

# **2013 NSW Business Chamber Business Awards**

## ***Entry Info Pack***

*Celebrating and recognising business excellence in NSW.  
Showcasing the success of our members.  
Strengthening business in NSW.*

## Introduction

You've taken the first step to participating in the NSW Business Chamber Business Awards.

Entering the Business Awards program is a valuable endeavor that can deliver great benefits to your organisation and to your people.

**This pack is designed to help you understand the Business Awards process, as well as provide a step-by-step guide to completing your online entry.**

The NSW Business Chamber Business Awards have been recognising business excellence for over a decade, and every year the program gets bigger and bigger.

Last year saw the introduction of our first regional awards, allowing business to gain recognition at a regional AND state level.

This year, the regional program is expanding to run in more regions across NSW, with regional winners proceeding as finalists to the State Awards.

**If you have any questions about the Business Awards Program or your entry, please call the NSW Business Chamber Business Hotline on 13 26 96.**

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## 2013 award categories

There are 10 award categories – four recognising individual excellence and achievement, and six recognising business excellence.

You can enter as many categories as are appropriate to your business

### **Young Business Executive (Age 18-35)**

The Young Business Executive award recognises an inspirational young professional aged between 18-35 years who has built a successful career with an organisation.

### **Young Entrepreneur (Age 18-35)**

The Young Entrepreneur award recognises an inspirational young person aged between 18-35 years who, through their own commitment and passion, has built and operates a successful business. This award recognises young business leaders who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.

### **Business Leader (Age 36+)**

The Business Leader award recognises the positive contribution made to business by business people and professionals. The award recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders

### **Excellence in Business Ethics**

Recognises an outstanding business person who has been able to achieve business success while acting in an ethically responsible way.

### **Excellence in Innovation**

Recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

### **Excellence in Sustainability\***

The Excellence in Sustainability award recognises businesses that are working to reduce the impact of their operations on the environment and/or provide products and services that have positive environmental outcomes.

*\*Where sustainability is your core business, you must enter this category based on sustainable initiatives and projects within your business, not related to your core offering.*

### **Excellence in Small Business**

The Excellence in Small Business award recognises a company (employing less than 20 employees) that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the financial year to 30 June 2013.

### **Employer of Choice**

The Employer of Choice award recognises organisations that put in place strategies and initiatives to create stimulating and supportive workplace environments for their employees. These strategies or initiatives must have a positive impact on both employees and the organisation as a whole

### **Excellence in Export**

The Excellence in Export recognises leading examples of businesses that are forging a strong reputation for Australian products and services in international markets.

### **Local Chamber of Commerce<sup>^</sup>**

The Local Chamber of the Year Award recognises the achievements of a Local Chamber in supporting their members to maximise their business potential.

*<sup>^</sup>To enter into this award Category, Local Chambers must be part of the NSW Business Chamber Local Chamber Alliance program*

## Benefits of entering

Entering the Business Awards provides your business with an unparalleled opportunity to:

- Gain recognition at a local, regional and state level
- Raise the profile of your business and showcase your business to a state-wide, country-wide and global audience
- Build a reputation for excellence inside and outside of your industry.
- Benchmark your business year on year and against other businesses in your area and industry.
- Improve employee engagement by involving your employees in the entry process.
- Boost staff morale through the recounting of successes and wins in your business

All finalists and winners receive an official Business Awards FINALIST or WINNER logo which can be used on collateral, websites, business cards, signage.



Finalists and winners also become part of the NSW Business Chamber Business Award Alumni Program, an exclusive group representing the best of the best in business in NSW.



"Winning the award allowed us to celebrate with our staff, and to recognise our strengths that drive us forward. The award has given us more confidence to share our success with other companies, and to leverage our position to raise the profile of regional issues."

**Wendy Cooper, Commercial Director, Milspec Manufacturing  
Winner, Employer of Choice 2012.**

"Winning the award has lifted the profile of the business within the Hunter and has enabled us to market more effectively to potential customers. Being asked to speak at functions and contribute to articles has given the business additional credibility in a competitive market."

**Hugh Tait, Newcastle Manager, Opus International Consulting,  
Winner, Future Business Leader 2012.**

"Winning a prestigious award such as the NSWBC Exporter of the Year award has been an excellent experience. It further promotes our good reputation to our existing customers, however most importantly, it provides potential customers reassurance that they are dealing with an award winning business. When trying to establish new export markets this is one of the biggest challenges."

**David Mumford, Sales & Marketing Director, RBK Nutraceuticals  
Winner, Excellence in Export 2012.**

"The most important benefit has been the NSW Business Chamber Award process itself in helping identify our strengths, weaknesses and improvement opportunities. I commend all NSW businesses to join the Business Chamber and participate in the 2013 annual awards."

