



## **2023 Margaret River Region Business Awards**

### **Celebrating Excellence in Business**

Congratulations on your decision to enter the 2023 Margaret River Region Business Awards.

The application process is a valuable opportunity to step outside your business, reflect on your vision, highlight your achievements and plan for the future. The benefits of winning an award or receiving finalist recognition provides many promotional opportunities as well as competitive advantage when applying for grants, forging new partnerships or pitching to investors.

The gala event is also a fantastic opportunity to come together with industry peers and celebrate the diverse and unique businesses in our region.

We encourage you to attend the 'Award Ready' seminars at the Margaret River Business Hub to assist you with the application process. We also advise getting started as early as possible and allowing time for edits and proofreading. The MRCCI staff are more than happy to assist where possible and refer to relevant business advisors. We do not participate in the judging process.

Award Winners will receive trophies on the stage at our gala event and will be asked to say a few words about their business and express what it means to receive the award. All finalists will receive a finalist badge for promotional use and a Certificate of Excellence; some awards also attract generous prizes.

We wish you all the best with your submission, please don't hesitate to reach out for support to Annie or Jane – [admin@mrcci.com.au](mailto:admin@mrcci.com.au)

## Key Dates:

Entries Open: 1<sup>st</sup> May 2023

Entries Close: 10<sup>th</sup> July 2023

Finalists Announced: 24th August 2023

**People's Choice Voting:** This award will be voted on by MRCCI Members prior to the event

Gala Presentation Evening and Winners Announced: Thursday, 14 September 2023, Margaret River HEART

## Eligibility Criteria:

Entrants must be a registered business to be eligible for all categories except Local Legends Award which is also open to Not-for-Profit organisations.

Entrants must be operating for a minimum of 18 months at the time of entering to be eligible for all categories except the Arrived and Thrived Award (best new business) which is open to businesses that have been operating for less than 18 months.

All business entrants must be operating in the Margaret River Region and be MRCCI Members. Businesses operating within the AMR Shire Boundaries, who are not MRCCI members, are also eligible to apply but a processing fee of \$100 will be charged. If your business operates outside the AMR Shire Boundaries and you are not a member of the MRCCI you are not eligible to submit an application.

## Entry Process

Entry into the 2023 Business Awards requires only one submission, and based on the information you provide and the scores from the judging panel, you will be advised of your success as a finalist and in which category/ies you have been shortlisted.

All submissions are to be emailed to [admin@mrcci.com.au](mailto:admin@mrcci.com.au) by 9 PM Monday 10<sup>th</sup> July, 2023 along with **six high-resolution photographs and a high-resolution business logo.**

All submissions will be scored by an independent judging panel of qualified business experts. It's important to understand that the majority of judges will be based outside the region so it's likely that they've not heard of your business before. Although you might have the best business in the region, your success will depend on the information you provide in your submission. The judges may also further research your business online and / or instore.

All finalists will be notified by 24th August 2023 and the winners will be announced at a high-profile Gala Presentation Evening on Thursday September, 14<sup>th</sup> 2023. A business representative must be in attendance at the Gala to accept the finalist certificate or award.

## Guidelines

- Entries must be submitted by email before 9pm 10th July 2023.

**MRCCI Members receive FREE entry with discounted tickets to the gala event.**

Non- MRCCI Members who operate in the AMR Shire are eligible. A \$100 submission-processing fee is required.

Payable to: Margaret River CCI. BSB: 016-520, Account: 491580811

Reference: Your business name

Please contact [admin@mrcci.com.au](mailto:admin@mrcci.com.au) for membership enquiries. Standard memberships \$330 incl GST.

- Sponsors of the Awards are permitted to enter but are not eligible for their sponsored category. Sponsors who do not enter the Awards may sit on the judging panel, if they demonstrate the required credentials.
- The MRCCI Executive Committee members are permitted to enter the Awards but they are not permitted to sit on the judging panel.
- Entries that are incomplete or exceed word limits will score poorly.
- Entries must attach a business logo and six high-resolution business photographs (min 1MB) to be shown at the Gala evening. These photos are in addition to any photos you include in your entry submission and will not be seen by the judges. Finalists may also be asked to participate in a short video promotion.
- Finalists for each category will be notified via email by 24th August 2023 and will be awarded a Finalist Badge that may be used for promotional purposes.
- All finalists will be presented with a Certificate of Excellence at the Gala presentation evening on 14th September 2023. A representative from each business finalist must be in attendance.
- All winners will be announced at the Gala presentation evening on Thursday 14 September 2023, and a representative from the business must be in attendance to accept the winner's trophy.
- All winners will be asked to participate in photographs with the category sponsor at the Gala, which will be available to the business, sponsor and MRCCI for promotional use.
- All applications must be emailed to [admin@mrcci.com.au](mailto:admin@mrcci.com.au) and must not exceed 10MB in total, including the written submission, business logo, six business photographs and any other optional attachments.

