



KALAMUNDA CHAMBER
OF COMMERCE

2018 Business Excellence AWARDS

For businesses that lead the way

INFORMATION PACK

These awards are proudly sponsored by:





ABOUT THE AWARDS

The Kalamunda Chamber of Commerce recognises success, exceptional skills and innovation within the greater Kalamunda business community. The awards represent an exceptional opportunity for business to showcase their achievements and set goals for future business planning and strategies.

Winners of the award categories are eligible to enter the CCIWA Awards, which offers small business even wider opportunities for exposure and recognition.

Award recipients are honoured with a commemorative plaque to put on display at their workplace, along with a digital logo for use on email and digital documentation. Award winners will also gain press coverage by local media partner Echo News and promotion via the Kalamunda Chamber series of social media channels and communications.

A panel of three unbiased business experts have been engaged to judge the submissions. This year's judges are:

Mr Oliver Moon, CEO - Combined Small Business Alliance of WA

Ms Nikki Forrest, Policy and Advocacy Officer – Small Business Development Corporation

TBC – Representative of the Chamber of Commerce and Industry WA

These judges are bound by a code of conduct and strict confidentiality rules, and must declare any conflict of interest prior to the judging process.

Submissions will be accepted from SATURDAY 8 SEPTEMBER to MONDAY 1 OCTOBER AT 5PM. NO LATE SUBMISSIONS WILL BE ACCEPTED.

Winners will be announced at the Awards Ceremony and Gala Dinner on Saturday 1 December at Hartfield Country Club from 6.30pm. Tickets for the event can be purchased via the Kalamunda Chamber website from 1 November.

This information pack will help you prepare your submission. For more information the Chamber is hosting **'How to Write an Award Winning Submission'** workshop presented by Karenna Wood of i.e. marketing on **Tuesday 11th September at the Zig Zag Cultural Centre – Seminar Rooms from 7pm – 8.30pm** to provide additional hints and tips on writing a standout award submission.

If you don't get a chance to attend the information session, you can watch the digital workshop session on YouTube. The link to this will be on our website.

KEY EVENT DATES:

TUESDAY 11 SEPTEMBER

How to Write an Award-Winning Submission

Presented by Kareenna Wood of i.e. Marketing

Venue: Zig Zag Cultural Centre - Seminar Room

Time: 7pm – 8.30pm

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SATURDAY 8TH SEPTEMBER

Submissions Open

Information pack available for download from

<http://www.kalamundachamber.com.au/events/BusinessExcellenceAwards/business-excellence-awards>

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FRIDAY 21 SEPTEMBER

Intention to Enter Form due.

Download from: <http://www.kalamundachamber.com.au/events/BusinessExcellenceAwards/business-excellence-awards>

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MONDAY 1 OCTOBER 5PM

Submissions Close.

No late entries will be accepted after the deadline.

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TUESDAY 2 – 29 OCTOBER

Judging period

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SATURDAY 1 DECEMBER

2018 Kalamunda Chamber of Commerce Business Excellence Awards Ceremony and Gala Dinner

Venue: Hartfield Country Club, Forrestfield

Time: 6.30pm until late

Tickets: \$85

NB: Tickets will be available to purchase from the Kalamunda Chamber website from 1 November 2018.

ELIGIBILITY

Entry is open to all businesses, including non-for-profit organisations, which operate within the City of Kalamunda boundaries.

Executive Committee Members are eligible to enter the independently judged categories of the awards but not the categories selected by the President, Executive Committee or Management. (i.e.: Business Woman of the Year, Employee of the Year, Young Entrepreneur of the Year, Tourism Business of the Year.)

Businesses should have been in operation for at least 12 months.

HOW TO ENTER – STEP ONE

Complete the **Intention to Enter** form at the end of this document, sign and email a scanned or photographed copy to KCCBusinessAwards@kalamundachamber.com

This form is not binding, it simply gives us an idea of how many entries we can expect to receive. It also safe guards us against any email bounces or non-receipts.

Intention to Enter Form is due by **5pm Friday 21 September 2018**.