**Chris Denny, Managing Director, The Observatory Port Macquarie  
Winner, Excellence in Sustainability 2012**

"Being one of the winners of the NSW Business Chamber awards in 2011 and in 2012 has provided our company with coverage in various magazines, newspapers and radio, all interested in hearing about our story and how we have achieved the success that we have. This type of marketing would have cost us thousands of dollars, however it was all free.

**Gina Field, Managing Director, Nepean Regional Security  
Winner, Business Leader 2012.**

## Eligibility

### NSW Business Chamber members

Entry to the NSW Business Chamber Business Awards is open to:

- All financial members of NSW Business Chamber (including Australian Business Defence Industry Unit members).

### Local Chamber of Commerce members:

Entry to the NSW Business Chamber Business Awards is open to:

- Free of charge members of NSW Business Chamber on the Local Chamber of Commerce Free of Charge (FOC) limited entitlement membership package
- Members of local chambers of commerce that are part of the NSW Business Chamber's Chamber Alliance Partner Program (please note local chamber members need opt-in to the Chamber Alliance Partner Program via their local chamber)

### Affiliated chambers

Entry to the NSW Business Chamber Business Awards is open to:

- Hunter Business Chamber members that are also joint members of NSW Business Chamber through the affiliate agreement between NSW Business Chamber and Hunter Business Chamber are eligible to enter, but must enter via the Hunter Business Awards.
- Illawarra Business Chamber members that are also joint members of NSW Business Chamber through the affiliate agreement between NSW Business Chamber and Illawarra Business Chamber are eligible to enter, but must enter via the Illawarra Business Awards.

Businesses must have been operating for more than two years.

State category winners from 2012 cannot enter the same category in 2013, but can enter a different category or categories.

Entry is not open to office bearers of NSW Business Chamber or its affiliates.

## How to enter

There are three main sections to your online entry, once you have logged in:

- 1. Your Entry Details**

Basic business information – will pre-populate from data we have on record. Update as required and submit once complete

- 2. Core Questions**

Seven broad-based business questions. All entrants to complete only once, even if you are entering more than one category. Submit once complete

## The questions

What questions will you need to answer once you start your entry? It can be helpful to prepare your answers before you start your online entry, particularly if you need to get input from other areas of your business.

Below we outline every question from each section.

### Your Entry Details

- Business Trading Name\*
- Business Display Name – this is how we will refer to your business name in any marketing or promotions – for example, if you become a finalist it is how we will list your company name on the website, email marketing and slides on the night etc.
- ABN\*
- Date Established\*
- Annual Turnover\*
- Number of Employees\*
- Entry Contact First Name\*
- Entry Contact Last Name\*
- Entry Contact Phone Number\*
- Entry Contact Email\*
- Entry Contact Job Title\*

You will also be asked to accept the Terms and Conditions of entry in this section.

\*Indicates mandatory field

### Core Questions

Seven broad-based business questions that all entrants to complete, but only once, even if you are entering more than one category.

1. Please describe what your business does. Word count: 200
2. What do you believe has contributed to your success? Word count: 300
3. Describe your business values including what they mean to your business and how you demonstrate them in your operations. Word count: 200
4. Tell us about your milestone achievements over the past 12 months. This could include contracts won, innovations, products and services you have developed, business and community awards you have won. Word count: 450
5. What key lessons have you learned from successfully overcoming difficulties in your business? Word count: 350
6. Tell us the overall objectives of your business. Word count: 250
7. Tell us what winning these business awards would mean to your business and how your business will act as a role model in the future. Word count: 300

## Category Questions

The Category Questions are accessed via the Entry Dashboard, which is where you enter for the categories you wish to participate in.

### Young Business Executive (Age 18-35)

1. Entrant's date of birth
2. Entrant's current job title
3. Provide a current profile including business title, current business role, scope of responsibilities (dot points sufficient). Word count: 150
4. What is your employment background? (dot points sufficient). Word count: 150
5. Provide an overview of your 5 year goals/milestones and how you are working towards these. Word count: 250
6. Please detail your achievements in business in the previous 12-24 months and explain what you have learnt from these. Word count: 400
7. Describe the key challenges you have faced as a young business leader and how you deal with these challenges. Word count: 400
8. Where and whom do you seek your inspiration from and why? Word count: 300
9. What do you believe makes you a good leader? Word count: 300

