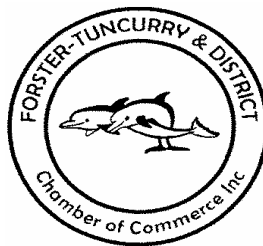




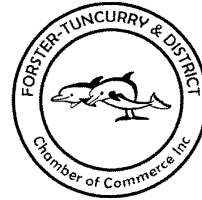
GREAT LAKES  
BUSINESS AWARDS  
2007

**INFORMATION  
FOLDER**

Including NOMINATION FORMS



GREAT LAKES  
BUSINESS AWARDS  
2007



**PROUDLY SUPPORTED BY**

**MAX FM**  
107.3



Healthy Lakes Program



**Advocate**



Beaver

Novello

Moss



An Australian Government Initiative

**AusIndustry**

**Small Business Field Officer Program**

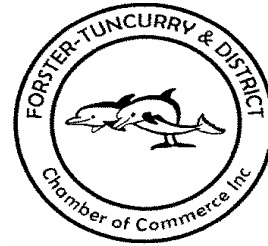


Certified Practising  
Accountants



**BEACH STREET SEAFOOD**





## 2007 GREAT LAKES BUSINESS AWARDS

### BACKGROUND

Forster Tuncurry & District Chamber of Commerce Inc has presented the Great Lakes Business Awards since 2004, to encourage business people to think about their businesses, to show pride in their achievements and to develop an appreciation of business excellence.

These Awards seek evidence of the many aspects of good business management principles that are required for a business to prosper. They are NOT industry based, but judged purely on the business success and management skills of similarly sized businesses. In addition the Chamber recognises programs and processes that foster the development of good business minded people.

### COMMUNITY AWARDS

The Chamber acknowledges programs that help develop and train employees within the community through the **Young Achievement Program** and **Vocational Education**. The Chamber also acknowledges a business operator that has been in operation for more than 25 years by adding their name to our list of **QUIET ACHIEVERS**.

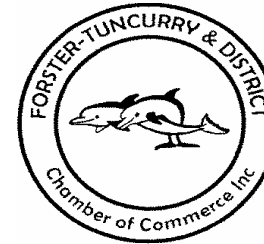
### BUSINESS AWARDS

The Awards cover five separate and distinct categories including Customer Service, Environment, and Excellence culminating in the Award for **BUSINESS OF THE YEAR**.

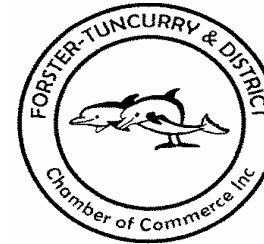
1. The **CUSTOMER SERVICE AWARDS** cover the three classifications of **Retail, Trades & Services, and Tourism & Hospitality** and rely, in the most part, on local community participation. Once a business is nominated, Award Entrant signs will appear in their windows and Customer Review forms will be made available "on site" for that business to gain further support from their customers and clients. A 'mystery shopper" will further judge the nominated businesses while nominators will receive encouragement to vote, as they go in the draw for a "thank you" prize.
2. The **ENVIRONMENT AWARDS** include classifications for **Small Business** and **Large Business** and are required to satisfy the requirements of and will be judged by Great Lakes Council.
3. The **EXCELLENCE AWARDS** cover the categories of **New Business, Home Based Business, Micro Business, Small Business, and Large Business** and will be judged by a panel of experts to determine the winner of each classification.
4. The **BUSINESS OF THE YEAR AWARD** will be selected from the winners of the above Business Awards by the panel of judges.

**APPLICATIONS** for the Business Awards, available from 7 August 2007, are included in this Information Folder or can be obtained from our office at Forster Towers, from local media outlets or can be downloaded from [www.ftchamber.com.au](http://www.ftchamber.com.au). Read the Conditions of Entry for each of the Awards for the closing dates and respective entry fee.

