



Wyndham Business Awards

2017 ENTRY FORM

CELEBRATING BUSINESS EXCELLENCE

BUSINESS DETAILS: Please ensure all details are completed.

Business Trading Name

(Please note this will be the name used in all promotional materials associated with the Awards)

ABN

Total number of Employees *(please include breakdown figures below)*

Full Time Employees

Part Time Employees

Casual Employees

What year did your business commence trading?

Business Address

Postal Address (if different from above)

Contact person & their position

Contact number

Email

IMPORTANT INFORMATION:

ELIGIBILITY

To be eligible to enter the 2017 Wyndham Business Awards the business entrant must:

- ✓ Be a registered business located within Wyndham
- ✓ Be the holder of a registered ABN

The following are ineligible to enter:

- ✗ Sponsors of the Wyndham Business Awards
- ✗ Members of the Wyndham Business Awards Judging Panel
- ✗ Councillors or Employees of Wyndham City

AWARD CATEGORIES:

Please refer to the [Category Outlines](#) for more information on each of the award categories.

Please select one of the following:

AWARD CATEGORIES

- Home Based
- Logistics
- Manufacture
- New & Emerging
- Personal Services
- Professional Services
- Retail
- Tourism and Hospitality
- Trade and other Services

If you would also like to enter the following award categories please indicate below and ensure you complete the additional section in the entry form for the award you have chosen.

- Innovation Award** (Complete Section A & B of the entry form)
- Sustainability Award** (Complete Section A & C of the entry form)

SECTION A

- *All Businesses must complete Section A*
- *Responses to this section will be assessed by the judging panel for all awards.*
- *The judging assessment will take into consideration the size of the business, the age of the business and the industry sector in which the business operates.*

1- DESCRIPTION

In ***one hundred words or less*** please describe your business including a brief history and an outline of what the business does

2- BUSINESS PLANNING

For this response the judges will be keen to understand where the business is at and where it is heading

In **three hundred words or less** please describe your business planning

You may wish to include:

- A summary of your plans for the business
- Planning the day to day operations of the business
- Planning for the longer term sustainability and profitability of the business
- Planning for future growth of the business
- Reviewing the performance of the business.

3- FINANCIAL MANAGEMENT

For this response the judges will be keen to understand how the business effectively controls its financial activities (revenue and expenses).

In **three hundred words or less** please discuss your financial management processes.

Please note there is no expectation to include \$ values in this section.

You may wish to include, amongst others:

- Budgeting
- How you manage your price point
- Cash flow
- Any cost efficiencies or savings

4-

For this response the judges will be keen to understand who your customers are and what marketing, promotional and branding activities work best for your business.

In **three hundred words or less** please discuss how your business reaches out to its target market.

Your response may include but not be limited to:

- Word of mouth
- Printed materials
- Advertising, slogans or logos
- Website and other e-platforms
- Social Media
- Business to business networking

5- PEOPLE

For this response the judges will be keen to understand how the business takes care of its people (including owner operators) and its customers.

In **three hundred words or less** please discuss how your business addresses the following outcomes

- Workplace safety
- Achieving high levels of customer service
- Professional development (owner operators or staff)
- Workplace Culture

6- SOMETHING SPECIAL

In ***three hundred words or less*** please discuss two or three other business practices, initiatives or philosophies that your business does well and that you believe will be of special interest to the judging panel.

You may wish to consider but not restrict your response to two or three of the following:

- Community support and engagement
- Environmental sustainability
- Innovation
- Creativity
- Staff management
- Entrepreneurship
- Social responsibility
- Supporting local companies
- Participation in business forums or networking groups.
- What makes your business different from your competitors.

7- TELL US A SECRET

In 25 words or less complete the following:

The secret to our/my business success is....

8- SUPPORTING DOCUMENTS

Entrants have the option of submitting a maximum of two A4 size attachments to support their entry form.

This may include but not be limited to:

- Testimonials
- Marketing material
- Print screens of websites, social media platforms or other marketing tools
- Certificates of excellence, professional development, memberships or similar
- Photos or images

SECTION B- INNOVATION AWARD

- *This section is NOT compulsory and should only be completed if you are also entering the Innovation Award*
- *Responses to this section will be assessed by the judging panel for the Innovation Award only*
- *To be eligible for the Innovation Award, businesses must have also completed Section A of the entry form.*