NB: To enter you MUST be a financial or reciprocal member of the Kalamunda Chamber of Commerce. If you are NOT a current member but would like to enter the 2018 Business Excellence Awards you can sign up as a member via this link:

<https://kalamundachamber.worldsecuresystems.com/join>

If you are not sure whether you are a financial member or not, please contact Rachael Bolton (Events and Membership Manager) on events@kalamundachamber.com or call the office on 9257 3508.

JUDGING

A diverse panel of external business professionals have been invited to join the judging panel.

Judges will be provided with a judging grid which they use to rate your business. They are looking to see if you can strongly demonstrate the following:

- Strong evidence that your business has a plan for growth, development and/or sales that guides your daily operations;
- A sustainable and competitive business;
- Business practices that elevate you above your competitors;
- A clear understanding who your customers are and your market;
- Leadership and community spirit.

EVALUATION PROCESS

The judging process is conducted in two stages. An initial assessment of all submissions is conducted first, then a shortlist of finalists.

The judges will assess each entrant and will allocate the best business for each category.

Judges will score each question out of 10 and provide their scores separately. The three judges scores are then calculated onto a grid to reveal the top scores for each category. Winners and place getters are then decided by the judges. NB: Some businesses may win in more than one category.

The judges' decision is final and no discussions or correspondence will be entered into.

AWARD CATEGORIES

- **NEW BUSINESS OF THE YEAR** (Less than two years old)
Acknowledging a business (regardless of size) that has achieved outstanding business performance, quality personalised service to customers and client and business distinctiveness.
 - **MICRO BUSINESS OF THE YEAR** (1 – 4 employees)
Honours a business that has achieved outstanding business performance, quality personalised service to customers and clients and business distinctiveness.
 - **SMALL BUSINESS OF THE YEAR** (5 – 20 employees)
This award recognises the crucial role small business plays in the economy and as an employment generator. It honours a business that has demonstrated continuous business excellence through positive business growth, exemplified superior customer service and embraced an outstanding commitment to quality.
 - **MEDIUM/LARGE BUSINESS OF THE YEAR** (more than 20 employees)
This award is to acknowledge a business in the corporate sector for their economic contribution the the community.
 - **COMMUNITY SPIRIT AWARD**
This award recognises and celebrates a business or organisation that has made a considerable contribution to community for the benefit of others.
 - **OUTSTANDING CUSTOMER SERVICE AWARD**
This award specifically recognises a business of any size demonstrating exceptional customer service and goes above and beyond to give customers a unique and pleasant experience.
 - **STAFF TRAINING AND DEVELOPMENT**
To recognise a business that has been proactive in creating training and skill enhancement opportunities for employees; provided a positive role model for others through the provision of training for employees and demonstrated an outstanding commitment to investing in their workforce.
 - **ENVIRONMENTAL BUSINESS OF THE YEAR**
To acknowledge a business that is showing a strong commitment to reducing their environmental impact, carbon footprint and advocating for an enviromentally sustainable future.
- OTHER AWARDS (Not judged by the panel)**
- **KALAMUNDA FARMERS MARKET – BEST STALLHOLDER**
This is a people’s choice award as voted by market goers.

- **YOUNG ENTREPRENEUR OF THE YEAR AWARD**

The recipient of this award is selected from a group of young business savvy people aged between 16 and 29 years who have shown exceptional innovation and leadership during the 2017/18 award program.

- **EMPLOYEE OF THE YEAR**

Businesses are encouraged to nominate an exemplary employee who demonstrates exceptional organisational skills, courtesy and conduct, innovation, leadership and/or team spirit. An endorsement letter **MUST** be provided that details the reasons why this employee has excelled.

- **PRESIDENT'S AWARD**

This award is presented and by the Kalamunda Chamber of Commerce President and is awarded to a business that been a supportive member of the Chamber, an outstanding member of the community and has demonstrated an allround commitment to building a better community.

NEW AWARD CATEGORIES FOR 2018

Winners in these categories will be selected by the Kalamunda Chamber of Commerce Executive Committee.