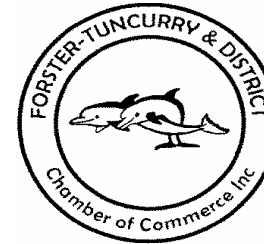
A **GALA PRESENTATION DINNER** will be held on Thursday 25 October 2007 at Club Forster Strand Street Forster where the winners of the above Awards will be honoured. Further detail on this night and applications to attend the dinner will be available later in the year.



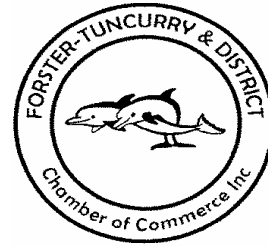
| 2004   | WINNER   | DISTICTION   | COMMENDATION  |
|--|--|--|---|
| Outstanding Community Service                      | Jim McShane <i>FT Security Services</i><br>Ted Bickford <i>Graffiti Buster</i> |  |   |
| Not for Profit Organisation                        | Great Lakes Produce,<br>The Night Ministry                                     |  |   |
| Community Spirit                                   | Tea Gardens Grange   | Forster Fitness  | Forster Tuncurry Memorial Services Club, Wizard Home Loans  |
| New Business                                       | Forster Fitness  | Tea Gardens Community Technology Centre  | Wizard Home Loans   |
| Micro Business                                     | Just Patchwork   | East Coast Photography, Beaches International  | Gallipoli Court, PJ's Cheaper Choice  |
| Small Business                                     | Free Spirit Cruises  | Lakeside Resort  |   |
| Large Business                                     | Tea Gardens Grange   | Forster Tuncurry Memorial Services Club  |   |
| Environment  | Lakeside Resort Forster  | Costello's Restaurant  | Beaches International, Great Lakes Winery   |
| Information Technology<br>Technology<br>Innovation | Free Spirit Cruise<br>Great Lakes College                                      | Just Patchwork, Tea Gardens<br>Community Technology Centre   | Forster Tuncurry Memorial Services Club, Tea Gardens Grange   |
| Customer Service                                   | Beach Street Seafoods  | Tea Gardens CTC, PJ's Cheaper Choice, Paradise Marina, Beaches International, East Coast Photography | Gallipoli Court, Mark Lowry Real Estate, Soul Pattinson, Oasis Workwear & Uniforms, Tea Gardens Grange, Holiday Coast Credit Union, Greater Building Society, One Hair & Beauty |
| Achievement  | Just Patchwork   | East Coast Photography   | Beaches International, Tea Gardens Grange   |
| <b>Business of the Year</b>                        | <b>Just Patchwork</b>  |  |   |



| 2005                                  | WINNER   | DISTICTION  | COMMENDATION   |
|---------------------------------------|--|---|--|
| Community Spirit Award                | Ross Presgrave <i>Ronald McDonald Beach House</i>  |   |  |
| Not for Profit Community Organisation | Coomba Park Progress Association   |   |  |
| Sustained Customer Service            | Tuncurry Bowling Club (50yrs), Barry Austin Mowers (30yrs), Tuncurry Pharmacy (34yrs), Modern Motors, Nabiac (58yrs), Manning Shoe Stores (53yrs), Bulahdelah Post Office (139yrs) |   |  |
| Home Based Business                   | Pure Greed Products  | Forster Tuncurry Security Locksmiths  |  |
| New Business                          | Lazy Dayz Café   | Moby's Beachside Retreat  | Gloria Jeans Coffee, Great Lakes Car & Boat Wash, Café on Main   |
| Micro Business                        | Mik's Pet Barn   | Free Spirit Cruises, Just Patchwork   |  |
| Small Business                        | Forster Tuncurry Security Locksmiths   | Forster Fitness   |  |
| Large Business                        | Pacific Palms Resort   | Moby's Beachside Retreat  | Forster Tuncurry Memorial Club   |
| Customer Service                      | Beach Street Seafoods  | Lem & Ytsrik, Gloria Jeans Coffee, Hogs Breath Café, Forster Library, Forster Tuncurry Memorial Services Club | One Hair & Beauty, Julienne's Café, Lakes Hairworx, Book City, Carpet One Forster, Paradise Marina, Shaz & Barb, Terracotta Tea House, Lazy Dayz Café, Tuncurry Plaza Coffee Shop, Kids Spot, Mik's Pet Barn |
| <b>Business of the Year</b>           | <b>FT&amp;T Locksmiths</b>   |   |  |



