAR

This category recognises a business that has been operating for less than 2 years that delivers a product/service/idea/invention with credible potential. This award recognises early-stage startups that have a solid chance of market success, and strongly displays the entrepreneurial spirit.

### Questions

Is this your first startup? (If no please specify other business ventures and their degree of success). Word Count: Maximum 300

1. How did you come up with this business idea? Word count: Maximum 200
2. What problem (or need) is your business solving? Word count: Maximum 200 words
3. What kinds of people, groups, or organisations have that problem? How many are there, where are they, what do they do about it now? Word count: Maximum 400
4. What is unique about your business and how does it demonstrate excellence? Who will you compete with? How are they different? Word count: Maximum 400
5. Describe how you funded your business. Word count: Maximum 200
6. What is the product/service that you sell in your business? Word count: Maximum 200
7. Detail how your business has the potential to scale and achieve financial sustainability. Word Count: Maximum 400
8. Detail and include your current research, customer marketing strategy, logistics and service delivery. Word Count: Maximum 400
9. Provide commercial and technical evidence your team has the ability and competencies to achieve success and detail strategy and time frame involved. Word Count: Maximum 400
10. What is the most significant result or achievement for both you and the business, in terms of results to date? (Sales, customers, revenue, deals, growth). Word Count: Maximum 300



# BUSINESS EXCELLENCE AWARDS

## EXCELLENCE IN INNOVATION

Recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

### Questions

1. Provide details of the innovation or innovative approach in your business. Word count: Maximum 400
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. Word count: Maximum 400
3. Provide examples of how your business has been innovative over the previous 24 months including cost effectiveness, integration and risk minimisation. Word count: Maximum 400
4. How well has the innovation been received by the marketplace? Provide details of the commercialisation, adoption or take up of the innovation and its sustainability over time. Word count: Maximum 400
5. How has innovative activity in your business in the previous 12 - 24 months helped grow or improve your business such as increased size, greater scope, productivity improvements, higher revenue, lower cost? Word count: Maximum 400
6. Demonstrate how the innovation has or is likely to have a positive impact beyond your business (i.e. to your industry, to the community). Word count: Maximum 400
7. Did the innovation achieve its objectives and goals? How are these improvements or impacts to the business measured? Word Count: Maximum 400

# BUSINESS EXCELLENCE AWARDS

## EXCELLENCE IN SUSTAINABILITY

*(Where sustainability is your core business, you must enter this category 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.

### Questions

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

# BUSINESS EXCELLENCE 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.

### Questions

1. Summarise your measurable export success/es in the past 24 months. Word count: Maximum 350
2. 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. Word count: Maximum 400
3. 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? Word count: Maximum 400
4. Briefly explain how your company differentiates its product/service from the competition and how are you maintaining/improving this advantage. Word count: Maximum 400

# BUSINESS EXCELLENCE 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.

### Questions

1. Explain any specific HR and WHS programs and policies you have undertaken in the previous 24 months. Word count: Maximum 400
2. Why did your business embark on this project/s and/or initiatives? Word count: Maximum 400
3. What measurable results have been achieved and how have they positively contributed to workplace productivity and employee satisfaction? (i.e. reduction in voluntary staff turnover, absenteeism, training and development hours, employee satisfaction measures). Word count: Maximum 400
4. Identify and describe the benefits you offer as an Employer of Choice? Word Count Maximum 400

# BUSINESS EXCELLENCE AWARDS

## MACLEAY VALLEY FOOD BOWL AWARD

This award has been launched to celebrate and recognise the organisations and individuals who have contributed to the Macleay Valley Food Bowl. The award covers all areas of the agribusiness industry including dairy, beef, poultry, beverages, seafood, food processing and more, as well as large and micro agricultural businesses. The award is a platform to recognise key achievements in the industry and honour key people.

This award will not be eligible to be considered for further judging by the Regional Business Awards Committee as it focuses only on the Macleay Valley at this stage.

## QUESTIONS

*Are you entering on behalf of another individual (YES/NO)?*

*If NO proceed to question 1.*

*If YES do you have their permission to enter on their behalf.*

1. Name of entrant.
2. Entrant's business name
3. Provide a current profile of yourself including your title, current business, scope of responsibilities. Word count: Maximum 500
4. Describe the key challenges you have faced in the past 5 years and how you overcame them. Word count: Maximum 450
5. What strategies (communication/advertising/promotional/partnerships etc.) have you implemented to promote and sustain awareness of your brand/s in the past 12-24 months? Word count: Maximum 400
6. Briefly explain how your business differentiates its product/service from the competition and how you are maintaining/improving this advantage. Word count: Maximum 400