- **TOURISM BUSINESS OF THE YEAR**

As our commitment to tourism within the Kalamunda region, the Chamber will recognise a local business that has excelled in being an outstanding ambassador, has invested in product development and has not only demonstrated they are passionate about raising the profile of the region but growing their business and showing a passion for the community they live in.

- **BUSINESS WOMAN OF THE YEAR**

To align with the Chamber's new Women's Business program, we will be asking for nominations from the business community for outstanding women in business. Woman who may have overcome obstacles to create a successful business, who are inspirational and aspirational to other women. We will be asking for a letter outlining why this woman deserved to be recognised and what achievements set them above others.

IMPORTANT INFORMATION FOR COMPLETING YOUR SUBMISSION

Submissions should outline the reasons why your business, organisation or individual deserves to be recognised with a Kalamunda Chamber of Commerce Business Award, highlighting any relevant, unique or outstanding characteristics based on the questions provided. We encourage all businesses to prepare their submission documents with care and be specific.

Judges will place submissions into the category into which they score the highest points.

Submissions must be in PDF or Word format and MUST be emailed along with your business logo (in jpg format) to KCCBusinessAwards@kalamundachamber.com by **MONDAY 1 OCTOBER 2018 5PM**. We will only accept electronic copies.

ENTRY QUESTIONS

Answer the following questions as part of your submission. Submissions should not be more than 20 pages (not including cover page or contents page). There is no minimum page count. If you can adequately showcase your business in 5 pages, then please do so.

Put yourself in the judge' shoes. Their task is not an easy one. Keep your answers clear, concise and on point. You are out to impress them. Make sure your answers stand out.

Criteria: General Information
Name of Business/Individual: Name of Contact Person: Contact number: Email address: Website: Social Media links: Street Address: Number of Years Business has been operating: Number of Staff: Are you a member of the Kalamunda Chamber of Commerce? YES/NO How long have you been a member?
Section 1: Business Overview
1a – Provide a general overview of your business, including a brief history and summary of your current operations.
Word Count: 250
Preferred format for your answer: paragraphs, map, images, testimonials
Tips: <ul style="list-style-type: none">• This is one of the most important questions as it sets the scene for you submission.• Your answer should have passion – explain why you started your business and how it developed. Tell your story and help the judges fall in love with your business. Make them want to keep reading.• Keep in mind the person reading your response has probably never heard of your business, visited your location or, in some cases, experienced anything like your business offering. So remember to be specific in your explanation.
1b – Describe your products and/or services. What makes your business unique and sets you apart from your competitors?
Word Count: 250
Preferred format for your answer: paragraphs, bullet points, images
Tips: <ul style="list-style-type: none">• Your response to the first question should have set the scene for the judge, given them the idea of what your business is about, this answer fills in the details.• Be specific and clearly describe your products and services – your range, prices, methods

<p>etc.</p> <ul style="list-style-type: none"> In this answer, you should also explain why your business is unique and how you differ from major competitors. Is it your location, attention to detail, customer service or range of products that set you apart?
<p>1c – Provide an overview of the financial performance of your business over the past 12 months and how this compares to previous years.</p>
<p>Word Count: 200</p>
<p>Preferred format for your answer: paragraphs, table, graphs</p>
<p>Tips</p> <ul style="list-style-type: none"> Your financial data needs to be explained, shown simply. Not all judges are accountants, so make it easy for them to understand your figures by using graphs and every day language. The judges want to see how well your business has performed, so provide figures or percentages to show year-on-year comparisons. You should include the five key financial figures – revenue, cost of goods sold (COGS), gross profit, expenses and net profit. If your business hasn't experienced growth, or you have had a difficult year, explain why. For example, you may have reinvested in the business, or perhaps suffered a loss from unforeseen circumstances such as an aggressive competitor. If you can provide a reason for your decline or stagnation, and details of the strategies you have put in place to overcome the hurdle and move forward, the judges will be satisfied.
<p>Section 2: Business Planning</p>
<p>2a – Describe your business goals over the past 12 months, the strategies you've used to achieve these goals and the results.</p>
<p>Word Count: 250</p>
<p>Preferred format for your answer: Table</p>
<p>Tips:</p> <ul style="list-style-type: none"> When describing your goals think SMART (specific, measurable, actionable, realistic and timed) List at least five goals from a broad range of business operations, for example marketing, profit, staff and logistics. The strategies you employed to achieve your goals should be practical. Ensure your outcomes are specific by gathering data from your accounts, customer surveys, and marketing analysis tools.
<p>2b – Describe any improvements or changes you have implemented over the past 12 months to improve your business operations.</p>
<p>Word Count: 250</p>
<p>Preferred format for your answer: Paragraphs, table, images, testimonials</p>
<p>Tips</p> <ul style="list-style-type: none"> Your improvements or changes don't have to be huge, just significant in relation to you and your business operations. They can be everyday things that you have recently introduced. For example, upgrading to a cloud-based accounting system, creating an instagram account or diversifying your product range. Innovation is important in small business. Show judges how you have adapted your business during difficult times, or made a change based on customer feedback. Include at least three changes across your business operations and include examples of how these changes have improved your daily operations.
<p>2c – What are your future goals for the business and what specific actions are you taking to ensure you achieve them?</p>
<p>Word Count: 250</p>