| 2006  | WINNER   | DISTICTION  | COMMENDATION   |
|---|--|---|--|
| Vocational Education  | Bella Bellissimo Restaurant  |   |  |
| Quiet Achievers   | Fazio's Transport,<br>JR Richards & Sons,<br>Graham Barclay Oysters and Graham<br>Barclay Marine |   |  |
| Home Based Business   | Off The Top Rope Access  | Keepsake Videos   | Great Lakes Rubbish Removals   |
| New Business  | Sevan Apartments   | Great Lakes Rubbish Removals  | OTTRA, Surfside DVD  |
| Micro Business  | Just Patchwork   | Great Lakes Rubbish Removals  | Keepsake Videos, OTTRA   |
| Small Business  | Mik's Pet Barn   | Sails Apartments, Beaches<br>International, Gloria Jeans Coffee   | Wizard Home Loans, Margo's Fashions,<br>Gallipoli Court  |
| Environment<br>Small Business<br>Large Business   | Mik's Pet Barn<br>Great Lakes Winery   | Gloria Jeans Coffee, Sails Luxury<br>Apartments   | Gallipoli Court, Beaches International   |
| Customer Service<br>Retail<br><br>Trades/Professions<br><br>Services<br>Tourism/Hospitality | Farmers Patch<br><br>One Hair & Beauty<br><br>Great Lakes Library<br>Gloria Jeans Coffee         | Lem & Ytsrik, Mik's Pet Barn, Margo's<br>Fashions, Tuncurry Craft Shoppe<br>Nabiac Pharmacy, Myall Gourmet<br>Meats, Bulahdelah Bakery<br>ANZ Bank, Tuncurry PO, Travelworld<br>Tillermans Restaurant, Two Cows Café,<br>Charlotte Bay Cafe | Keepsake Cottage, Surfside DVD, Just<br>Patchwork<br>Ridgy Didge Pies, OTTRA, Bulahdelah<br>Tyre & Mechanical, Nabiac Bakery<br>NRMA Insurances, GL Rubbish Removal<br>Chilli Jam, Bella Villa Motor Inn, The<br>Rooster Noodle Bar, Sails Luxury Aparts |
| <b>Business of the Year</b>   | <b>Mik's Pet Barn</b>  |   |  |



# 2007 YOUNG ACHIEVEMENT AUSTRALIA AWARD

## CONDITIONS OF ENTRY

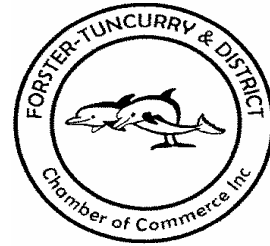
- This award will be given to the local YAA company members who participate in a business cycle during the year as conducted by Young Achievement Australia in accordance with their mentoring program.
- There is no entry fee for this category and it is not open to public entry.
- Participants are required to form a company, produce a product for sale then close the company down during the year.
- Participants will receive framed Certificates of Recognition at the Gala Presentation Dinner.

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# 2007 VOCATIONAL EDUCATION AWARD

## CONDITIONS OF ENTRY

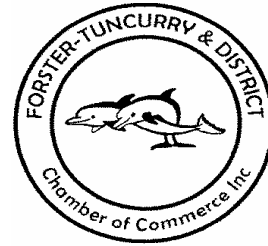
- This award will have nominations supplied by and judging will be conducted by Tuncurry Senior College in accordance with their Vocational Education program.
- There is no entry fee for this category.
- Category winners receive a Certificate and the overall winner is presented at the Gala Presentation Night to receive a framed Certificate of Recognition.
- Award Criteria:
  - Continued support of the Vocational Education & Training Programs of Great Lakes College
  - Employment of School Based Part Time Trainees where possible
  - Support of the College and its students
- Judging will cover the following categories Hospitality, Information Technology, Retail, Business Services, Construction, Tourism, and Entertainment with an overall winner coming from these winners