### Young Entrepreneur (Age 18-35)

1. Entrant's date of birth
2. Entrant's current job title
3. Provide a current profile including business title, current business role, scope of responsibilities (dot points sufficient). Word count: 150
4. Provide an overview of your 5 year goals/milestones for your business and how you are working towards these. Word count: 250
5. Please detail your achievements in your business in the previous 12-24 months and explain what you have learnt from these. Word count: 400
6. Describe the key challenges you have faced as a young entrepreneur and how you deal with these challenges. Word count: 400
7. Where and whom do you seek your inspiration from and why? Word count: 300
8. How do you demonstrate inspiration to other young business people? Word count: 30
9. What do you believe makes you an outstanding entrepreneur? Word count: Word count: 300

### **Business Leader (Age 36+)**

1. Entrant's date of birth
2. Entrant's current job title
3. Provide a current profile of yourself including your title, current business role, scope of responsibilities. Word count: 150
4. Why do you believe you should be considered as a business leader? Word count: 150
5. Provide an overview of your 5 year goals /milestones. Word count: 250
6. Please detail your achievements in business in the previous 12-24 months. Word count: 450
7. Describe the key challenges you have faced as a business leader in the past 12 months and how you overcame them. Word count: 450
8. Please demonstrate how you have helped the community (and or the business community) overcome social or environmental problems. Word count: 300
9. Why should you win this category? Word count: 300

### **Excellence in Business Ethics**

1. Please explain how your business demonstrates excellence in business ethics? Word count: 250
2. How do ethical practices contribute to your business success? Please provide evidence. Word count: 400
3. Please provide details of how you contribute to your local community. Word count: 300
4. Please describe how your business interacts with your employees to promote excellence in business ethics with your suppliers and customers. Word count: 450

### **Excellence in Innovation**

1. Please explain how your business reacts to changes in the market including how your business acquires an understanding of emerging customer and market needs. Word count: 200
2. Please provide evidence of how your business is innovative, with specific examples over the previous 12 months. Word count: 300
3. Demonstrate how a culture of new ideas is a commercial imperative to innovate in your business. Word Count: 200
4. Provide evidence of innovative activity in your business in the last 12 months and explain how this helped you grow your business. Word count: 400
5. Demonstrate the extent to which your business innovation has or is likely to have a positive impact beyond your business. Word count: 450

### **Excellence in Sustainability**

1. Please describe your business environmental sustainability goals. Word count: 200
2. Please describe how you have involved staff in your environmental initiatives. Word count: 300
3. Please describe your sustainability achievements over the last 12 months. Word count: 400
4. Please describe the initiatives/actions your organisation has undertaken to achieve its sustainability objectives. Word count: 400
5. Please provide evidence of how these achievements have positively contributed to your business and /or community. Word count: 450

### **Excellence in Small Business**

1. Please describe your business growth in the previous 12 months. Word count: 250
2. What were your strategies and plans to achieve your business growth over the next 12 months? Word count: 300
3. How did you implement these strategies? Word count: 350
4. What results did you achieve and how are they demonstrated? Word count: 450
5. Why do you believe you should win in this category? Word count: 200

### **Employer of Choice**

1. Please explain your HR, WHS and workplace strategies including how you implemented them in your workplace. Word count: 400
2. Why did your business embark on this project/s and/or initiatives? Word count: 350
3. What results have been achieved and how have they positively contributed to your workplace, workplace safety and employee satisfaction? Word count: 450

### **Excellence in Export**

1. Summarise your export success/es in the past 12 months. Word count: 300
2. Outline the key points of your international marketing strategy over the past 12 months and what role it played in your company's success. Word count: 250
3. What strategies (communication/advertising/promotional/partnerships etc.) have you implemented to promote and sustain awareness of your brand/s in overseas markets in the past 12 months? Word count: 450
4. Briefly explain how your company differentiates its product/service from the competition and how are you maintaining/improving this advantage. Word count: 400

### **Local Chamber of Commerce**

1. Does your Chamber employ any paid staff?
2. How many?
3. Number of members?
4. What was the net member movement (June 2012-June 2013)? Please detail any factors that affected this movement. Word count: 400
5. Please describe the geographical area which your Local Chamber covers. Word count: 200
6. Please describe a key initiative that your Local Chamber has undertaken in the last 12 months. Detail the specific and quantifiable outcomes of this initiative on your local business community? Word count: 700
7. Please specify how you engage with your local business community. Word count: 500
8. Please describe how you engage with the NSW Business Chamber. Word count: 400
9. Please outline any key lessons you have learned in the last 12 months. Word count: 400

## Core questions

Once you have completed Your Award Entry Details, you will move on to the Core Questions. This section contains seven broad-based business questions. All entrants need to complete only once, even if you are entering more than one category. Save as you answer. Submit once complete.