



Recognition ★ Celebration ★ Business Excellence

This application is for Not-For-Profit organisations only that operate in the AMR shire.

Business name:

Contact name:

Email address:

Phone number:

Web address:

Number of years in operation:

Entry Questions - We encourage you to be succinct, the word count is the maximum allowance

Organisation Overview 10%

1. The Elevator Pitch, please provide a short sharp, succinct business summary. (50 word max)
2. Provide a general overview of your organisation, a brief history and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. Please let us know how many volunteers as well as paid employees you have. (250 word max)
3. Why was your organisation started? What was the motivation or need? (200 word max)
4. What service does your organisation provide (200 word max)
5. What makes your business unique, setting you apart from your competitors. (250 word max)

Practices and Performance 45%

1. What practices have you implemented that make a positive difference within your organisation and for your customers/clients/visitors? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (250 words)
2. State your business turnover for the past 12 months and explain your funding model. Are you fully or partially funded and what revenue streams do you have? Please submit your recent FY financials, which won't be included in your word count. (Please note that all judges will sign a confidentiality agreement) (250 words)

3. Describe your major achievements, and key milestones in the past 12 months. You are welcome to include graphs and graphics which won't be included in your word count. (250 words)
4. Describe your target cohort/ customers/clientelle, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (250 words)
5. Explain how your organisation has achieved excellence in service delivery. Give examples of how you have measured and responded to feedback. (250 words)

Your People 15%

1. How do you create a positive organisation culture that ensures high levels of employee (volunteer or paid) engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured team satisfaction. (350 words)
2. What do you do or provide for your employees (volunteer or paid) that is unique? (200 words)

Organisation Planning 20%

1. What tools and technology do you use to support planning, monitor progress and measure success? (250 words).
2. Describe any improvements or changes you have implemented over the past 12 months to improve your organisation operations. (200 words)
3. In a challenging environment that requires NFP's to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (250 words)
4. What are your short, medium and longer term goals for your organisation and what specific actions are you taking to ensure you achieve them? (250 words)

Positive Impact 10%

1. What actions are you taking to ensure that your business minimises its impact on the environment? (250 words)
2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. (250 words)

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 Business Network with any queries – 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 by 9pm Monday 3rd July, 2025

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 badge and encourage your network to vote for you in the People's Choice Award