



APPLICATION GUIDELINES

#AVBEA19

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ELIGIBILITY

You are eligible to apply if you are a registered business within the Avon Valley region and based in the Shires of Northam, Toodyay, York, Goomalling, Beverley, Cunderdin and Tammin.

THE DETAIL

i. The Application is comprised of 4 sections:

- A. Business Details
- B. Categories
- C. Application questions
- D. Attachments

Please complete ALL sections

- ii. If you believe a specific application question is not applicable to you, please state the reason(s).
- iii. Applications must be submitted online via the Application form at
 - i. <https://fs26.formsite.com/NCC6401/AVBEA19A/index.html>
 - ii. The online application form will be available shortly.
- iv. The closing date for all submissions is 5pm on Friday 20th September 2019.
- v. In the interest of fairness any submissions received after this time and date will not be considered.
- vi. You may include up to an additional five A4 pages of supporting documentation in your application. This could include pictures, business brochures, planning documents, advertising, customer feedback etc.
- vii. Attachments are to be submitted as a .PDF or as an image file
- viii. Attachments must be named in the following format:

[BUSINESSNAME] (6 characters) _AVBEA19-#

Eg A business called 'The Grand Northam' attachments would be named

GRANDN_AVBEA19-Testimonials.pdf
GRANDN_AVBEA19-Surveys.pdf
GRANDN_AVBEA19-Pictures.pdf
GRANDN_AVBEA19-LOGO.jpg

- Words in attachments such as graphs and customer testimonials are NOT included in your word count.

BUSINESS AWARDS

Entrants are to business operators for at least 12 months prior to the application in the Avon Valley region and must hold a current ABN.



Best Micro Business

The business does not employ ANY staff, a sole operator.



Best Small Business (1-5 employees)

The business must employ one to five staff members (or full time equivalent) at the time of your application.



Best in Business (6+ employees)

The business must employ six or more staff members (full-time or equivalent) at the time of your application.



Start Up Super Star

The business must have been trading for a maximum of two years at the time of the awards.



Best Home-Based Business

The business is operated either at home (you carry out most of the work at your home) or from home (and business does not own or rent any premises other than your home). May or may not employ staff.



Best Non for-Profit Business

The business must be a not for profit business within the community.



Best Franchise Business

The business has a franchise agreement or is part of a co-operative buying group. The franchisor determines products, marketing etc

BUSINESS AWARDS (cont'd)



Marketing Magic Business

Open to any business that can demonstrate via a video submission their business passion and how they use variety in successfully marketing their business.



Excellence in Customer Service

Open to any business that can demonstrate exceptional customer service within the last 12 months.



Ray Head Community Award

The Ray Head Community Award recognises a not-for-profit organisation in the Northam community which has demonstrated excellence and commitment to the community



Best Community Minded Business

The business must be able to show that it has made a significant contribution to its local community. The award is to recognise a business whose community involvement is not the actual focus of its operations; it is about acknowledging the additional efforts made to support the local community.

No application required for the following awards:



People's Choice Award

The business must be nominated by a member of the public during the nomination period. A public vote decides on the Award winner.



Best Avon Valley Business of the Year

Eligibility is being a winner in one of the above categories. Judges Choice

2019 Eligibility

INDIVIDUAL AWARDS



Employee of the Year

This Award recognises the achievement of an employee who demonstrates commitment to their role in the workplace and community. Submission by both Employer and Employee required. Employee must have been in employment for minimum of 6 months.



Aboriginal and Torres Strait Islander Employee of the Year

This Award recognises the achievement of an Aboriginal and Torres Strait Islander employee who demonstrates commitment to their role in the workplace and community. Submission by both Employer and Employee required. Employee must have been in employment for minimum of 6 months.



Apprentice / Trainee of the Year

This Award recognises the achievement of an Apprentice or Trainee who demonstrates commitment to their role in the workplace and community. Submission by both Employer and Employee required. Employee must have been in employment for minimum of 6 months.



Young Businessperson of the Year

This award is to recognise those younger businesspeople who have an entrepreneurial spirit, strategic business direction and innovative ideas whilst being an inspiration to a new generation. Entrants must be 35 years or younger at time of the application.



Business Woman of the Year

This award is to recognise and celebrate the leadership and creativity of inspirational businesswomen in the Avon Valley that are both strategic in business and community focused.



