

Far West NSW Business Awards

Helpful Hints

2019

Far West NSW Excellence in Business Awards



Business Awards Nomination Helpful Hints

The helpful hints are for your consideration and to assist you in the preparation of your written business entry, **you need to nominate your own business** and seek assistance if required from the RDA FW office.

The suggested points are provided as a **guide only** for completing the Awards Criteria.

Your entry nomination is to provide judges with an understanding of your business that best reflects your passion and dedication, remembering the awards are judged outside of Broken Hill. You don't need to use all of the word limit to answer the question, the best answers are short and to the point.

Supporting visual material may accompany your entry. This could include photos, certificates, and letters of appreciation, newspaper and magazine articles. All entrants have the opportunity to attach supporting evidence to their nomination.

You will be asked to attach any supporting evidence on the last page of the entry process.

Remember

- **Nominate you and/or your business**
- **Ask for help if you need it**
- **You can nominate in more than one category**
- **All nominations are online, except People's Choice which is online and/or official paper Entry Form**

HELPFUL HINTS

Points to consider when completing the question/answers

BUSINESS OUTLINE

1. DESCRIBE YOUR BUSINESS

Provide a summary of your business

Suggested areas to include are:

- How do you service your market?
- Origin of products - local, imported or both
- Business philosophy
- Hours of operation
- Business location
- Target markets
- Decor and setup
- Website/Social Media

Supporting documentation may include: photos, brochures of your products and/or services.

2. DESCRIBING THE HISTORY OF YOUR BUSINESS

Points to consider:

- Number of years in operation
- How and when your business was established
- Is the business in its original location?
- Who is your client base?
- Family business e.g. 3rd generation

Supporting documentation may include: selection of photos including business (internal and external), team and products and historical pictures of the establishment.

BUSINESS FEATURES

3. DESCRIBING HOW YOUR BUSINESS IS PROMOTED AND YOUR MARKETING STRATEGIES.

Points to consider:

- Online presence
- Advertising e.g. newspapers, newsletters, magazines, television, radio, Facebook
- Editorial coverage
- Merchandise
- Branding
- Direct client contact
- Loyalty schemes
- Presentation packages e.g. wrapping style, ribbons
- Special promotions e.g. free tasting, spring sales, two for one offers
- Newsletters
- Web/Social Media

Supporting documentation may include: newspaper/magazine articles, photos, promotional flyers, advertisements, loyalty information, newsletters, web page, and social media.

4. DESCRIBING THE LEVEL OF CUSTOMER SERVICE AND THE QUALITY OF PRODUCTS YOUR BUSINESS PROVIDES

HOW DOES YOUR BUSINESS MANAGE, MONITOR AND MEASURE CUSTOMER EXPECTATIONS AND SATISFACTION?

Points to consider:

- Evidence of quality service
- Customer relations
- Do the owners physically run the business including serving of customers?
- Quality content of products
- Atmosphere of the business
- Market share
- Understanding customers' needs
- Distribution and packaging
- Measurement systems

Supporting documentation may include: product photos, service of customer photos, customer testimonials, and customer retention graph.

5. DESCRIBING HOW YOUR BUSINESS CONTRIBUTES TO THE LOCAL COMMUNITY

Points to consider:

- Charities supported – must provide details
- Donation of goods
- Member of professional organisation within the local area
- Local festivals/community event involvement
- Work experience opportunities
- Commitment to employing & training apprentices/trainees

Supporting documentation may include: photos, thank you and acknowledgement letters, certificates.

BUSINESS ACHIEVEMENTS

6. DETAIL THE SUCCESSES OF THE BUSINESS

This may include business growth, innovations, business technology improvements, awards successes, recognition given by the industry, community, customers, or suppliers.

It is not mandatory to provide evidence (actual figures) of financial success. Percentages are an advantage.

Points to consider:

- Business expansion
- Increase in staff
- Increase in turnover and/or profit
- Award successes
- Industry recognition
- Business adaptations to current trends and or technologies.

Supporting documentation may include: letters of congratulations, awards details, newspaper coverage.

STAFF TRAINING AND INITIATIVES

7. HOW ARE STAFF TRAINED AND MOTIVATED?

Points to consider:

- Staff training and motivation methods could be included and on the job training process
- Seminar and conference opportunities
- Additional learning skills opportunities e.g. TAFE/University or professional development
- Latest industry trends conveyed to staff
- Staff incentives e.g. reward and recognition programs, salary bonuses
- Work conditions e.g. hours, workplace environment, and staff retention

Supporting documentation may include: photos of staff and management working, staff experiencing a reward. List of staff including names, position and qualifications.

BUSINESS AND ENVIRONMENTAL SUSTAINABILITY

8. DETAIL YOUR COMMITMENT AND ENDEAVOURS IN BUSINESS AND/OR ENVIRONMENTAL SUSTAINABILITY

Demonstrating the integration of sustainability practices to your business planning, operations and marketing and may include:

- Reduction in energy use
- Reduction in water use
- Reduction in waste sent to landfill
- Environmentally friendly materials, supplier products and services
- Environmentally friendly building/building systems
- Partnerships with community sectors
- Family friendly
- Ethical business practices

GENERAL

9. DESCRIBE WHERE YOU SEE YOUR BUSINESS IN THE FUTURE

Points to consider:

- Business Plan / Marketing Plan
- Short and long term goals
- Strategy for the future
- Succession plan
- How do you set your standards e.g. are you a leader in your field

10. WHAT MAKES YOUR BUSINESS AN AWARD WINNER?

A summary highlighting your business strengths.

DATES TO REMEMBER - KEY DATES

ENTRIES OPEN: 01 July 2019

ENTRIES CLOSE: 22 September 2019 midnight

GALA AWARDS EVENT: Saturday 16 November 2019

Celebrating success in the Far West

ADDITIONAL TIPS

- Make sure each question is answered
- Don't be shy - make sure you sell your organisation and business initiative as much as you can
- Remember the judges **do not** reside in our region, they are not familiar or aware of your business
- Make sure your comments are concise and relevant; bullet points can be used to identify your key strengths and strategies
- Make sure you highlight your achievements
- Judges are looking for a clear understanding of your business and documentation of achievements
- Supporting information and the overall presentation of your entry will be included in the evaluation of your business
- Save your nomination as you go, it's frustrating when you lose your best work and need to start over. A link email code is only provided when saving – Note once submitted you cannot make changes to the nomination
- Often the best answers are short and straight to the point
- Download and read the information package **before** you begin, you will find information on each category, key dates and helpful information on what the judges are looking for
- Ensure your entry is submitted on time, late entries **WILL NOT** be accepted



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