Preferred format for your answer: Paragraphs, table

Tips

- This question gives the judges an idea of your plans for the business. Include both short-term and long-term goals.
- It is important to remember there is no point stating grandiose plans without listing practical actions you are going to take to achieve them.

Section 3: Marketing

3a – Describe your target customers, how you market to them and the effectiveness of these activities.

Word Count: 350

Preferred format for your answer: Paragraphs, Bullet points, table, subheadings

Tips

- This is a difficult question to answer as you have a limited word count and three separate sections to answer:
 - Who are your target customers?
 - How do you market to them?
 - How effective is this marketing?
- Your answer must be succinct; a table will help you reduce word count.
- When describing your target markets think about your ideal customers. Profile them by detailing their age, sex, location, likes, dislikes, purchase behaviour etc. The more specific you can be the better. Claiming that your product or service appeals to everyone is not sound marketing strategy. How you promote your business differs depending on the audience, for example seniors often read local newspapers, whereas tweens read Snapchat.
- Always state how you measure your marketing success – is it through Google Analytics, customer feedback, revenue etc.

Section 4: Customer Service

4a – What strategies does your business use to create and retain loyal customers?

Word Count: 250

Preferred format for your answer: Paragraphs, Bullet points, sub headings, images, testimonials

Tips

- This is a two-part question, so be sure to clearly explain how you both ‘create’ and ‘retain’ loyal customers.
- This response should clearly describe what you do to ensure your customers come back for more or spread the word to family and friends.
- Do you have a loyalty program? Do you use social media to build relationships with your customers? What are your customer service policies and procedures?
- Do you have a customer database? Are you contacting customers after they purchase from you? Following up with additional discounts or offers helps build a loyal marketing base.
- If you have sent your employees to any customer service training – you could include this in your answer.

4b – What processes do you have in place to measure customer satisfaction?

Word Count: 250

Preferred format for your answer: Paragraphs, bullet points, images, testimonial

Tips

- This question is asking how much you ‘measure’ customer satisfaction. Is it through an improvement in your review rankings? Or, do you have a metric that you use to judge your customer satisfaction after a survey?

- Describe the ways in which your customers can provide feedback, is it through online avenues such as social media and review sites, or surveys and in person?
- Also include the processes you have in place to respond to feedback and detail how you action customers' suggestions.
- Take your answer to the next level by giving real examples of changes you have implemented in response to customer feedback.

Section 5: Staff

5a – What strategies do you use to recruit, retain and motivate staff?

Word Count: 250

Preferred format for your answer: Paragraphs, bullet points, sub headings, images

Tips

- The judges want to know about your staff, but more importantly they want to know what you do, daym tom day and in the longer term, to ensure that your staff enjoy working with you.
- What development opportunities are you providing for your staff? Include internal and external training.
- Within this answer, you could also provide information on the ways in which you attract staff. Do you use word of mouth or do you advertise in your local newspaper?
- Do your staff undergo an interview process or trial period? Do you run any mentoring programs? What does your induction involve?
- Are you a familym focussed business? One strategy to retain staff could be offering flexible working hours as you recognise the need for your employees to take time out with their kids.