Business Person of the Year

This award is for businesspeople who are leaders in both business and their local community whilst assisting and leading others by example.

APPLICATION FORM TIPS

It is suggested you create your submission as a document on your computer first and then paste the relevant answers into the form.

To ensure the submission is easy to read, consider the following suggestions:

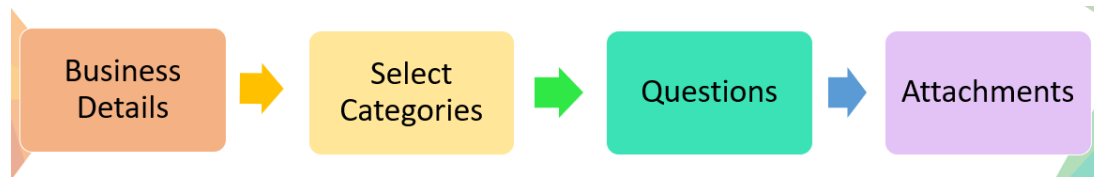
- Use clear headings
- Use bullet points
- Keep paragraphs short
- Make sure the answer is well spaced and you may also use attachments to demonstrate your answer. Eg Pictures, graphs etc.

With all attachments, please ensure you follow the file naming guidelines as described in **THE DETAIL** page 3, point (viii).

WordCount

Each question has a maximum wordcount indicated next to it. You do not have to write the total amount of suggested words **HOWEVER** you will not be able to submit any more.

Application Guide



A. Business Details

You will be required to submit the following details into the form:

- Business Name
- ABN
- Contact name
- Contact phone
- Email address
- Facebook address
- Website

B. Categories

You will be asked to indicate which categories you are submitting your answers for. The form may only show you questions based on the categories you select so ensure you have selected correctly.

It is up to YOU to ensure your eligibility based on the category descriptions on page X of this document. You will be asked to confirm prior to submitting the form that you are eligible.

Business Awards

- Best Micro Business
- Best Small Business
- Best in Business
- Start-up Superstar
- Best Home-Based Business
- Best Not for Profit Business
- Best Franchise Business
- Marketing Magic *
- Excellence in Customer Service
- Ray Head Community Engagement
- Best Community Minded Business

If you have any questions regarding submissions please contact the Northam Chamber of Commerce at info@northamchamber.com.au

Individual Awards

- Employee of the Year
- Aboriginal Torres Strait Islander Employee of the Year
- Apprentice / Trainee of the Year
- Young Businessperson of the Year
- Business Woman of the Year
- Business Person of the Year

C. Questions

If you are entering one of the Business Awards*, you will be required to answer questions 1-6.

Your selection at Question 5 and Question 6 will depend on whether you are entering the *Excellence in Customer Service* award category and or the *Community Minded Business Award* category.

Q1	Business Overview
Q2	Business Planning
Q3	Marketing
Q4	Environmental Impact
Q5a or Q5b	Customer Service
Q6a or Q6b	Community Engagement

If you are entering one of the Individual Awards, you will be required to answer just one question per category

D. Attachments

- * If you are entering the *Marketing Magic* award there is no written submission. The Marketing Magic Award details are listed overleaf

MARKETING MAGIC AWARD

This is an inaugural award to provide those businesses with little or no time to write a submission the chance to enter the awards.

- Applications are to be submitted in a recorded video format.
- Some points will be awarded for originality and production; however the judges will be looking for passion and creativity in business so don't worry about your video skills
- The video may include any relevant people. Staff, customers / business owners.
- Applicants must introduce themselves and state their business name, type.
- Applicants may address the camera directly or use an interview style format.
- The video should be at least 5 mins in length but no longer than 10 minutes.
- You may submit additional evidence / material to support your application.
- Video submissions are private and will not be viewed by anyone but the judges of the *Marketing Magic* award category.
- Marketing Magic video submissions and supporting documents are to be submitted via a Dropbox or similar file transfer process.

The submission may include (but is not limited to) some of the following

- What makes your business unique, what is your passion, what is your WHY?
- What is marketing to you?
- How is marketing important to your business?
- Describe marketing initiatives you have used and rate their success
- Where do you see your business in a year, 3 years, 10 years time?

Any questions regarding this category can be addressed to the Northam Chamber of Commerce at info@northamchamber.com.au

AWARDS PROCESS

TIMELINE

