

# Far West NSW Business Awards

# Judging Criteria

# Judging Overview

Far West NSW Excellence in Business Awards follows a strict judging process, **judges will not reside in the Far West and must declare any conflicts prior to judging.**

In addition to specific criteria in each category, judges will also consider;

## Originality

We are looking for unique approaches to business. You won't need to demonstrate there is no other business on the planet like yours, we will be looking for businesses that have their own style.

## Creativity

This criteria will assess the degree to which entrants express brand values and creativity in all aspects of their presentation to the public and to the judges, to make their business unique, including customer service.

## Innovation

Judges will assess the extent to which an entry represents a new approach to business challenges. Any business can follow best practice: this criteria will reward those who have pioneered methods that made their business stand out.

## Outcomes

Entrants will be asked to demonstrate the outcomes their business have achieved. Judges will value growth, be it financial, geographical or in staff skills. Outcomes that can be demonstrated may influence the judging decision.

## Entry Closing Date

Please ensure your nomination is received by midnight ACST 22 September 2019. Late entries will not be accepted. Plan to get your nomination in early.

## The People's Choice Awards

Judging of the People's Choice Awards is completed locally by count, simply the nominees with the most number of votes will be declared a finalist with the most number of votes declared the winner in each category.

## Grievances

The decision of the judging panel of the 2019 Far West NSW Excellence in Business Awards is final.

## Confidentiality

All information submitted is strictly confidential. All persons who may come in contact with your nomination, such as the Awards Coordinator and judges, are all bound by a confidentiality agreement.

**NOTE: The Awards Judging Panel are not located in the far west**

# Entry Details

All entrants must complete Section A and the applicable questions from Section B

## Section A

**ALL ENTRANTS - ALL questions in SECTION A must be answered**

### GENERAL DETAILS

- Registered Trading Name
- Business Name – this is how we will refer to your business name in any correspondence and recognition, marketing or promotions
- ABN/ACN
- Business Address

The name of the person completing this Nomination

- Full Name
- Phone Number
- Email Address
- Job Title
- If you are not nominating yourself/your business please confirm you have the authority to nominate this person/business. Tick Box on online application

Who are you nominating?

- The name of the person or business you are nominating
- What category are you nominating them in?
- You will also be asked to accept the Terms and Conditions of Entry

## Dates to Remember

### KEY DATES

Entries Open:	01 July 2019
Entries Close:	22 September 2019 midnight
Gala Awards Event:	Saturday 16 November 2019

**Have you read the Helpful Hints booklet on the Awards website?**

**Remember a picture tells 1000 words, include pictures, brochures, screen shots of feedback etc.**

**Often the best answers are short and to the point**

# Section B

## Award Specific Questions - answer only the relevant category you are nominating in

### EXCELLENCE IN PRODUCTS AND/OR SERVICES

1. Describe your business
2. Why is your business a leader in the region?
3. Tell us about your Products and/or Services?
4. Describe the key factors that have led to the success of your business
5. Tell us what is unique about your Products and/or Services and how you benchmark yourself against your competitors
6. What key lessons have you learnt from successfully overcoming difficulties in your business or workplace?
7. Describe your milestone achievements over the past 12 months, this could include contracts won, innovations, products and services you have developed, awards or recognition you have received
8. Describe how your business contributes to the local community

### EXCELLENCE IN PRESENTATION AND MARKETING

1. Describe your business
2. Do you have a Marketing Plan?
3. Explain how you identify your target market
4. How do you present your business to your customers? Provide examples and pictures to support your answer
5. Explain what you believe has contributed to your marketing success
6. Describe your milestone achievements over the past 12 months, this could include contracts won, innovations, presentation and marketing you have developed, awards or recognition you have received
7. Describe the most successful marketing activity you have undertaken in the last twelve months, include outcomes and/or examples and how you measured its success
8. What strategies have you developed that creates a point of difference with your presentation and marketing?

