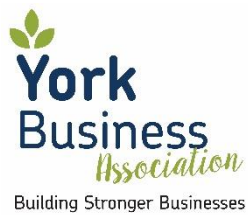




# AVON VALLEY BUSINESS AWARDS 2022



## **Categories for 2022**

- Start-up Business of the Year
- Food & Beverage Excellence & Innovation (Hospitality)
- Micro Business (0-4 staff)
- Small Business (5-10)
- Medium Business (11-20 staff)
- Large Business (20+ staff)
- Best Charity or Not for Profit
- Northam Women in Business Woman of the Year
- Marketing Excellence
- Tourism Excellence
- Avon Valley's Best Staff Member of the Year

## **Eligibility Criteria**

- All businesses need to have been trading for longer than 6 months at the time of applying.
- The business must be located in the Shire of Northam, Shire of Toodyay, Shire of York, Shire of Beverley or Shire of Goomalling.
- You can be a listed company, sole trader, partnership, franchisee, association or not-for-profit.
- All businesses are invited to apply and entry is free.

## **Submissions**

You need to submit an award-winning application. Your submission **MUST** include your name, your business name, address, web address and your logo.

## **Applications**

We also recommend that you contact Melanie Jones from Northam Chamber of Commerce to assist with your application.

Mobile: 0477 175 004

Email: [info@northamchamber.com.au](mailto:info@northamchamber.com.au)

Address: 160 Fitzgerald Street, Northam WA 6401



## **The Judging Process**

The awards are judged by evaluating written entries. You need to have an excellent submission as well as a passion for your business.

Judges use a marking template to score each of your answers to the questions and then calculate the total score. An independent panel of judges have been selected, including some from outside of this region – they don't know anything about your business that you don't include in your responses, so be sure to be as comprehensive as possible within the word count as set in the questions. Be sure that all parts of the question are answered.

The Board and staff of either of the CCI's have no input in the judging process. All submissions must fully satisfy the criteria and the top three (3) will become finalists.

## **Infinite Energy Avon Valley Business Awards Ball 2022**

Our Gala Ball & presentation evening will be held on 12<sup>th</sup> November 2022.

Finalists will be notified by October 24<sup>th</sup> with the winners announced and presented with their trophy and certificate on the awards night. The Finalists will also be printed in the November issue of The Northam Advertiser.

This year we will be hosting a Gala Ball event.

Book early to avoid disappointment - why not reward your staff and book a table of 10 in lieu of your office Christmas Party?

## **We wish you the best of luck with your submission**

Submissions close Wednesday August 31<sup>st</sup> at 4pm.




# Business Award Questions

## Your submission must include:

- Business name
- Contact Person
- Business Address
- Email address
- Mobile Phone number
- Web Address
- Logo

## Section 1 - Business Overview

- 1 Provide a general overview of your business, including a brief history and summary of your current operations (250 words)**
    - Your answer should demonstrate your eligibility for the category most suited to your business and also set the scene for the judges. How did you identify the need for your product or service and identify who your customers were going to be.
    - How many employees do you have in your business?
  - 2 Describe your products/services. What makes your business unique and sets you apart from your competitors? (250 words)**
    - Clearly explain why potential customers would choose your business rather than your competitors. What is your unique selling proposition? (ie what makes you stand out from your competitors).
  - 3 Provide an overview of the financial performance of your business over the past 2 years and how this compares to previous years (200 words)**
    - Due to COVID 2020-2022, provide information as to how you managed to keep your business going. Provide either actual figures or percentages to show year on year comparisons of your revenue, cost of goods sold (COGS), gross profit, expenses or net profit. If you are in the early stages of your business or you have recently invested in developing the business, explain how this has impacted on your financial performance.
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## Section 2 - Business Planning

1 **Describe your past business goals and how you've achieved them, as well as your future goals and what strategies you are implementing to bring them into fruition. (350 words)**

- Include details of the strategies and the specific results you've achieved.
- Highlight any changes you've made to your business operations, such as streamlining systems, introducing new products/services or sustainability initiatives.
- If you employ staff, include strategies used to recruit, retain and motivate them. Note – the judges will be looking for specific and measured results

## Section 3 - Marketing

1 **Describe your demographic – who are your customers, how do you reach them? (350 words)**

- What methods of marketing have you/do you utilise and which have been the most effective for your business? How do you measure success and track your results from various marketing tools.

## Section 4 – Customer Service

1 **What strategies does your business use to create and retain loyal customers? (250 words)**

- How do you reward your customers for loyalty/patronage? Do you have systems in place to train your staff specifically in customer service? Demonstrate your methods of building relationships with your customers and offering a great experience when they are supporting your business.

2 **How do you measure customer satisfaction? (250 words)**

- Demonstrate the options your customers have to provide feedback and how you respond to their feedback – give examples. Do you have a follow-up procedure or process to determine customer satisfaction?