# **2007 QUIET ACHIEVER AWARD**

## **SELECTION CRITERIA**

- *A panel of judges will select 3 businesses from the Forster Tuncurry & District area for consideration.*
- *Businesses must have been in operation in the area for more than 25 years.*
- *The panel of judges will research the background of each of the nominees and present their findings to the Chamber Board for consideration and to make the final selection.*
- *There is no entry fee for this category.*
- *The winner will be presented with a Trophy when honoured at the Gala Presentation Night and receive recognition in our list of Quiet Achievers.*

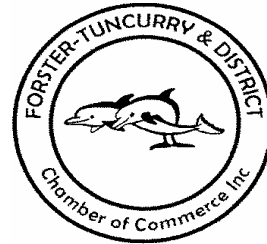


# 2007 CUSTOMER SERVICE AWARDS

## CONDITIONS OF ENTRY

- Businesses will self nominate or be nominated by their customers and must be on the official nomination form available from local media outlets and from the Chamber of Commerce.
- The Award will be judged over three classifications,  
Retail,  
Services/Trade, and  
Tourism/Hospitality
- During the month of September 2007 nominations will be received for businesses to be entered into the Award.
- There is a \$15 Entry Fee for this award category payable by the nominated business (\$12 for Chamber of Commerce members).
- Nominated businesses will receive Signage to display in their premises indicating they have/have been nominated for the Award.
- Nominated businesses will be advertised in local media asking the general public to attend those businesses and complete a Customer Service Review (Questionnaire) of the service attained, placing the review in the designated receptacle (provided by the Chamber of Commerce).
- Further Customer Service Review forms will be available from local media outlets to be completed and returned to the Chamber of Commerce by Fax or Mail.
- Reviews giving their permission will be placed into a draw to win a prize drawn on the night of the Dinner.
- All nominated businesses will have three "mystery shoppers" attend their business premises and will have three phone calls made to the business during September 2007 to assist the judges determine the winner.
- The winning business will be judged on all four elements, Customer Reviews (50), Entries Received (20), Mystery Shopping (15) and Phone Manner (15).





# 2007 CUSTOMER SERVICE AWARDS

## CUSTOMER SERVICE REVIEW

Please indicate your opinion of the Customer Service received from this business. Your comments will assist in determining the winner of the CUSTOMER SERVICE AWARD for 2007.

Business Name: .....

Please tick:    Retail        Services/Trade        Tourism/Hospitality   

Business Address: .....

Please indicate by placing an X in one of the squares where 1 is poor and 5 is exceptional for each question below and place this form in the box provided at the business, fax to 6554 5661 or mail to The Secretary PO Box 380 Forster NSW 2428.

- |   |                           |                            |                             |                               |                            |
|---|---------------------------|----------------------------|-----------------------------|-------------------------------|----------------------------|
|   | 1                         | 2                          | 3                           | 4                             | 5                          |
| 1. Were you greeted in a friendly manner?<br><small>Rate the greeting you received.</small>             | <input type="checkbox"/>  | <input type="checkbox"/>   | <input type="checkbox"/>    | <input type="checkbox"/>      | <input type="checkbox"/>   |
| 2. Did staff display good product knowledge?<br><small>Rate how well staff knew their products?</small> | <input type="checkbox"/>  | <input type="checkbox"/>   | <input type="checkbox"/>    | <input type="checkbox"/>      | <input type="checkbox"/>   |
| 3. How often do you use this business?<br><small>Circle one</small>                                     | D<br><small>Daily</small> | W<br><small>weekly</small> | M<br><small>Monthly</small> | R<br><small>Regularly</small> | Y<br><small>Yearly</small> |
| 4. How would you rate the service you received?   | <input type="checkbox"/>  | <input type="checkbox"/>   | <input type="checkbox"/>    | <input type="checkbox"/>      | <input type="checkbox"/>   |
| 5. How highly would you recommend this business to your friends?  | <input type="checkbox"/>  | <input type="checkbox"/>   | <input type="checkbox"/>    | <input type="checkbox"/>      | <input type="checkbox"/>   |

Briefly describe your experience .....

