

**Wyndham Business Awards**

**2018 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 2018 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 on the awards website for more information on each of the award categories.*

***Please select one of the following:***

*If you fit into more than one category, please select both and the judging panel will determine which of the two you are best suited to.*

AWARD CATEGORIES

**Arts, Experiences and Hospitality**

**Home Based**



**Logistics**

**Manufacture**

**New & Emerging**

**Personal Services**

**Professional Services**

**Retail**

**Trade and Construction Services**

* *All Businesses must complete this section.*
* *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.*
* *For businesses with multiple locations within other municipalities please complete the application with a focus on the Wyndham City based operation.*
1. **DESCRIPTION**

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

1. **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
1. **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:

* Processes for tax
* Budgeting
* Income collection (debtor control)
* How you manage your price point
* How you manage industry trends or fluctuations including any “peak” or “off-peak” trading periods
* Any cost efficiencies or savings
1. **REACHING YOUR CUSTOMERS**

*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
1. **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)
1. **SUSTAINABILITY**

*For this response the judges will be keen to understand how the business has or is implementing environmentally sustainable initiatives.*

*In answering this question, the judging panel understand that responses may vary depending on industry sector and business size influencing capacity or need to implement environmentally sustainable initiatives.*

In ***one hundred and fifty words or less*** please discuss how the business has applied or is applying environmentally sustainable initiatives to deliver measurable benefits

1. **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 may 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
1. **TELL US A SECRET**

In 25 words or less complete the following:

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

1. **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

**SUBMITTING YOUR ENTRY**

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

Have you got everything?

* Completed Entry Form
* Supporting documents

Please submit your entry along with supporting documents via email to businessawards@wyndham.vic.gov.au

You will receive a confirmation email from us within 24 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.

**Contact:** Amy Gilbert, Economic Growth Projects

**Phone:** 8734-5416

**Email:** businessawards@wyndham.vic.gov.au

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