## **Section 5 – Community Engagement**

### **1 How has your business had a positive impact on the community? (300 words)**

- Demonstrate the social and economic impact your business has had on your community – do you support local sporting clubs or charities, do you have a local procurement policy in terms of staff and products and services offered by other local businesses?

## **Section 6 – Industry**

### **1 How does your business engage with the broader industry that you are a part of? (250 words)**

- Are you a member of any industry associations relevant to your business? Demonstrate how your business keeps up with changes, innovations, regulatory compliance and governance, including Occupational Health and Safety requirements for your industry.

### **2 How do you contribute to the progression of your industry?**

- Do you collaborate with other businesses in your industry to drive change, ensure best practice or identify supply chains or economies of scale?

## **Section 7 – Environment (250 words for both)**

### **1 How do you ensure that your business demonstrates environmental responsibility?**

- Are there practical steps you take to minimise any environmental impact your business has i.e. rainwater tanks, LED lighting, paperless policy, recycling or environmental impact strategy?

### **2 Does your business have a specific focus on environmental protection and/or sustainability?**

- Include your waste management strategy (if applicable), how you innovate to manage your environmental footprint. If you have an industry body do you engage with their policy development regarding environmental impact.



## **Section 8 – Inclusivity & Diversity**

1 **What measures do you have in place to ensure inclusivity and diversity for:**

(a) Your Customers

(b) Your Staff?

- Is your premises accessible for people with a disability, with prams or walking frames? Do you offer mental health training/support for your staff? Are you proactive in engaging employees from diverse backgrounds and skills-sets?

## **Section 9 – Staff (Not applicable if you do not employ staff)**

1 **What strategies do you use to recruit, retain and motivate staff? (250 words)**

- Demonstrate how you ensure your staff are valued, trained and engaged in professional development.

## **Section 10 – Regional Women in Business (Only applicable for women entering NWIB Business Woman of the Year)**

1 **What inspired you to operate your business in this region?**

2 **Describe the challenges/benefits you specifically face:**

- By operating in the region?
- As a woman owning, operating and managing your own business?

## **Section 11 – Marketing Excellence (Only applicable for businesses entering Marketing Excellence Award)**

1 **Describe how you market your business in terms of business presentation and brand presentation inclusive of clothing. (350 words)**

2 **Outline strategies you have used to gain and keep your customers. (350 words)**

3 **Detail your advertising approaches from digital marketing to traditional advertising ie print, radio, TV. (350 words)**



- 4 Describe any of the customers communications or repeat business strategies you have implemented to market your business. (350 words)

## **Section 12 – Tourism Excellence (Only applicable for businesses entering Tourism Excellence Award)**

- 1 Describe your involvement in the tourism industry. (350 words)
- 2 Explain how you are involved with and contribute to the tourism industry locally, regionally and internationally (if applicable). (350 words)

## **Section 13 – Food & Beverage Excellence and Innovation Hospitality (Only applicable for businesses entering F&B Excellence Award)**

- 1 What product, service or produce have you created and delivered to the Avon Valley that filled a void? (350 words)
- 2 What makes this product or service unique? (350 words)
- 3 Has this created any new supply chains or tourism? (350 words)
- 2 What is the level of repeat business as a result of this new offering? (please show growth and specific strategies that were applied. (350 words)

## **Section 14 – Employee of the Year (Only applicable for businesses entering Employee of the Year Award)**

### **Skills (250 words)**

#### **Project Management:**

1. How well has this person set and met deadlines?
2. To what extent did they demonstrate the ability to balance assignments?

#### **Problem Solving:**

1. How has this person approached challenges?
2. To what extent did they employ creative ideas in solving problems?

#### **Communication Skills:**

1. How effectively did this person share knowledge with others?
2. To what extent did they provide constructive feedback regularly?

#### **Strengths (250 words)**





**Leadership:**

1. How well did this person handle conflict?
2. To what extent did they exhibit a strong ability to motivate others?

**Community-building:**

1. Was this person involved in any committees?
2. To what extent did they help organise any team or company events?

**Proactiveness:**

1. How effectively did this person anticipate problems?
2. To what extent did they take initiative versus wait for guidance?

Behaviours (250 words)

**Culture:**

1. How did this person reflect the company values?
2. How did they represent the company externally?

**Collaboration:**

1. To what extent was this person considerate of the needs of others?
2. To what extent did they demonstrate helpfulness towards Co-workers?

**Professionalism:**

1. To what extent did this person follow through on commitments?
2. To what extent did they demonstrate respect for the opinions of others?

Outcomes (250 words)

**Accomplishments:**

1. To what extent did this person achieve their set KPIs?
2. To what extent did they deliver on the team's expectations for their role?

**Impact:**

1. To what extent did this person contribute to any major initiatives?
2. To what extent did they raise the standard of quality through work?