Thank you for your time in completing this Review. If you would like your name to be placed in our raffle for a Weekend Holiday for 2 (drawn Thursday 25 October 2007 at the Awards Dinner) please complete your details below:

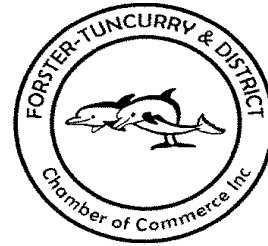
Name: ..... Contact No: .....

Address: .....

Suburb: ..... Postcode: .....

Your details will not be used for any promotional or marketing initiatives other than for the competition above.

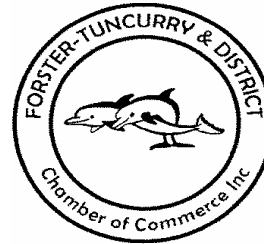
**REVERSE OF CUSTOMER SERVICE REVIEW**



# 2007 ENVIRONMENT AWARDS

## CONDITIONS OF ENTRY

- Businesses are required to self nominate for this award by completing an Entry Form and submitting the required supporting documentation.
- The Environment Award will have two classifications, Small Business and Large Business.
- Great Lakes Council, through their Healthy Lakes Program, have contributed two prizes both valued at \$750 in the form of vouchers. These vouchers will be awarded to the winning small and large business and are redeemable for a business energy and water audit and/or environmental products from Energy and Water Solutions.
- During the period 7 August 2007 to 14 September 2007 nominations will be received from businesses wishing to be considered for an Award.
- Entry Fee of \$25 (inc GST) per entry to be paid before 31 August 2007 for this category, Chamber members \$20 (inc GST).
- Nominated businesses must describe their business during the past 12 months (between July 2006 and June 2007) within the guidelines of the question sheet supplied with the Application Form. The emphasis of your entry must be on how your business has sustained the environment over the 12 month period.
- Businesses that have also nominated for the Excellence Awards are only required to pay a separate entry fee of \$10 for the additional entry however all Environment Award entrants will be automatically entered into the Customer Service Awards category at no extra charge.
- Great Lakes Council will set the criteria for entry and will undertake the selection of the winner of each classification.
- Judging will take place during September 2007 including discussions held with the business operator to assist the judges determine the winner.
- The winning business will be judged on four elements, Overview (0), Commitment (90), Improvements (5), Customer Service and the Interview (5).



# 2007 ENVIRONMENT AWARDS

## NOMINATION FORM

Please accept the nomination details below as our acceptance of the Conditions of Entry for the Great Lakes 2007 Environment Awards.

|                   |      |                    |           |
|-------------------|------|--------------------|-----------|
| Business Name:    |      |                    |           |
| ABN:              |      | Years in Business: |           |
| Contact Person:   |      |                    |           |
| Position / Title: |      |                    |           |
| Business Address: |      |                    |           |
| Suburb:           |      | State:             | Postcode: |
| Phone No:         | Fax: | Mobile:            |           |
| Email:            |      | Website:           |           |

**Please tick:      Small            Large**

**Please indicate the applicable Entry Fee**

**\$25 (inc GST)       FT Chamber Members \$20 (inc GST)       Additional Entry \$10 (inc GST)**

**N.B.** ALL Business Environment Award entrants are automatically eligible for the Business of the Year Award.

Please read and sign this agreement: I hereby agree that

1. The judges' decision is final and no correspondence will be entered into
2. The information contained in this entry is correct to the best of my understanding
3. The information provided will remain confidential. Supporting material will be returned if requested
4. I will allow photos - video footage of our business for promotional purposes

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Pay by (please circle one)      Cheque - Cash - Viscard - Mastercard - Bankcard

Cardholder: .....      Expiry date: .....

Card No.: \_\_\_\_\_      Amount \$ .....

Signature: .....

