



2023 ENTRY QUESTIONS

Overview – Please provide a brief description of your business, it's main features and history. Approximately 150 words. This description will not contribute to your score but is used by the Judges to gain an initial understanding of the nature of your business

Financial Information – Please provide a Statutory Declaration from your Accountant or Bookkeeper to confirm the financial health of your business. This will not contribute to your score but must be provided to ensure that you are an Eligible Entrant.

Business Challenges & Success

1. Well, Better, Differently
What does your business currently do well?
What could your business do better?
What could your business do differently?

Allow approximately 250 words in total for the above 3 questions.

2. What are the key challenges in your industry or sector and how have you overcome them in your business?

3. How do you intend to improve and grow your business in the next 3 to 5 years? You might provide excerpts from your Business Plan here.

Marketing

4. Please describe your target market and tell us how you communicate with them.

Customer Service

5. What is excellent customer service to you? Describe how you maintain a level of customer service that ensures happy customers?

Training and Professional Development

6. What training and professional development have your team members undertaken this year. Please provide a full list.

Sustainability

7. What specific activities have you been involved in recently that contribute to environmental and social sustainability in your community.

Work, Health & Safety

8. Please describe how you support the mental and physical wellbeing of your team members.
9. Please describe how your workers are engaged in the ongoing development and improvement of WHS in your workplace.

Category Specific Questions >



Category Specific Questions

Pay it Forward - NFP Award

How does the business meet its Social/Community benefit goals? Please provide examples.

Taste of the Town - Hospitality Award

How does the business differentiate itself in ways that maintains its attractiveness to customers in the Visitor Economy?

The Visionary - The Innovation Award

How does your business ensure that it operates at the leading edge of technological innovation?

Retail Revolutionary - Retail Award

How do you engage with other retailers with in your business community?

Social Butterfly - Most Socially Active Award

What significant positive outcomes has your business had from your social activities, please list or describe? How do you measure the success of your social activity?

Business Excellence Award

What sets your business apart from any other? What would you say makes your business 'excellent' at what it does. Provide examples.

Strength to Strength - Adversity Award

What significant challenge/s have you faced in business and how have you overcome it/them?

Entry Formats - How you present your entry is vastly up to you. A few options are listed below, but please keep in mind it needs to be able to be sent via email or at least downloadable from a URL. Some possible formats:

- Essay Style Q&A
- Visual Presentation - Using Text and Imagery
- Multimedia Presentation - Ie A Website or Powerpoint
- Video Presentation

PLEASE NOTE – Regardless of your format, please insure all the award questions are answered as well as the category specific question. 10 Questions in total will make up an entry.

GOOD LUCK