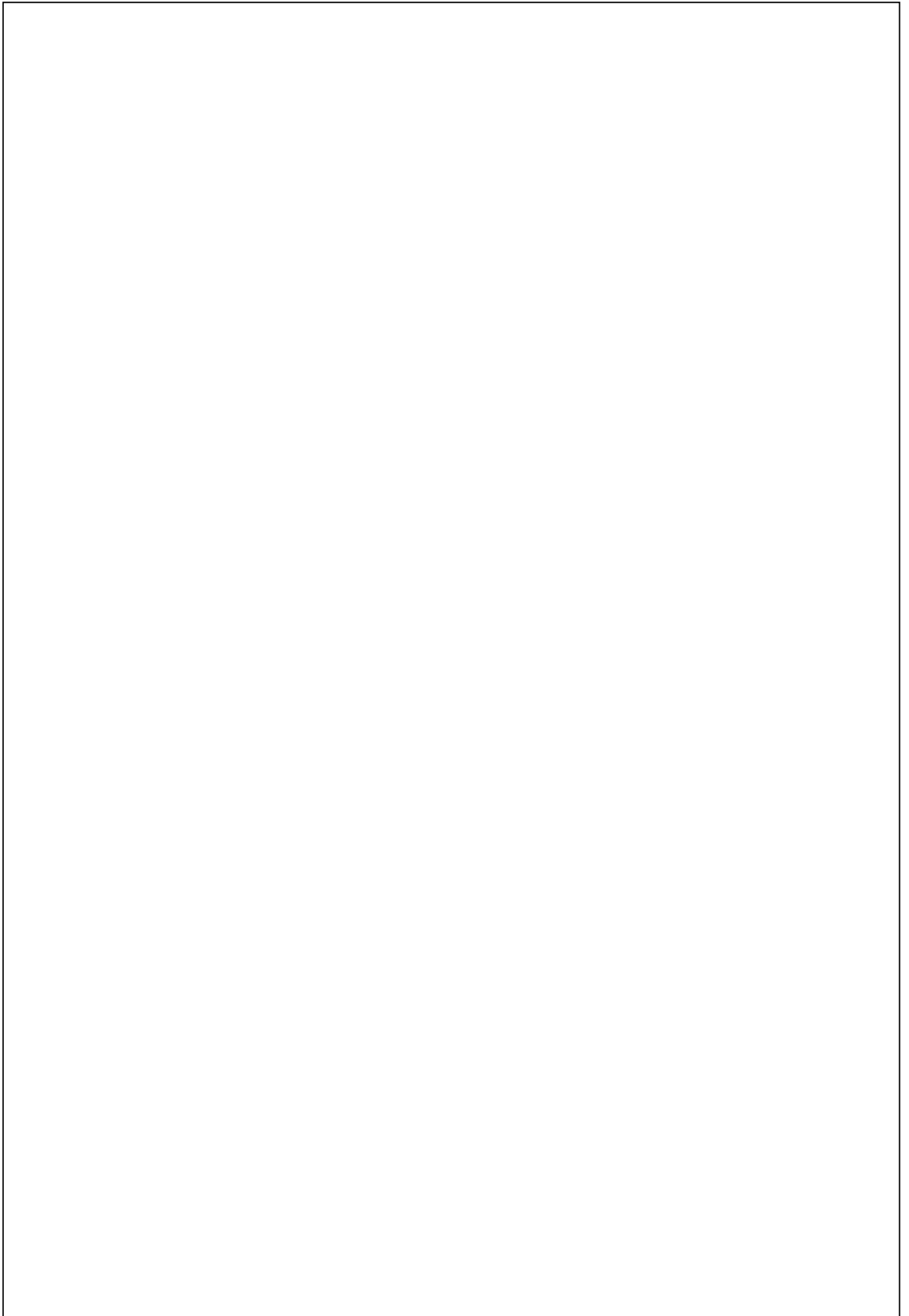
INNOVATION AWARD QUESTION

For this category, the judges will balance the scale and ambition of the innovation with the size, maturity and sector industry of the business.

Q: Please discuss how the business has applied or is applying innovation to deliver measurable benefits (Maximum 500 words)

In responding to this question please provide:

- A description of the innovation
- The background that lead to the innovation being implemented
- Any collaboration that may have been involved in the planning and or implementation of the innovation
- The measureable benefits both actual and or projected for the future. You may wish to include but not limit the response to:
 - Development of a new product or service
 - Reaching a new market
 - Growth in sales
 - Reduction in costs
 - Reduction in energy use
 - Reduction in delivery time
 - Increase in client satisfaction
 - Increase in staff satisfaction and/or efficiency
 - Overall benefits of the innovation to the business
- Anything else you believe would be of interest to the judging panel.



SECTION C- SUSTAINABILITY AWARD

- *This section is NOT compulsory and should only be filled out if you are also entering the Sustainability Award (Special Category Award).*
- *Responses to this section will be assessed by the judging panel for the Sustainability Award only.*
- *To be eligible for the Sustainability Award, businesses must have also completed Section A of the entry form.*

