



This application form is for Start-Up Business Only - The Business has been operating for a maximum of 2 years. The business is a new business not a change in ownership of a business.

Business name:

Contact name:

Email address:

Phone number:

Web address:

Number of years in business:

Number of full time or equivalent employees:

Please state your number of employees and the judges will put you into the correct category for your size of business. 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 per/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).

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 45%

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 since starting your business. 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. (250 words)
5. 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. (250 words)

Your People 15%

(If you do not have any employees, 5 % each will be added to 2.1, 2.2,2.3)

1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (250 words)
2. What do you do or provide for your employees that is unique? (250 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)
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 Chamber 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