

**2020**  
Geelong  
Business  
Excellence  
**Awards**



Clever.

Creative.

Thriving.

**Entry Criteria**

Major Sponsors



# Welcome to the 2020 Geelong Business Excellence Awards

For 35 years, the Awards have been designed to recognise and celebrate our clever, creative and thriving businesses.

These outstanding businesses have inspired us all with their passion, commitment, resilience, and their incredible ability to improve and innovate. Since 1986, the Awards have showcased some of Geelong's best business talent, with over 70 businesses entering the awards each year. The Geelong Chamber of Commerce is committed to ensure the Geelong Business Excellence Awards continue to innovate and develop to provide an exceptional experience for all involved.



We are honoured and delighted to have LBW Business + Wealth Advisors and Deakin University as major sponsors. The success of the awards would not be possible without their support and commitment, as well as the incredible support from our category sponsors and award partners.

This year we have also partnered with the City of Greater Geelong to position Geelong internationally as a clever and creative city and region.

I encourage you to "make this your year" and be part of this exciting awards program to celebrate your achievements and success.

From all of us here at the Geelong Chamber of Commerce, good luck.

**Ben Flynn**  
*Chief Executive Officer*  
*Geelong Chamber of Commerce*





# From the Chairman

The most asked question is:

***“How do I find time to write the entry?”***

My Top Tips are:

1. Attend the insight sessions and workshops organised by the Chamber to learn valuable tips from the judges and past winners.
2. Write each section on a separate day and finish with the business summary. In a week you will have a good chunk of your entry written.
3. Write down your top 10 points for each question.
4. Check your word count - if you only have space for 5 or 6 of your points in each criteria, please keep the remainder up your sleeve to strengthen the site visit.
5. Use helpers - you don't need to write it yourself. Speak to The GBEA team if you are looking for writing assistance. Better still, allocate sections to your employees to complete. It is a great way to get your team involved.
6. If you are a first-time entrant, you can submit your entry early for some initial feedback. Make use of this service!
7. Bullet point your answers only - it's not a thesis.

***Simon Flowers***

*LBW Business + Wealth Advisors*

*Geelong Business Excellence Awards Chairman*



How to enter:

# Business Entry

Entering your Business in the Geelong Business Excellence Awards is a 2-part process:

1. The Written Entry
2. The Site Visit

## Stage 1:

### The Written Entry

The written entry is your opportunity to respond to the criteria outlined below and to convey - what you do, how you do it and the resulting benefit(s) for your business. The Judging panel will not look at your website in marking your written entry.

If your entry receives the required 375 points, you may have the opportunity to present to the judges at a site visit and add additional information and examples to enhance your written entry as well as show them around your business (if applicable).

If you are selected for a site visit, this means you are a finalist in one or more categories!

**2500 words maximum - including the Business Summary.**

Businesses that exceed the word limit will be ineligible to win an award.

The number of words per criteria are just a guide. Business entrants may allocate more words to a particular criteria than another. Please be aware that all criteria carry the same weight when judges score your entry.

For example: Businesses aiming to win the Customer Service award, may like to put 600 words into that section and reduce the word count for another.

Entries close 4pm, Friday, 1st May 2020



Stage 1: The Written Entry - Criteria

# Business Summary ~250 Words

## **Provide a general overview of your business.**

- *Assume judges do not know your business. Explain what your business does and include the number of employees.*
- *What is your point of difference versus your competition?*

The business summary may be used for marketing purposes, e.g. content for media releases, social media, features on the GBEA website, etc.

Stage 1: The Written Entry - Criteria

# Important Items

## **Presentation business/team photo**

It's important that we have news-ready photos, should we require to promote your business on our website, social media or other media outlets. You will need to supply us with a minimum of 1 High Resolution photo.

- *Minimum 1MB or larger.*
- *Colour.*
- *JPEG format.*

## **Business logo**

Please supply us with your business logo.

- *Vector Formats Preferred: .EPS, .SVG, .PDF, or;*
- *Minimum 1080x720 pixels .PNG or .JPEG.*

How to enter:

# Business Entry

Stage 1: The Written Entry - Criteria

## 1. Business Achievements ~400-450 Words

**Do NOT state actual results in dollar amounts (\$), use percentage terms (%)**

### 1. Describe your business achievements over the last 3 years.

*TIPS*

- Awards
- Financial Achievements
- Revenue Generation
- Capital Expenditure
- New Employees
- Organisational Restructures
- Changes to your Costs and Expenses
- How do you measure against industry competition?