Post to: **The Secretary P.O. Box 380 Forster 2428 or fax to 6554 5661 ASAP**

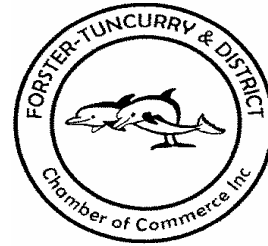
**OR** Direct Debit to the Chamber Bank Account as follows:

Forster Tuncurry Chamber of Commerce Inc

**Commonwealth Bank of Australia**

BSB: **062 540**      Account: **10021569**      Amount Pd: \$      Date Pd:

Office use only      Date Recvd:      Entry No:      Rec No:



## BUSINESS ENVIRONMENT QUESTIONS

Please show how your business is improving its sustainability and helping to protect our local environment. What changes have you made in your workplace, in relation to the following categories? Some categories may not be relevant to your business, but the more elements of sustainability your business has addressed, the greater your chance for success.

**1. Give a brief outline or description of your business** (e.g. your special talents and skills - unique product - market research - new challenge), **give an overview of the products or services you provide** (e.g. main features - special benefits - targeted market - niche product), **and what do you regard as the key strengths of your business** (e.g. product knowledge - unique product range - personal service)?

**2. Explain your commitment to**

**a) Environmental education** (15)

(e.g. Does your business have an Environmental Management Strategy or environmental accreditation? Does your business recognise and address local environmental issues? Is the business a member of Great Lakes Council's Healthy Lakes Business Program? Do you encourage customers to use products such as calico, Biodegradable bags, recycled paper or string bags, baskets or boxes?)

**b) Energy** (15)

(e.g. Have you completed an energy audit? Have you installed energy efficient lighting? Are you purchasing Green Power or using renewable energy? What other measures have reduced your energy consumption?)

**c) Waste** (15)

(e.g. Are you reducing waste to landfill by reducing and recycling packaging? Does your business recycle paper and cardboard? Do you recycle food and green waste or buy refilled inks, etc?)

**d) Water** (15)

(e.g. Is water saving technology such as dual flush toilets, flow regulators or a water collection tank being utilised? Are production methods modified to reduce water wastage? Is water recycled?)

**e) Biodiversity** (15)

(e.g. Are native plants planted in gardens to provide habitat?)

**f) Environmental protection** (15)

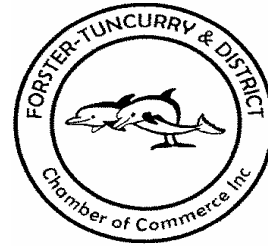
(e.g. Is Stormwater pollution prevented through 'best practice management' like sweeping up and collecting rubbish on footpaths or bunding chemical storage areas and using washout bays? Do staff participate in community environmental events such as Clean Up Australia Day?)

**3. What other improvements towards Sustainability you would like to undertake?** (5)

(Here is your chance to describe how you would change your Environmental Program if you had the opportunity to do so.)

Healthy Lakes Program



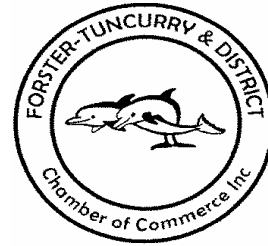


## HELPFUL HINTS

- The judges are looking for clear concise answers - point by point is acceptable - not massive detail
- Read each question carefully, some questions have some additional notes to help you
- For each question, make some notes first then clarify your thoughts before committing to the entry form
- Hand written entries must be neat, clear and legible leaving a space between each line. Computer processed entries must use 12pt font on 1½ line spacing
- Additional information / material can be attached for any question, with the question number clearly indicated on the top left
- Please ensure any additional information is firmly attached to your entry
- Keep your answers relevant to the question - support your answers, where possible, with facts
- Do not include sensitive information - % answers will be quite acceptable
- You may include your business card and a business brochure to assist the judges to better understand your business
- Ask yourself, what are the judges looking for?
- Ensure you have not missed any important aspect
- Commit all your thoughts to paper and sort out the detail from there
- Question 5 will allow you to summarise your personal belief in your business and why you feel you can improve the sustainability of the Great Lakes through your efforts
- Your Presentation should be neat and reflect your professionalism

