

## The 2006 Powercor Greater Western Business Excellence Awards

To date, 2006 Sponsors include:

### Gold Partners

The Commonwealth Bank of Australia  
The City of Maribyrnong  
Telstra

### Support Partners

RACV Business Insurance  
Austrade  
City West Water



**Australian Government**  
**Austrade**

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## Why Have Awards

The objectives of the Awards are to recognise the critically important role that the business community makes to the well-being and quality of life within Melbourne's West as well as to encourage all aspects of business excellence.

## Why Enter

By entering your business, you can:

- Gain recognition for your business' contribution to the economy, environment and the community.
- Improve your business profile by listing and showcasing in the GWCCI newsletter, website and in local press releases.
- Create further business opportunities by making others aware of your business and networking at the Presentation Awards Dinner where you will meet sponsors, local councillors, Federal and State politicians, other leading business owners and managers and representatives from your community.
- Boost your morale and that of your staff by taking the opportunity to reflect on and describe your business operations and how your staff contributes to the business' success.

## Who Can Enter

Applications will be accepted from:

- Any appropriately registered<sup>1</sup> business in either the public or the private sector located within, or primarily operating within, the Local Government Areas of Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham.
- Entrants who can demonstrate that the business has good safety practices. Businesses with a significant breach of the law will not be eligible.
- Entrants who can demonstrate that the business has sound financial practices.
- Entrants who can demonstrate that the business has sound environmental practices.
- Previous winners and finalists.

## The Rewards

All winners will:

Receive a framed certificate and a trophy suitable for display in the business premises

- Media coverage in The Times Publications in Melbourne's west
- Be invited to attend a Winners Workshop to assist in maximising the Award
- An invitation to speak at a GWCCI networking event

Specific category prizes may be donated by principal sponsors and may include:

- Mentoring
- Cash and/or other goods and/or services

## Terms and Conditions of Entry

1. Entries must be received by 5:00pm Monday 7th August 2006.
2. Entries must be posted.
3. All applications must be submitted in duplicate. (This allows each of the judges to have an original copy of your application.)
4. Entries can be made in only one category.
5. At least one person representing the entrant must be present at the Awards Presentation Dinner on October 18th.
6. Applications received after the deadline at 5:00pm Monday 7th August 2006 may not be accepted.
7. If less than 3 entries are received for any particular category, no judging will take place in that category. In the event of this occurring, entrants will be contacted on Tuesday 8th August 2006 or shortly thereafter and invited to apply in another category.
8. The judges reserve the right to not make an award in any or all categories if in their view there are no worthy recipients.
9. All applications remain the property of GWCCI Inc.
10. It is highly desirable that all applications contain a high resolution electronic photo (in JPG format only) of the business and/or a high resolution electronic logo file (in JPG format only) bearing the same name as the business, copied onto a clearly labelled CD. Applications which do not contain this or submit non-complying files or files on media other than a CD will not be showcased in the media presentation at the awards or have their logo appear on the GWCCI website.

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<sup>1</sup> Registration with Australian Securities and Investment Commission (ASIC) and/or Department of Consumer Affairs, Victoria

By applying for an Award, entrants hereby authorise:

- Local Government to do a record check regarding compliance issues;
- The GWCCI Inc to do a record check regarding business registration;
- The EPA to undertake a brief record check to ensure that there are no outstanding environmental concerns; and
- WorkSafe Victoria to undertake a record check to indicate the business' OH&S performance.

### **The Judging Process**

Once entries are received a panel comprised of GWCCI Inc Committee of Management will shortlist entries. Shortlisting will be based on whether the points listed in *Preparing an Application* have been addressed adequately and that the entry complies with the advertised conditions of entry.

Each shortlisted business will be asked to host a judges' visit of about 30 - 40 minutes in duration. The judges work in pairs; expect two judges to present at your business at the agreed time. If there is a nomination for Business person of the Year and/or Young Achievers Award, the judges will also wish to meet the nominees.

The judges' visits are organised to a tight time schedule and unfortunately there is not a lot of opportunity for each short listed business to negotiate a visit time. Please note that this is a condition of entry.

The judges' decisions are final and no correspondence will be entered into.

Businesses seeking feedback from the judges may apply to receive that information after 18/10/06 and before 2/11/06 to the GWCCI via email at [admin@gwcci.com.au](mailto:admin@gwcci.com.au).

### **Judges' Rules**

- No judge shall be an entrant in the Awards.

- Each and every judge must declare a conflict of interest if such a conflict arises once entries are received.
- Each and every judge must sign a Confidentiality Agreement agreeing that information obtained during the course of their duties as a judge will remain confidential and only be used for the purposes of making decisions.
- Judges shall not be insolvent or bankrupt.