**Development:**

1. To what extent was this person invested in learning new skills?
2. To what extent did they demonstrate a desire to grow as a professional?



## TERMS AND CONDITIONS

### 1. HOW TO ENTER

- 1.1** Entry is free. Businesses are permitted to enter a maximum of 2 categories.
  - 1.2** To enter the Avon Valley Business Awards 2022 all applicants must read and understand the terms and conditions set out in this document and complete the on-line entry form for your chosen category.
  - 1.3** Avon Valley Business Awards 2022 reserves the right to alter or change these Terms and Conditions at any time at its discretion.
  - 1.4** All entrants into the Avon Valley Business Awards 2022 will be notified of any change to these Terms and Conditions that has taken place before their entry is judged and will be provided with a reasonable opportunity to amend or alter their entry (should they wish to do so).
  - 1.5** All submissions are to be lodged through the Avon Valley Business Awards 2022 website at [avonvalleybusinessawards.com](http://avonvalleybusinessawards.com) (Website).
  - 1.6** By lodging your entry, you agree to be bound by these Terms and Conditions.
  - 1.7** Your entry must be submitted by 4pm Western Standard Time by August 31, 2022.
  - 1.8** All entries must be submitted through the Avon Valley Business Awards 2022 online format. Direct entries into the Avon Valley Business Awards 2022 will not be accepted.
  - 1.9** By lodging your entry, you agree to provide Avon Valley Business Awards 2022 and any other third party undertaking external validation on its behalf, with any relevant documentation requested in order to assess your application (including to verify your entry against the eligibility criteria requirements set out in these Terms and Conditions).
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## **2. ENTRY ELIGIBILITY**

**2.1** All businesses that submit an entry must trade under an active Australian Business Number (ABN) and have a business in the following Shire areas of York, Toodyay, Northam, Goomalling and Beverley.

**2.2** Subject to clause 2.1, entries can be submitted by any business that has been continuously operating in WA for a minimum period of 6 months at the time of the published opening date as promoted.

**2.3** Entry into the Best Staff Member of the Year is available for any members of the Northam Chamber of Commerce, York Business Network, Shire of Toodyay, Goomalling or Beverly or any of its related or controlled entities.

**2.4** Staff members of the Northam Chamber of Commerce or any of their related or controlled entities are not eligible to enter the Avon Valley Business Awards 2022

**2.5** Avon Valley Business Awards 2022 reserves the right in its sole discretion to disqualify any entry who Avon Valley Business Awards 2022 has reason to believe may have breached any of these Terms and Conditions (including any of the eligibility requirements), or engaged in any unlawful, fraudulent, misleading, deceptive, or other improper misconduct that may jeopardise the fair and proper conduct of the Avon Valley Business Awards 2022 or otherwise may bring the Avon Valley Business Awards 2022 into disrepute or damage the goodwill or reputation of business in the Avon Region.

**2.6** Avon Valley Business Awards 2022 accepts no responsibility for any entries lost in transit or not received by the closing time due to technical disruptions or any other reason beyond the control of Avon Valley Business Awards 2022.

**2.7** Entrants must ensure they meet, and continue to meet, all eligibility criteria requirements set out in these Terms and Conditions, in addition to any category-specific requirements published on the Categories section of the Website.

**2.8** Avon Valley Business Awards 2022 reserves the right in its sole discretion to mandate the terms upon which any individual or business entry may utilise Avon Valley Business Awards 2022 logo in connection with the Avon Valley Business Awards Awards, including revocation of same.

## **3. ENTRY REQUIREMENTS**

**3.1** All entries for consideration must be lodged online and include all the required information.

**3.2** Avon Valley Business Awards reserves the right to declare any entry ineligible, if at any time during or after the term of the award process your entry form is found to be incomplete, deficient, false, or misleading in any way.

#### **4. JUDGING**

**4.1** All entries are judged by a panel of subject matter experts, selected by Avon Valley Business Awards business and community leaders, which may also include previous State Category Winners and Category Sponsors. These judges may be drawn from current employees of Avon Valley Business Awards or any of its related or controlled entities.

**4.2** Judges will allocate scores to each question asked, and these scores will be added up to reach an overall score for each entry.

**4.3** There will only be one winner per category.

**4.4** Where there are two or more entries with the same highest score, the judging panel will be reconvened for determination of the winner. If after the judging panel has been reconvened, there is still two or more entries with the same highest score, the Avon Valley Business Awards will have the final determination.

**4.5** Judges are required to sign a confidentiality agreement and disclose any conflict of interest.

**4.6** The Judging Panel's decision is final, and no further correspondence will be entered into.

**4.7** A representative of the Avon Valley Business Awards or the Judging Panel may contact any entrant via telephone interview or email for further information or to verify their entry prior to selecting the final preferred winner. Conducting such interviews does not create any obligation on Avon Valley Business Awards or the Judging Panel to select the interviewed entrant as a winner.