### EXCELLENCE IN CUSTOMER SERVICE

1. Describe your business
2. Describe the level of customer service and the quality of products your business provides and how does your business manage, monitor and measure customer expectations and satisfaction.
3. Describe how you define and measure your customer service standards
4. What do you believe has contributed to your business success?
5. What key lessons have you learnt from your customer service strategies?
6. Describe your milestone achievements over the past 12 months, this could include contracts won, innovations you have developed, awards or recognition you have received
7. Provide evidence of customer loyalty that demonstrates that your business is driven by the needs of its customers
8. Demonstrate how you train, motivate and/or reward your staff to provide high quality service
9. Describe how your business contributes to the local community

## EXCELLENCE IN HOSPITALITY

1. Describe your business
2. What do you believe has contributed to your business success?
3. What do you do to welcome customers into your business?
4. How do you meet the expectations of your customers?
5. How do you measure your success? - provide examples
6. What key lessons have you learnt that have made you successful in the hospitality industry?
7. Demonstrate your involvement in and/or contribution to the hospitality industry and explain how this contributes to your success
8. Describe your milestone achievements over the past 12 months, this could include contracts won, innovations, products and services you have developed, awards or recognition you have received)

## EXCELLENCE IN TOURISM

1. Describe your business
2. What do you do to welcome customers into your business?
3. What do you believe has contributed to your business success?
4. Describe your milestone achievements over the past 12 months, this could include contracts won, innovations, products and services you have developed, awards or recognition you have received
5. Demonstrate your involvement in and/or contribution to the growth of the tourism industry and explain how this contributes to your success
6. How does your business ensure your facilities and services enhance the tourism experience of your customers?
7. How do you measure your success?- provide examples
8. What key lessons have you learnt that have made you successful in the tourism industry?

## BEST NEW BUSINESS (LESS THAN 2 YEARS)

1. Describe your business
2. Outline what influenced you to start your business
3. Do you have a Business Plan?
4. Describe your business values including what they mean to you and your business and how you demonstrate them in your operations
5. Describe your milestone achievements over the past 12 months, this could include contracts won, innovations, products and services you have developed, awards or recognition you have received
6. What key lessons have you learnt?
7. What are the critical factors that have driven you and your business success to date and why?
8. Over the next 12 months how have you planned for the growth of your business?

## EXCELLENCE IN SMALL BUSINESS (WITH 20 OR LESS EMPLOYEES)

1. Describe your business
2. Describe your business values including what they mean to you and your business and how you demonstrate them in your operations
3. What do you believe has contributed to your success?
4. How many employees does your business have, include full time, part time and casual?
5. Demonstrate how you train, motivate and/or reward your staff to provide high quality service
6. What key lessons have you learnt?
7. Describe your milestone achievements over the past 12 months, this could include contracts won, innovations, products and services you have developed, awards or recognition you have received
8. Describe how your business contributes to the local community
9. Over the next 12 months how have you planned for the growth of your business?

## EXCELLENCE IN MEDIUM TO LARGE BUSINESS (MORE THAN 20 EMPLOYEES)

1. Describe your business
2. How many employees does your business have, include full time, part time and casual?
3. Demonstrate how you train, motivate and/or reward your staff to provide high quality service
4. What do you believe has contributed to your success?
5. Describe your business values including what they mean to you and your business and how you demonstrate them in your operations
6. Describe how your business contributes to the local community
7. What key lessons have you learnt?
8. Detail the successes of the business during the past 12 months. This may include business growth, innovations, business technology improvements, awards successes, recognition given by the industry, community, customers or suppliers
9. What are your strategies and plans to achieve your business growth over the next 12 months?

## EMPLOYEE OF THE YEAR

1. Describe your business and this employee's role
2. What is the employee's most outstanding contributions to your organisation?
3. How does the employee's involvement in your business benefit both the business and your customers?
4. Provide an example of the employee's work ethics
5. Describe this employee's milestone achievements over the past 12 months, this could include significant contribution, innovations, products and/or services developed, awards or recognition received
6. Describe the employee's attitude and commitment to his or her profession
7. Provide an example of this employee's commitment to be part of your team
8. In summary why is this employee so valuable?