### **Judging Checklist**

The judges will use a checklist with which to assess shortlisted businesses. It will include the following items:

- There is strong evidence that the business has a plan for growth, development and/or sale that guides its daily operations.
- This business model is sustainable and competitive.
- The business demonstrates features that make it stand out from other similar businesses.
- The business clearly knows its customers and targets them appropriately.
- The business demonstrates environmental consciousness by minimising waste generation and recycling.
- The business owner/operator demonstrates local involvement with their community, making contributions in goods, services and/or in-kind as appropriate as part of the business plan.
- The owner/operator demonstrates a strong understanding of the business' financials.
- The premise is kept orderly, clean, safe, attractively presented and compliant with all relevant legislation.

Criteria for recommending Businesses Person of the Year and the Young Achiever of the Year (up to and including 30 years of age) include demonstrated:

- success in business, generally and/or in current field
- integrity
- community involvement
- drive and enthusiasm
- leadership qualities

## Categories

There are four **general business** categories.

Previous Winners

Best Big Business employing more than 100 EFT <sup>2</sup> staff	2005 Macquarie Goodman
Best Medium Business employing between 21 - 100 EFT staff	2005 McKnights Retravision
Best Small Business employing between 5 - 20 EFT staff	2005 The Paws Store
Best Small Office Home Office/Micro Business less than 5 EFT staff	2005 Dirtscape Dreaming

AND

There are eight **specific business** categories:

Previous Winners

Achievement in Exporting (for businesses which export goods and/or services)	2005 Plantic Technologies
Best Construction and Development Business (for commercial and residential development businesses)	New Award
Best Agri Business (for businesses whose primary work is in the agricultural or horticultural field)	2005 Galli Estate Winery
Best Start-Up Business (for businesses operating for 18 months or less at the time entries close)	2005 Kidz Digz 2004 Your Friend In The Kitchen 2003 La La Land Playcentre
Best Not-For-Profit Business (for businesses including educational and training organisations, sporting clubs, charities etc)	2005 Open Family Footscray 2004 Benetas St George's 2003 Scienceworks Museum
Best Restaurant or Café (for businesses providing a retail food outlet)	New Award
Best Tourism Business (for business providing accommodation, attractions, retail, transport, events, tours etc)	New Award
Best Franchise Business (for franchise businesses)	New Award

AND

There are two **people** awards:

Previous Winners

From the entries in each and any of the above categories the judges will select the Businessperson of the Year. Entries are not required for this category. Nominees may be business owners or employees.	2005 winners Joanne Hartshorn and Kathryn Head, Kidz Digz 2004 winner Vern Fettke, Homestead Financial Services
Businesses may nominate in one category only and may also nominate a person to be considered for the Young Achievers Award. Entries are not required for this category. Nominees may be business owners or employees.	New Award

<sup>2</sup> EFT – effective full-time

## Preparing an Application for the General Business Categories

### 1. Give a brief description of your business.

In this section keep it brief. Outline exactly what your business does **using sub-headings**, eg Products, Services, Staff Numbers, Turnover, Location

### 2. What are the special features of your business?

Keep this brief too - *50 words* should be ample to provide an adequate **summary** of the features. If your business is short listed, the judges will ask you to elaborate on this when they visit.

### 3. Describe any changes or innovations your business has implemented during the past year.

Keep this brief too. Outline exactly what changes or innovations you have made in the last 12 months and state the benefits for YOU and YOUR CUSTOMERS. Use **sub-headings** to refer to refer to any staff performance incentives, marketing plans and promotional activities you may have undertaken. If your business is short listed, the judges will ask you to elaborate on this when they visit.

### 4. What are the key strengths that contribute most to the success of your business

Keep this brief too. Summarise the key strengths using only a **sentence for each**. Do not list more than five. If your business is short listed, the judges will ask you to elaborate on this when they visit.

### 5. Describe the contribution the business makes to the environment

This is a vital point that judges will be looking for in your written application. We know that good business equates with care of the environment. Summarise what you do under **subheadings** such as paper, utilities, water, recycling, travel.

### 6. Describe the involvement of your business in the local community

List under subheadings how you and your business is connected to the local community. This may include sourcing staff and goods locally, sponsorships, committees and so on. If you are short listed, the judges will look at your wall of achievements if you have one when they visit your business.

### 7. Does your business have a formal business plan?

No need to repeat the Business Plan here. Merely indicate whether one exists and if so, how it is used and by whom. List key policies and procedures, e.g OH&S, EEO, Privacy etc

### 8. Other points that may assist the judges to form a clear picture of the business

This is your opportunity to be creative.

The following two points should be addressed by businesses with more than 5 EFT staff.
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### 9. Give a comparative description of your staff levels between last year and this year or a longer time frame if appropriate

The idea here is to provide an overview of your business' growth and development. This may not necessarily mean more staff is a better business. Lower staff levels may highlight new and better ways of doing things to achieve economies of scale. **Keep it numerical**. If your business is short listed, the judges will ask you to elaborate on this when they visit.