**TREAT THIS EXERCISE AS A “DISCOVERY TOUR” OF YOUR BUSINESS!**

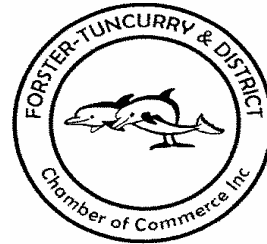
**YOU’LL BE SURPRISED AT WHAT YOU MAY FIND!**



# 2007 EXCELLENCE AWARDS

## CONDITIONS OF ENTRY

- Businesses are required to self nominate for these awards by completing an Entry Form and submitting the required supporting documentation answering all the questions.
- The Excellence Awards will consist of five classifications,  
New Business,  
Home Based Business,  
Micro Business,  
Small Business, and  
Large Business.
- During the period 7 August 2007 to 14 September 2007 nominations will be received from businesses wishing to be considered for an Award.
- Entry Fee of \$35 (inc GST) per entry to be paid before 31 August 2007 for this category, Chamber of Commerce members \$28 (inc GST).
- Nominated businesses must describe their business during the past 12 months (between July 2006 and June 2007) within the guidelines of the question sheet supplied with the Application Form. The emphasis of your entry must be on how your business has marketed and promoted itself over the 12 month period.
- Multiple entries will be accepted from the same business in the same classification but must outline a different marketing activity undertaken during the past 12 months (a separate entry fee of \$10 must be paid for each additional entry).
- Businesses may nominate for more than one classification to include with each entry (a separate entry fee of \$10 must be paid for each additional entry) however, all Excellence Award entrants will be automatically entered into the Customer Service Awards category at no extra charge.
- Judging will take place during September 2007 including discussions held with the business operator to assist the judges determine the winner.
- The winning business will be judged on six elements, Overview (15), Marketing & Promotion (40), Development (20), General (15), Customer Service (5) and the Interview (5).



# 2007 EXCELLENCE AWARDS

## NOMINATION FORM

Please accept the nomination details below as our acceptance of the Conditions of Entry for the Great Lakes 2007 Excellence Awards.

|                   |  |                    |  |           |
|-------------------|--|--------------------|--|-----------|
| Business Name:    |  |                    |  |           |
| ABN:              |  | Years in Business: |  |           |
| Contact Person:   |  |                    |  |           |
| Position / Title: |  |                    |  |           |
| Business Address: |  |                    |  |           |
| Suburb:           |  | State:             |  | Postcode: |
| Phone No:         |  | Fax:               |  | Mobile:   |
| Email:            |  | Website:           |  |           |

**Please tick:**      New       Home Based       Micro       Small       Large

**Please indicate the applicable Entry Fee**

**\$35 (inc GST)       FT Chamber Members \$28 (inc GST)       Additional Entry \$10 (inc GST)**

**N.B. ALL Business Excellence Award entrants are automatically eligible for the Business of the Year Award.**

Please read and sign this agreement: I hereby agree that

1. The judges' decision is final and no correspondence will be entered into
2. The information contained in this entry is correct to the best of my understanding
3. The information provided will remain confidential. Supporting material will be returned if requested
4. I will allow photos - video footage of our business for promotional purposes

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Pay by (please circle one)      Cheque - Cash - Visacard - Mastercard - Bankcard

Cardholder: .....      Expiry date: .....

Card No.: .....      Amount \$ .....

Signature: .....

Post to: **The Secretary P.O. Box 380 Forster 2428 or fax to 6554 5661 ASAP**

**OR Direct Debit to the Chamber Bank Account as follows:**

Forster Tuncurry Chamber of Commerce Inc

**Commonwealth Bank of Australia**

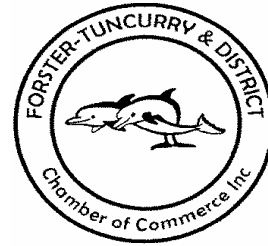
BSB: **062 540**      Account: **10021569**      Amount Pd: \$      Date Pd:

Office use only

Date Recvd:

Entry No:

Rec No:



# 2007 EXCELLENCE AWARDS

## QUESTION SHEET

The **SECTION HEADING** must appear at the top of each page of your answer for easy recognition by the judges. Each section has several parts. **ALL** sections must be answered. Please ensure that each answer has its **question** at the top.