## APPRENTICE OF THE YEAR

1. In what industry area is this apprentice training?
2. Describe your business
3. Provide an example of the apprentice's attitude and commitment to your team
4. How does this apprentice's involvement in your business benefit both the business and your customers?
5. What is this apprentice's most outstanding contributions to your organisation?
6. Describe your apprentice's milestone achievements over the past 12 months, this could include significant contributions, innovations, products and/or services developed, awards or recognition received
7. Describe the apprentice's attitude and commitment to his or her profession, including examples that display initiative in the workplace
8. Provide additional information you would like to express why this apprentice deserves this award

## TRAINEE OF THE YEAR

1. In what industry area is this trainee training?
2. Describe your business
3. How does this trainee's involvement in your business benefit both the business and your customers?
4. What is this trainee's most outstanding contribution to your organisation?
5. Provide an example of the trainee's attitude and commitment to your team
6. Describe the trainee's attitude and commitment to his or her profession, including examples that display initiative in the workplace
7. Describe your trainee's milestone achievements over the past 12 months, this could include significant contributions, innovations, products and services developed, awards or recognition received
8. Provide additional information about why this trainee deserves this award

## SCHOOL BASED TRAINEE OF THE YEAR

1. In what industry area is this trainee training?
2. Describe your business
3. How does the trainee's involvement in your business benefit both the business and your customers?
4. What is the trainee's most outstanding contribution to your organisation?
5. Describe the trainee's attitude and commitment to his or her traineeship, including examples that display initiative in the workplace
6. Provide an example of the trainee's attitude and commitment to your team
7. Describe your trainee's milestone achievements over the past 12 months, this could include significant contributions, innovations, products and services developed, awards or recognition received
8. Provide additional information about why this School Based Trainee deserves this award

# PEOPLE'S CHOICE AWARD

## Public Voted Categories



There are three categories that rely on voting by the public.

### THE REGION'S MOST POPULAR BUSINESS

This category recognises the region's most popular business, as voted by the public.

### FAR WEST'S FAVOURITE TRADIE

This category recognises trade based businesses or a tradesperson that provide excellent customer service, in a trade related field (i.e. plumbing, hairdressing, chef, mechanic, electrical, building), as voted for by the public.

### SERVICE WITH A SMILE

This category recognises the region's most popular employee, as voted by the public.

To nominate in these categories which can be lodged online or by paper copy, complete and return a “**PEOPLE'S CHOICE AWARD**” voting form to RDA Far West

353 Blende Street

**OR**

complete an online nomination form on the website

[www.farwestnswbusinessawards.com](http://www.farwestnswbusinessawards.com)

**NOTE:** *THE PEOPLE'S CHOICE AWARDS are judged locally by a simple count – the business/person with the **most number of nominations** will be declared the winner of that category*

**Please Note: No Photocopies accepted**

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# Conditions of Nomination

1. All entrants or nominations must operate in the Far West of NSW, as defined by the RDA Far West regional footprint
2. The Judging Panel reserves the right to place your entry into a category it feels most appropriate.
3. The Judging Panel reserves the right to create or delete categories based on the number of entries received
4. The applicant acknowledges that if they win an award, that the award is personal to the winner and is not assignable to another person or business
5. Awards presented will be to the organisation or the person named on the application form
6. No alterations to applications will be permitted after the date of submission although submissions may be withdrawn prior to announcement of winners
7. A finalist **MUST** have a representative present at the gala event on 16 November 2019
8. The winner of the Outback Spirit Award will be required to deliver a brief acceptance speech
9. Nomination into the Awards is free
10. Your privacy is protected and all entries are regarded as CONFIDENTIAL and all individuals involved in the judging process are required to complete a 'Confidentiality Agreement'
11. Entries must be submitted in the official entry format, online or People's Choice as an online or paper copy. All questions must be addressed in full to be eligible
12. All entrants or nominations must be registered with the ATO as a business and hold a current ABN number, except PEOPLE'S CHOICE
13. Where there is a tie, the winner will be determined by the business with the most points awarded in the General Question area
14. Sponsors may enter the awards, but may not enter the category that they are sponsoring
15. New Business category – defined as operating less than 2 years
16. Best Small Business category – defined as 20 or less Employees
17. Best Medium to Large Business category – defined as more than 20 Employees
18. PEOPLE'S CHOICE – entrants must act honestly, fairly and in good faith in participating in the awards. Entries must be submitted in the official entry format online or PEOPLE'S CHOICE paper copy, – no photocopies accepted
19. No responsibility is accepted for late, lost, incomplete, incorrectly submitted or misdirected entries or due to technical malfunctions that result in an individual being unable to submit an entry online
20. The judge's decision is final and no correspondence will be entered into
21. Please ensure your nomination is received by midnight ACST 22 September 2019. Late entries will not be accepted. Plan to get your nomination in early



## Celebrating success in the Far West