



GRAFTON CHAMBER  
OF COMMERCE

PRESENTS

# Spring Sala

BUSINESS AWARDS  
**2024**



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***Thank you for your interest in the  
Grafton Chamber of Commerce 2024  
Spring Gala Business Awards.***

***Businesses may enter themselves in the following  
award categories:***

- Pay it Forward***
- Retail Revolutionary***
- Taste of the Town***
- The Visionary***
- Top of the Trade***
- Gone Viral***

***Details of these award categories are shown from  
page 4 onwards in this booklet.***

***In addition, entrants may be eligible for one of our  
two special awards –***

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## ***Business Excellence***

Winner based on overall performance by judges.

**Entry criteria:** *All entries are automatically entered into this category.*

## ***Members' Choice***

Chamber members vote for their choice of Business Excellence among their peers.

**Entry Criteria:** Business or organisation must be a current member of Grafton Chamber of Commerce.

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# *The Awards:*

## *Pay it Forward*

Outstanding community organisation and/or contribution.

**Entry criteria:** Open to local businesses and organisations that are highly involved with the local community. Making opportunity, commitment, and contribution to Grafton and its community. This is open to profit and not-for-profit businesses and organisations.

**Overview** – Please provide a brief description of your business, its 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** – Completed solvency declaration.

### **Application Questions:**

1: How has your business/organisation made a positive impact and contribution to the local community?

2: Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected outcomes for the future.

3: Describe why your product or service offering is unique within your industry and differentiates your business from competitors.

4: Demonstrate how your business contributes to the local economy.

5: Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.

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# ***Retail Revolutionary***

Excellence in retail and personal services.

**Entry criteria:** Operate a retail or personal services business within the Grafton area.

**Overview** – Please provide a brief description of your business, its 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** – Completed solvency declaration.

## **Application Questions:**

- 1: What does your business offer that will encourage customers to choose your business over others, including online retailers?
- 2: Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected outcomes for the future.
- 3: Describe why your product or service offering is unique within your industry and differentiates your business from competitors.
- 4: Demonstrate how your business contributes to the local economy.
- 5: Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.

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# ***Taste of the Town***

## **Excellence in Hospitality**

**Entry criteria:** Operate a hospitality business within the Grafton area.

**Overview** – Please provide a brief description of your business, its 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** – Completed solvency declaration.

### **Application Questions:**

1: How does your business make an attractive atmosphere for its customers?

2: Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected outcomes for the future.

3: Describe why your product or service offering is unique within your industry and differentiates your business from competitors.

4: Demonstrate how your business contributes to the local economy.

5: Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.

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# *The Visionary*

Recognises a business that is pushing the limits in their field.

**Entry criteria:** A business or organization using new techniques/ technology and thinking revolutionarily to put them at the leading edge of innovation.

**Overview** – Please provide a brief description of your business, its 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** – Completed solvency declaration.

## **Application Questions:**

- 1: How does your business operate at the leading edge of innovation? How are you forging your own path?
- 2: Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected outcomes for the future.
- 3: Describe why your product or service offering is unique within your industry and differentiates your business from competitors.
- 4: Demonstrate how your business contributes to the local economy.
- 5: Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.

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# *Top of the Trades*

Excellence in trade, construction, and manufacturing.

**Entry criteria:** Operate a trade, construction, or manufacturing business in the Grafton area.

**Overview** – Please provide a brief description of your business, its 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** – Completed solvency declaration.

## **Application Questions:**

1: How does your business ensure customer satisfaction and quality of work?

2: Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected outcomes for the future.

3: Describe why your product or service offering is unique within your industry and differentiates your business from competitors.

4: Demonstrate how your business contributes to the local economy.

5: Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.



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# ***Gone Viral***

Recognises a business that proactively uses social media to promote their brand.

**Entry criteria:** A business that uses social media channels to extend their reach and turn likes into sales.

**Overview** – Please provide a brief description of your business, its 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** – Completed solvency declaration.

## **Application Questions:**

1: How have you used social media to grow the brand (awareness), drive leads and sales (conversions), and customer retention (consumer).

Awareness = These metrics show your current and potential audience.

Metric = Followers, shares etc.

Conversions = Effectiveness of your social media.

Metric = Website clicks, email sign ups, communication through social media channels etc.

Consumer = Customer sentiment

Metric = Testimonials, social media sentiment etc.

2: Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected outcomes for the future.

3: Describe why your product or service offering is unique within your industry and differentiates your business from competitors.

4: Demonstrate how your business contributes to the local economy.

5: Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.

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## How To Enter:

### 1. Step One - Submit Your Entry

- Submit entries to [office@graftonchamberofcommerce.org.au](mailto:office@graftonchamberofcommerce.org.au)
- Make sure to include a signed Solvency Declaration (see Solvency Declaration at the back of this booklet).
- Please make sure to include the following details with your entry
  - Business name
  - ABN
  - Name of contact person
  - Contact details

### 2. Step Two - Pay Your Entry Fees

- Members – you do not have to complete this step. Paid members of the Grafton Chamber of Commerce may enter as many award categories as they like, FREE of charge.
- Non Members – go to <https://www.graftonchamberofcommerce.org.au/product-page/nonmembers-awards-entry> and pay the entry fees. The cost to enter is \$100 per category.
- Non members – the cost to become a member is only \$170, so if considering entering multiple categories, it would be cheaper to become a member and then you can enter as many categories as you like at no additional cost. To become a member go to <https://www.graftonchamberofcommerce.org.au/product-page/chamber-membership> . If you become a member now your membership will last up to 30 June 2025.

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## ***Gala Judging***

**Grafton Chamber of Commerce has put together an independent panel of judges. Each entrant will be visited by a judge. Each judge will review entries prior to visiting a business. On their visit they will talk to a nominated business representative. They will be asking the following questions:**

1: Why did you enter the category you did?

2: What would you say has been your greatest accomplishment in your business over the past twelve months? (This can be winning a big client or can be managing to keep going despite major hurdles and setbacks.)

3: When you look back over your time in business, the challenges you have faced, and the successes you have had, what has been the biggest lesson that you have learnt?





## SOLVENCY DECLARATION

**BUSINESS NAME** \_\_\_\_\_ **ABN** \_\_\_\_\_

**BUSINESS ADDRESS** \_\_\_\_\_  
\_\_\_\_\_

**To the best of our/my knowledge, our above named business is solvent and there are reasonable grounds to believe that our business will be able to pay its debts as and when they become due and payable.**

**FULL NAME** \_\_\_\_\_

**POSITION** \_\_\_\_\_  
**(DIRECTOR/BUSINESS OWNER/MANAGER)**

**SIGNED** \_\_\_\_\_ **DATE** \_\_\_\_\_

By signing the above declaration you also agree that if this declaration is made untruthfully and the business is not solvent, that we, Spring Gala Business Awards reserved the right to publicly retract any awards given to the business.