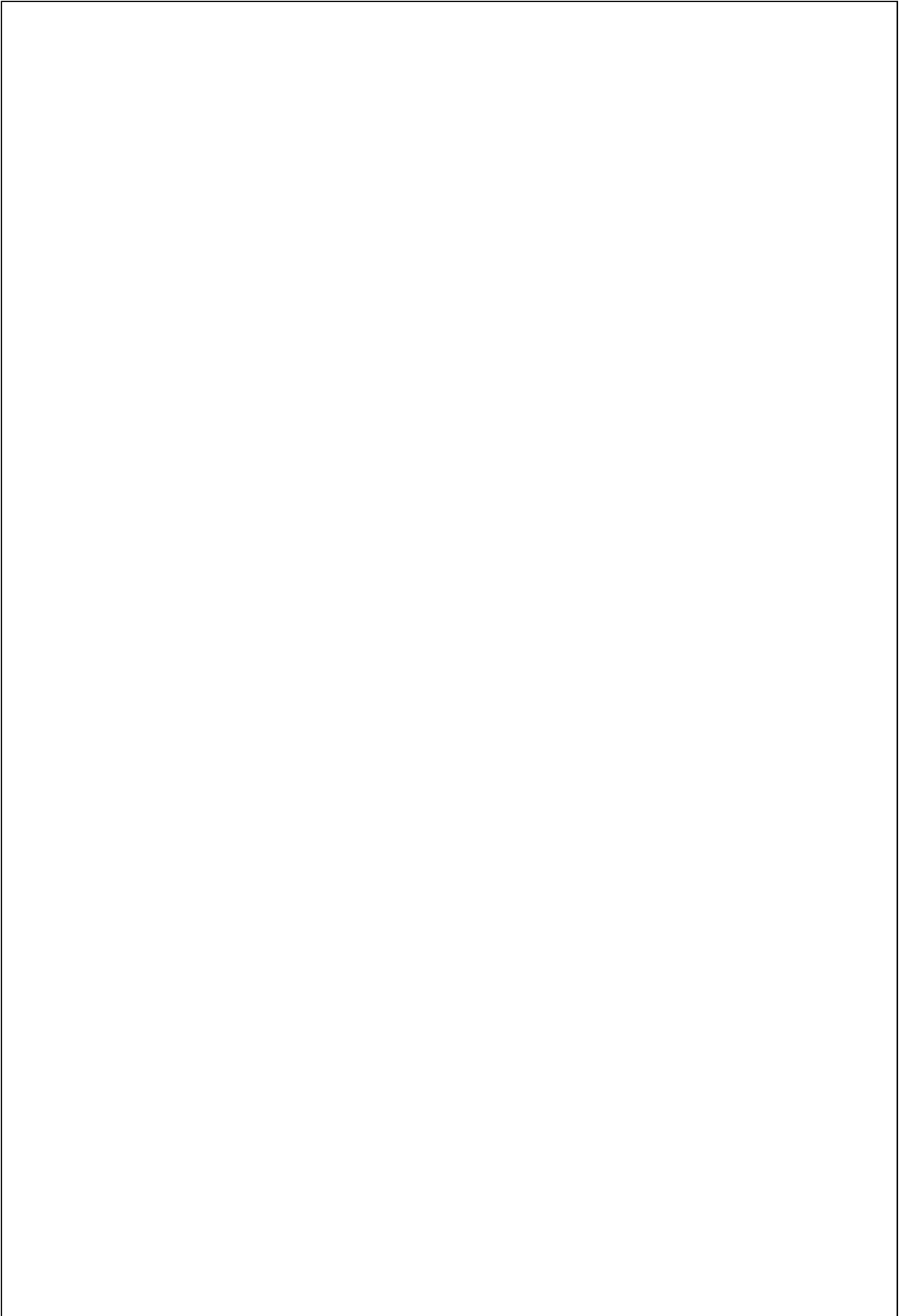
SUSTAINABILITY AWARD QUESTION

For this category, the judges will balance the scale and ambition of the sustainability initiative or initiatives with the size, maturity and sector industry of the business.

Q: Please discuss how the business has applied or is applying environmentally sustainable initiatives to deliver measurable benefits. (Maximum 500 words)

In responding to this question please provide:

- A description of the sustainability initiative or initiatives
- The background that lead to the initiative or initiatives being implemented
- Any collaboration that may have been involved in the planning and or implementation of the initiative or initiatives
- The measurable benefits both actual and or projected for the future. You may wish to include but not limit this response to:
 - Benefits to the environment
 - Reduction in energy and or resources uses
 - Subsequent reduction in costs
 - Projected longer term return on investment
 - Staff participation or impact of the initiative on business culture
 - The initiative in terms of industry best practice or industry leadership
- Anything else that you believe would be of interest to the judges.



SUBMITTING YOUR ENTRY

Congratulations on completing your entry! It's now time to submit it.

Have you got everything?

- ✓ Completed Entry Form (Section A)
- ✓ Completed additional category responses if applicable (Section B, Section C)
- ✓ Supporting documents

Please submit your entry along with supporting documents via our website.

www.wyndham.vic.gov.au/businessawards

You will receive a confirmation email from us within 48 business hours confirming your entry. If you don't receive a confirmation email from us please contact us ASAP so we can ensure your entry is received.

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