A maximum of 1 (one) A4 page is allowed for each question. Additional supporting material such as photos, graphs, brochures, etc are welcome, but the relevant question number AND question must be clearly indicated.

### SECTION 1: BUSINESS OVERVIEW (15)

- a) **Give a brief outline or description of your business.**  
(e.g. your special talents and skills - unique product - market research - new challenge)
- b) **Give an overview of the products or services you provide.**  
(e.g. main features - special benefits - targeted market - niche product )
- c) **What do you regard as the key strengths of your business?**  
(e.g. product knowledge - unique product range - personal service)

### SECTION 2: BUSINESS MARKETING & PROMOTION (40)

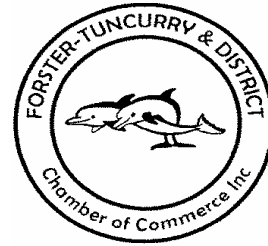
- a) **How did you promote your business to your target market in the 12 months to June 2007?**  
(e.g. Networking - advertising - referrals - brochures - co op marketing - Website)
- b) **Give one (1) example of a marketing or sales campaign in the 12 months to June 2007.**  
**What?** (New product – service - season sale)      **Who?** (Target market - age group)  
**How / Where?** (Radio / TV / newspaper / brochures - letterbox drop – expo - joint selling – surveys - product launch - community market - direct mail - website - Ebay)
- c) **How did you monitor the response and success of this campaign?**  
(e.g. Voucher returns - phone calls - sales comparisons – survey - conversion rate)
- d) **How do you retain and maintain customer loyalty?**  
(e.g. Before /after sales service - “bonuses” - product previews - VIP cards - etc)

### SECTION 3: BUSINESS DEVELOPMENT (20)

- a) **How well did your business grow in the 12 months to June 2007?**  
(e.g. Staff size - bigger range - new markets - value adding - price restructure - business practices - processes – systems - % turnover)
- b) **What is the importance of staff training or self-development programs to your business?**  
(e.g. Staff motivation - good service recognition - new equipment / program training - etc)
- c) **What do you consider to be your major achievement in the 12 months to June 2007 & why?**  
(e.g. A milestone - sales record - new product - expanded market - premises - new product- improved packaging – invention – innovation – staff - a holiday!)
- d) **Give 2 business goals for the 12 months to June 2008 and how you hope to achieve them.**  
(e.g.+ % profit - staff increase - new premises - overseas markets - new technology or equipment - new markets - consolidation)

### SECTION 4: GENERAL (15)

- a) **How did you contribute to the Local Community in the 12 months to June 2007?**  
(e.g. Sponsorship – prizes – assistance)
- b) **Do you think it important or not important to contribute to the Local Community?**  
(e.g. Explain if you benefit from any contribution)
- c) **Why should your business be considered for the Business of the Year Award?**  
(Your opportunity to tell us more about your business)



## HELPFUL HINTS

- The judges are looking for clear concise answers - point by point is acceptable - not massive detail
- Read each question carefully, some questions have some additional notes to help you
- For each question, make some notes first then clarify your thoughts before committing to the entry form
- Hand written entries must be neat, clear and legible leaving a space between each line. Computer processed entries must use 12pt font on 1½ line spacing
- Additional information / material can be attached for any question, with the question number clearly indicated on the top left
- Please ensure any additional information is firmly attached to your entry
- Keep your answers relevant to the question - support your answers, where possible, with facts
- Do not include sensitive information - % answers will be quite acceptable
- You may include your business card and a business brochure to assist the judges to better understand your business
- Ask yourself, what are the judges looking for?
- Ensure you have not missed any important aspect
- Commit all your thoughts to paper and sort out the detail from there
- Section 4, part c) will allow you to summarise your personal belief in your business and why you feel you have had a successful year
- Your Presentation should be neat and reflect your professionalism

**TREAT THIS EXERCISE AS A “DISCOVERY TOUR” OF YOUR BUSINESS!**

**YOU’LL BE SURPRISED AT WHAT YOU MAY FIND!**