



QUESTIONS

Prior to completing your application, the Northam Chamber of Commerce highly recommend you read the

AVBEA19 Application Guidelines

#AVBEA19

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APPLICATION QUESTIONS

BUSINESS AWARDS

Q1 Business Overview

Please provide a broad overview of your business including a brief history and summary of your current operations. Describe your products and/or services. What makes your business unique? (400 words)



*Set the scene for the judges, imagine they do not know anything about your business. Explain why potential customers would choose your business rather than your competitors. How are you achieving business excellence? What makes **you** an award-winning business? Any financial performance does not need to include figures, but you should demonstrate good financial management and growth.*

Q2 Business Planning

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.

Q3 Marketing

Describe your target customers, how you market to them and the effectiveness of these activities. (250 words)



Profile your ideal customers in this answer and how you promote your business to them. How have you collaborated with others? What tools do you use to promote your business and what results do they achieve? How do you measure success?

Q4 Environmental Impact

What measures do you use to avoid, reduce, reuse and recycle in your business? Why is this important to your business operations? (250 words)



There are a range of different ways you can be reducing your impact on the environment whether you are a sole operator or larger business. Consider all aspects of your business.

Q5 Customer Service

You have a choice of 2 questions:

Q5a (400 words) If you ARE entering the 'Excellence in Customer Service' award

Or

Q5b (250 words) If you ARE NOT entering the 'Excellence in Customer Service' award

Q5a - Customer Service

Describe your Customer Service Policy (200 words)



How do you attract customers and provide great customer service ensuring your customers return to you? Use examples of how you engage with your customers.

OR

Q5b – Customer Service

Demonstrate 'Excellence in Customer Service' (400 words)



What strategies do you use to engage and communicate with your customers? What do you do to ensure your customers are satisfied and come back for more and/or spread the word to family and friends? What are your customer service policies and procedures? How do you acquire and respond to customer feedback?

Q6 Community Engagement

A choice of 2 questions

You have a choice of 2 questions:

Q6a (400 words) If you ARE entering the '*Best Community Minded Business*' award

Or

Q6b (250 words) If you ARE NOT entering the '*Best Community Minded Business*' award

Q6a – Community Engagement

How does your business have a positive effect on the local community? (250 words)



Give a brief summary of your involvement in your local community. For example, do you try to source locally, employ local staff, support charities and associations or participate in community events? How do you support the local community over and above your basic day to day operations?

OR

Q6b – Community Engagement

How does your business have a positive effect on the local community? (400 words)



Clearly describe your involvement in your local community including any economic and social benefits you provide. For example, do you try to source locally, employ local staff, support charities and associations or participate in community events? How do you support the local community over and above your basic day to day operations?

INDIVIDUAL AWARDS

Employee of the Year

Reason for nomination by employer

- Brief outline of the organisation/business and the employee's role within the organisation
- What significant contribution has this person made to the business by showing leadership, assisting colleagues or enhancing the profile of the business in any other way.
- List the skills, qualifications and role of the nominated person.
- Special achievements (recognition awards or internal achievements)
- Testimonials from customers, suppliers or managers (two minimum)

Aboriginal and Torres Strait Islander Employee of the Year

Reason for nomination by employer

- Brief outline of the organisation/business and the employee's role within the organisation
- What significant contribution has this person made to the business by showing leadership, assisting colleagues or enhancing the profile of the business in any other way.
- List the skills, qualifications and role of the nominated person.
- Special achievements (recognition awards or internal achievements)
- Testimonials from customers, suppliers or managers (two minimum)

Apprentice / Trainee of the Year

Reason for nomination by employer

- Brief outline of the organisation/business and the employee's role within the organisation
- What significant contribution has this person made to the business by showing leadership, assisting colleagues or enhancing the profile of the business in any other way.
- List the skills, qualifications and role of the nominated person.
- Special achievements (recognition awards or internal achievements)
- Testimonials from customers, suppliers or managers (two minimum)

Young Business Person of the Year

Q: Why do you believe you should be the Avon Valley Business Excellence Awards “Young Business Person of the Year”



Your submission should include, but is not limited to:

- *Examples of activities the you have undertaken to advance your business, franchise or commercial venture;*
- *Your contribution to the local and wider community; and benefits to Western Australia;*
- *Examples of any recent business achievements or performance success;*
- *Include any source of funding, grants and budgets (if applicable); and*
- *Any barriers or difficulties you have faced and how they have been overcome.*

Business Woman of the Year

The intent of this award is to recognise and celebrate the leadership and creativity of inspirational business women in the Avon Valley. This award is to celebrate women’s achievements and encourage women to accomplish their goals whilst assisting and leading other women by example.

Q: Why do you believe you should be the Avon Valley Business Excellence Awards “Business Woman of the Year?”



The application should include examples of, but not limited to:

- *A compelling vision that shapes what you do*
- *Excellent leadership and inspiration for women in the Avon valley and beyond*
- *Overcoming adversity with determination and creative problem solving*
- *Championing the skills of relationship building and negotiation in business*
- *Mentoring women to succeed*
- *Making a difference to the community (business or otherwise) of women in the Avon Valley*
- *Demonstrated initiative and leadership*

Business Person of the Year

The intent of this award is to recognise and celebrate the leadership of a business person within the Avon Valley. This award is for business people who are leaders in both business and their local community whilst assisting and leading others by example.

Q: Why do you believe you should be the Avon Valley Business Excellence Awards “Business Person of the Year?”



You should demonstrate:

- *Your vision that shapes what you do*
- *Excellent leadership*
- *Overcoming adversity with determination and creative problem solving*
- *Championing the skills of relationship building and negotiation in business*
- *Mentoring others to succeed*
- *Giving back to their community*
- *Challenging the notion that there is only one way of doing things.*

ENTRY CHECKLIST

- Ensure you are eligible for your selected category / categories
- Have you completed all **Error! Reference source not found.**?
- Have you indicated all categories you are applying for?
- Have you have answered **all** the relevant questions?
- Have you attached all supporting documentation?
- Have you included a high-resolution image of your logo?
- Please submit 3 high resolution business photos to be showcased at the Awards Night in case you qualify as a finalist.

You might like to include yourself, your staff, your premises, your products/services. (These photos may also be used by the Northam Chamber of Commerce (NCC) to promote your business in the lead up to the Awards night or on the NCC website.