## Submission Writing Tips

- You are encouraged to use pictures within your submission but be sure they add to the story of your business and help paint an accurate picture for the judges.
- You are encouraged to use bullet points, graphs and tables to help clearly answer the questions and make your submission easy to read.

**Please Note: Words used in tables and graphs will not contribute to the word count.  
Customer testimonials do not contribute to the word count.**

- You are encouraged to copy and paste the questions below to create an entry submission separate to this booklet.
- Applications should be in an easy to read font such as Arial or Calibri and a minimum of 11pt.
- 250 words is roughly half a page of A4 in 11pt font.
- Please be succinct with your answers and stay within the word count. You may use less than the allowance but please do not exceed the word count .
- Please be sure to check that you have answered every question required for your submission. Any unanswered questions will score zero, with the exception of question 2b, 3c and section 4. Visitor Experience which is optional for tourism businesses who would like to be considered for the Tourism Excellence Award. Or where the question can not be related to your business i.e. do not employ staff. If you have any questions in relation to this point please contact staff anytime.

Thank you for taking the time to read the criteria and guidelines.

**WE WISH YOU ALL THE VERY BEST WITH YOUR SUBMISSION!**

Should you have any queries, please contact the Margaret River Chamber of Commerce for assistance.  
[admin@mrcci.com.au](mailto:admin@mrcci.com.au)

# 2023 Business Excellence Awards

- **Arrived and Thrived Award**  
Recognising the best new businesses, operating for less than 18 months.
- **Micro and Magnificent Award**  
Recognising business excellence with less than three full-time or equivalent employees.
- **Small and Sensational Award**  
Recognising business excellence with three to eight full-time or equivalent employees.
- **Robust and Remarkable Award**  
Recognising business excellence with more than eight full-time or equivalent employees.
- **Superb Service Award**  
Recognising superior customer service and satisfaction.
- **Creative Industry Excellence Award**  
Recognising exceptional business in the creative business industry; including photography, videography, marketing, branding, copywriting, web development, graphic design, music production.
- **Local Legends Award**  
Recognising businesses and organisations which make significant contributions to the community and local economy.

- **Environmental Excellence Award**

Recognising leadership in environmental best practice in business and stewardship.

- **Access and Inclusion Award**

Recognising a business that demonstrates outstanding commitment to creating an accessible and inclusive environment for all individuals.

- **People's Choice Award**

Awarded to the finalist that receives the most votes via online survey prior to the event. Voted by MRCCI Members only.

- **Tourism Excellence Award**

Awarded to a business that delivers an outstanding visitor experience within the tourism industry.

## 2023 Business Excellence MAJOR AWARDS

- **2023 Businessperson of the Year**

Awarded to a winning Business Person who has shown great entrepreneurial spirit, leadership, shared vision and direction.

- **2023 Business of the Year**

Awarded to the Business who achieves the highest overall score.

# ENTRY QUESTIONS

Business name:

Contact name:

Email address:

Phone number:

Web address:

Number of years in business:

Number of full time or equivalent employees:

*To calculate your employees, combine the number of hours performed p/week by your part time employees, divide it by 38, round it off then add it to the number of full-time employees. For example, if your business has 2 people working full-time (including the business owner/s) plus one person working 20 hours p/week, your number of employees equals 2.5. If your business has 5 people working full time plus three people working 12 hours p/week, your number of employees equals 6 (3 people working 12 hours each = 1 full time employee).*

## SECTION 1 – About Your Business

### 1a. The Elevator Pitch (50 words max)

Please provide a short, sharp, succinct business summary.

### 1b. Business Overview (150 words max)

Provide an overview of your business products, experiences, and/or services including the nature and history of the business. Hint/ think about your business journey.

