



This application is for Sole Traders

Sole Trader - The Business has Zero direct employees. Sole Traders are eligible to answer additional questions that relate to the businesses product or service.

Business name:

Contact name:

Email address:

Phone number:

Web address:

Number of years in business:

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

Business Overview 10%

1. The Elevator Pitch, please provide a short sharp, succinct business summary. (50 word max)
2. Provide a general overview of your business, a brief history, products or services and a summary of current operations. (250 word max)
3. Why did you start/buy/operate this business? What was your motivation? (200 word max)
4. What makes your business unique, setting you apart from your competitors. (250 word max)

Practices and Performance 60%

1. What business practices have you implemented that make a positive difference within your business and for your customers? 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 and profitability for the last 12 months. Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and

profitability. Please submit your recent FY financials, which won't be included in 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 customers, 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. (350 words) Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words)

Business Planning 20%

1. What tools and technology do you use to support business 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 business operations. (200 words)
3. In a challenging environment that requires businesses 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 business 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) **(please see additional question to be considered for the Environmental Excellence Award)**
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) **(please see additional question to be considered for the Access and Inclusion Award)**

If you would like to enter one of the specialist categories please see questions below.

Please note that your category size nomination will count for 80% of your total score and the answer to these questions will count for 20%. Please include any charts or graphs as well as any testimonials to support your answers which will not be included in your word count

Food and Beverage Producers excellence Award

For the Excellence in Food and Beverage Production category, please explain what sets your business apart in the production of food and beverages. Provide a detailed account of how you achieve quality, innovation, and sustainability in your products, processes, and practices. Highlight specific examples of your commitment to excellence, including how you stay informed of industry trends and adopt innovative approaches to remain competitive. (500 words Max 20%).

Leading with Innovation Award

Explain how utilising innovation has made your business unique, setting you apart from your competitors. Please describe how you are utilising innovation,(and what type of innovation) in your business operations, giving examples of improvements this use has made to your business. How do you keep informed of what is available in terms of innovation for your business? (500 words Max. 20%)

Environmental Excellence Award

Explain in detail how you have embedded sustainable environmental practices and processes into your business, setting you apart from your competitors. Please include the actual processes and procedures you have implemented in your business operations, giving examples of the positive impact this has made on the environment. Support initiatives and efforts to conserve the region's environmental assets and biodiversity? Please add any other information on ways you support broader environmental sustainability in your community. (500 words max. 20%)

Tourism Excellence Award

For the Hospitality and/or Tourism sector what makes your business unique, setting you apart from your competitors. Please explain in detail how your business sets a benchmark in Hospitality and/or Tourism and what products, experience and/or service relevant to this sector your business offers. Please detail how you keep informed of trends or innovative practices in your sector to ensure your business continues to grow and be a business of choice for visitors and customers. (500 words Max. 20%)

Access and Inclusion Award

In this category, we celebrate businesses that demonstrate outstanding commitment to fostering inclusivity and accessibility. How does your business actively foster an inclusive and accessible environment for people with diverse abilities, needs, backgrounds and/or identities? Please provide specific examples of initiatives, policies, practices and/or adaptations you have implemented to achieve this (500 words Max 20%).

Creative Industry Excellence

Describe how your business sets benchmarks in creativity, innovation, and artistic excellence through your products, services, or projects. Explain your approach to staying ahead of industry trends and adopting innovative practices to ensure continuous growth and maintain your position as a leader in the creative industry (500 words Max 20%).

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