Section 6: Business Ethics

6a – How do you ensure that your business minimises its impact on the environment?

Word Count: 250

Preferred format for your answer: Paragraphs, bullet points

Tips

- This question is looking for practical ways in which you are minimising the environmental footprint of your business, for example, do you have rainwater tanks, LED lighting, a paperless office, recycling, or a carbon emission reduction strategy?
- Include the environmental policies you have in place and how they are conveyed to your staff, clients and partners.
- If possible, include outcomes, for example have your power or water bills reduced?

6b – Demonstrate how your business has had a positive effect on the local community.

Word Count: 250

Preferred format for your answer: Paragraphs, bullet points, subheadings, images

Tips

- This response should give the judges an idea of how your business is involved within the local community. For example, do you try to source supplies locally, employ local staff, donate to charities or participate in community events.
- Always provide outcomes for your involvement, for example the percentage of good sourced locally.

SUPPORTING INFORMATION

- Entrants are encouraged to provide a maximum of three testimonial letters that include contact details. Judges may contact anyone who has provided a testimonial.
- If you are including images/photos of your business to support product demonstration, business presentation and marketing, please ensure they are resized so they do not exceed your email limit. You may consider using a Dropbox or similar link.

FINALIST NOTIFICATION

Shortlisted finalists in the professionally judged categories and the People's choice awards will be notified of their short-listed status. All other categories will be announced on the Awards Night.

RULES OF SUBMISSION

1. Achievements must relate to the qualifying period September 2017 – September 2018 inclusive.
2. The judging panel will place the entry into the category they deem best reflects the area the business has excelled in, without input or influence of the applicant.
3. Entrants may place in more than one category.
4. Submissions may not be more than 30 pages in total including photos, appendices, business flyers, testimonials etc., with a maximum of 15 pages directly relating to the submission questions.
5. The judging panel may decide not to award where entries do not meet an appropriate standard of excellence.
6. The judging panel's decisions are final and no discussions or correspondence will be entered into.
7. Those applicants judged to be ineligible will be notified prior to the presentation of the awards.
8. Submissions must be received no later than 5pm on Monday 1 October 2018. No exceptions.
9. Only entrants that are members of the Kalamunda Chamber of Commerce at the time of entry are eligible to be considered for an award.



INTENTION TO ENTER & DISCLAIMER FORM

I (NAME) _____

BEING (POSITION) _____

OF (BUSINESS NAME) _____

Notify our intention to enter the 2018 Kalamunda Chamber of Commerce Business Excellence Awards.

Upon entering these awards we agree to the following disclaimer:

The Kalamunda Chamber of Commerce takes all care with entries and material submitted. The Kalamunda Chamber of Commerce, its organising committee, staff, judges, sponsors and members accept no responsibility for any damage, loss of material or other loss that may be suffered by an entrant through making a submission to these awards. All entrants and nominees are required to accept this as a condition of nomination or entry and hereby release, discharge and indemnify the Kalamunda Chamber of Commerce, its organising committee, Executive Members, judges, staff and sponsors from any claims, suits, actions or demands that may arise directly or indirectly from entry into the Awards.

I hereby authorise the use and/or reproduction of images and description in this Business Award entry by the Kalamunda Chamber of Commerce Incorporated in relation to any editorial/advertising purposes in conjunction with the 2018 Kalamunda Chamber of Commerce Business Excellence Awards.

I agree that the judge's decisions are final and that no correspondence will be entered into concerning decisions.

SIGNED _____ DATE _____

IMPORTANT: PLEASE SIGN AND RETURN THIS NOTICE OF INTENTION & DISCLAIMER BY FRIDAY 22 SEPTEMBER 2018 TO: KCCBusinessAwards@kalamundachamber.com

Please go to www.kalamundachamber.com for further details or contact CEO Tabettha Beggs on 9257 3805 or eo@kalamundachamber.com