### 1c. Business Development (150 words max)

What innovations/enhancements has the business implemented to improve the product/experience/service and why?

### 1d. Taking Care of Business

How do you manage your cash flow and profitability? (150 words)

Is your business financially viable? If yes, demonstrate with reference to financial data. If not (ie in the growth stages) – what plans do you have in place in order to get to a place of financial stability and profitability? (200 words)

## SECTION 2 – Leadership & Vision

### 2a. Achieving the Vision (350 words)

Does your business strategically set goals and achieve them?

*Hint: What goals will you be kicking in the future? Have you leveraged technology to streamline processes and / or implemented changes to improve operations? Can you measure your success?*

### 2b. Sharing the Vision (200 words) *If you do not employ staff, please go to Section 3.*

How do you ensure your employees understand and deliver your vision?

*Hint: Does your business foster an environment where staff feel confident, valued and motivated to do their best?*

## SECTION 3 – The Customer Experience

### 3a. Engaging Customers (250 words)

Who are your customers and how do you attract them to your business?

*Hint: How do you strategically keep customers engaged? Does your business use digital tools to support your marketing strategies? How do you measure your success?*

### 3b. Serving Customers (350 words)

Does your business deliver an outstanding experience for your customers?

*Hint: How do you differentiate from your competitors? Do you implement strategies to resolve customer problems and manage customer feedback? Does your business use digital tools to support your customer service strategies? How do you measure your success?*

*Additional **Tourism Business** question*

### 3c. Visitor Experience (250 words)

How does your business provide quality customer service pre, post and during the visitor experience?

How does your business monitor and assess customer satisfaction to improve the visitor experience?

What do you value most about operating your tourism business in Margaret River? *Do you share this with visitors and if so, how?*



*If you do not want to be considered for the **Access & Inclusion Award** please go to section 5. Please note; most businesses implement a number of measures that create an accessible and inclusive environment, please ask for assistance if you would like guidance on identifying aspects of your business to include in this section.*

## **Section 4 - Access and Inclusion**

Does your business ensure a welcoming environment for people of all ages, varying abilities, cultural backgrounds and / or those identifying as LGBTQIA+? You can address one or all of the following.

**4a.** Does your business ensure accessibility for all; i.e. building structures, facilities, accommodation, signage, communication, staff access & inclusion/cultural awareness training? **(150 words max)**

**4b.** Is your business involved in any programs or initiatives that demonstrate inclusion of people of all ages, varying abilities, cultural backgrounds and/ or those identifying as LGBTQIA+? **(150 words max)**

**4c.** Does your business demonstrate outstanding commitment to recognising and consulting with Traditional Owners? **(200 words max)**

## **SECTION 5 – The World Around You**

### **5a. Environmental Impact (250 words)**

Does your business uphold strong environmental values?

*Hint: How do you minimise your business's environmental footprint? Do you embrace green technology? Choose eco products? Implement environmental protection strategies? Support initiatives and efforts – conserve the region's environmental assets and biodiversity? Local Procurement?*

### **5b. Community Impact (250 words)**

Does your business uphold strong community values?

*Hint: How does your business interact with the local community? Do you buy and support local first – contribute to local community groups and donate to charities and events? Do you acknowledge Indigenous Culture in Business? Do you employ locally, offer youth training opportunities?*

## ENTRY CHECKLIST

- Check your status against the eligibility criteria to ensure you qualify. Carefully read the guidelines and answer all the questions relevant to your nomination
- Attend Awards Ready Seminar Series (optional but highly recommended). Contact the Margaret River Chamber with any queries – [admin@mrcci.com.au](mailto:admin@mrcci.com.au). Some seminars will be available to Members only. Awards applications are FREE for MRCCI Members. Standard memberships start at \$330 (incl GST)
- Answer all questions clearly. Ask somebody you trust to review your submission. Make sure they give you honest feedback
- Select 6 high-resolution (min 1MB) business photographs. Please include yourself, staff, premises, products/services**
- Email your submission, business logo and photographs to [admin@mrcci.com.au](mailto:admin@mrcci.com.au) by 9pm Monday 10<sup>th</sup> July, 2023

*Should you be successful as a finalist...*

- Purchase tickets to the Gala as soon as possible (a link will be sent). This event will sell out
- Promote your finalist badge and encourage your network to vote for you in the People's Choice Award