### 10. List any staff training / development programs or initiatives being implemented

This is a key area that judges will be looking for. Make a **list** of all staff training courses – external and internal – that your staff or a random sample of your staff, have participated in the previous financial year.

### **Preparing an Application for Achievement in Exporting**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) in response to:

1. Why did the business choose to export?
2. How the market was researched and selected?
3. What strategies were used to establish the market(s)?
4. Were any barriers encountered? If so, how were these tackled?

### **Preparing an Application for The Best Construction and Development Business**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) in response to:

1. How much use is made of best practice in environmentally sustainable design?
2. To what degree is high quality building design and construction principles applied?
3. How do you contribute to the creation of attractive and liveable communities?

### **Preparing an Application for The Best Agri Business**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) in response to:

1. The ability to balance profitability and sustainability
2. Use of innovation and agricultural research
3. Use of financial and risk management systems

### **Preparing an Application for The Best Start-Up Business**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) in response to:

1. Why was this business chosen?
2. How was the market researched and selected?
3. What strategies were used to establish the market(s)?
4. Were any barriers to market encountered, and if so, were these tackled?

### **Preparing an Application for The Best Not-For-Profit Business**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) in response to:

1. Indicate any community engagement activities your organisation participates in, e.g. a volunteer program
2. Does your organisation follow triple bottom line policy?
3. How does your organisation make a difference to the community?
4. How sustainable is your organisation?

### **Preparing an Application for The Best Restaurant or Café**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) explaining how you ensure your business meets all regulatory and food safety requirements, as well as an explanation of the customer service standards you aim to deliver, and how you ensure these standards are achieved by your staff.

### **Preparing an Application for The Best Tourism Business**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) of how the services and facilities you offer enhance the visitor experience for the region, and describe the customer service standards you set, and how you ensure these standards are met.

### **Preparing an Application for The Best Franchise Business**

Use the preceding 8 – 10 questions PLUS a brief overview (maximum 500 words) in response to:

1. How this particular franchise was chosen.
2. Financial evidence of excellent performance for the year.
3. Growth evidence of excellence for the year.

## Submitting your application

All applications must be received in the post. Please allow adequate time for this.

Acknowledgement of entry will be sent via email. If you do not receive this acknowledgement please contact the GWCCI at [admin@gwcci.com.au](mailto:admin@gwcci.com.au).

The postal address is:

**Powercor Greater Western Business Excellence Awards 2006,  
PO Box 433,  
Yarraville 3013**

## Timeline

Activity	Date
Entries close	Monday 7 <sup>th</sup> August
Email acknowledgement of entries received to all applicants + ticket information	Friday 11 <sup>th</sup> August
Short listing complete	Friday 18 <sup>th</sup> August
Judging period finishes	Friday 22 <sup>nd</sup> September
Awards presented at the Gala Dinner in the Panorama and Skyline Rooms, Flemington Racecourse, Flemington	Wednesday 18 <sup>th</sup> October

## Gala Dinner Tickets

**Tickets to the dinner are available for pre-booking.**

**Prices, which include GST, are as follows:**

Member Early Bird	\$99.00
Member	\$121.00
Non-member Early Bird	\$121.00
Non-member	\$132.00
Table of 10, Member	\$1,150.00
Table of 10, Non-member	\$1,250.00

**NB Early Bird bookings must be received and paid for prior to June 30 2006.**

**Tickets will be posted by ordinary mail unless otherwise requested.**

## Greater Western Business Excellence Awards Application Form

To be completed in duplicate and attached to both copies of the entry

Business Name			
ABN			
Street Address			
City		Postcode	
Contact Person			
Position			
Email			
Phone		Mobile	Fax
GWCCI Member No if a member			

Please tick the box for the category entered:

The Best Big Business	
The Best Medium Business	
The Best Small Business	
The Best Small Office Home Office or Micro Business	
Achievement in Export	
The Best Construction and/or Development Business	
The Best Agri Business	
The Best Start-Up Business	
The Best Not-For-Profit Business	
The Best Restaurant or Café	
I agree for information pertaining to the Food Act 1984, obtained by the Local Government Authority, to be released to the Judges of the GWCCI Business Awards, in accordance with Section 54(1) of the Food Act 1984.	
The Best Tourism Business	
The Best Franchise Business	

To be considered for the two people awards, please place a tick in the boxes below and insert the name of the nominee.

- Businessperson of the Year .....
- Young Achievers Award .....

I warrant that I am authorised by the above named business to provide information in this application and that this information is accurate.

I agree that I have read the Terms and Conditions and that the business is bound by them.

By making application for these Awards I hereby give permission for the GWCCI Inc to use, publish or authorise others to publish details of any entry for the purpose of promoting these Awards or any other purpose associated with these Awards. The entrant warrants that the use of any material by the GWCCI in this way will not constitute a breach of copyright.

Application prepared by .....

Position .....

Signature .....

Date ...../...../.....