### 2. Describe innovative practices you have introduced.

*Innovation - examples of new growth, products or services*

*An innovation is the implementation of a new or significantly improved product (goods or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations.*

### 3. Describe your sustainability and environmental initiatives and accomplishments.

*TIPS*

*Describe any efforts to:*

- Make your power or lighting more efficient and/or use clean energy;
- Manage or conserve water more efficiently;
- Working towards a circular economy by reducing, reusing and/or recycling and eliminating your waste;
- Produce or supply goods or services which achieve positive environmental outcomes e.g. reduce carbon emissions, are energy efficient, reduce waste, reduce waste use);
- Track the benefits of your environmental activities (e.g. costs savings, carbon emissions reductions, reductions in water use, improved staff/customer satisfaction, increased awareness among staff/customers/suppliers);
- Engage with staff and/or the community on sustainability and environmental practices through committees/meetings (e.g. education programs about the local impacts of climate change, encouraging the community to adopt sustainable practices);
- Engagement and influence with your suppliers, contractors and partners to reduce waste, conserve water and save energy;
- Describe the processes, including training, for your business to achieve the environmental and/or sustainability outcomes you've achieved.



Stage 1: The Written Entry - Criteria

## 2. Marketing ~400-450 Words

**Describe your approach to:**

**1. Marketing (including digital marketing).**

**2. How you engage your target market.**

*TIPS*

- *Target markets for your products and services*
- *Make sure you show that you have a coordinated approach (informal/formal)*
- *If you can show success - campaigns*
- *What media advertising do you do*
- *Sponsorship*
- *Apprenticeships/traineeships*
- *Donations*
- *eMarketing*
- *Online*
- *Plan, do, check, act*

How to enter:

# Business Entry

Stage 1: The Written Entry - Criteria

## 3. Customer Service ~400-450 Words

### 1. Describe your approach to customer service.

*TIPS*

- *What is your customer service philosophy?*
- *How do you/your staff do it, examples?*
- *How do you manage quantitative measurements?*
- *Show examples of improvement*
- *Guest surveys and feedback*
- *Cultivate service standards*
- *Effective management*
- *Staff recognition*
- *External & internal operational audits*
- *Handling of customer complaints*
- *Cultivate customer loyalty*
- *Provide examples*
- *How do you seek feedback and if so what do you do with it?*
- *How do you measure performance?*
- *How do you deal with unhappy clients? Provide an example of a time you turned an unhappy client into a happy one.*
- *How do you acknowledge positive feedback?*

### 2. Describe your approach to how your business addresses inclusiveness and accessibility.

*TIPS*

- *Physical accessibility within your place of business*
- *Social Inclusion policies*
- *Accessible information available to your customer*

### 3. Describe your approach to how your business addresses corporate social responsibility.

*TIPS*

- *Who do you support?*
- *Which specific groups are you aligned with?*
- *Social inclusion within your workplace*
- *Corporate citizenship - support of local community, traineeships, apprenticeships, local suppliers purchases*



Step 1: The Written Entry - Criteria

# 4. People & Culture ~400-450 Words

## 1. Outline your business strategies

### TIPS

- Describe your culture - elaborate how that is embodied into your organisation
- Describe your management structure
- Communication
- Recruitment processes / Strategy
- Staff training and development, individual development. Give details - amount of training in house, external, mandated, regulatory
- Monitoring performance and performance reviews
- Staff incentives, benefits and rewards, work functions, engagement with staff
- Position descriptions & employment agreements
- Real life examples more beneficial (Can be extended on at site visit if required)

## 2. Describe your practices to support a workplace culture focussing on health and wellbeing.

### TIPS

- Describe how you communicate and model your commitment to health and wellbeing for employees.
- How is management involved with health and wellbeing? How do they communicate with staff?
- Explain how your workplace provides activities to support health and wellbeing in one or more of the following areas; physical activity, alcohol, smoking, healthy eating, skin cancer, injury prevention, sexual health, oral health?
- Are resources committed to health and wellbeing programs (e.g. staffing, programs, budgets)?
- Describe how you assess the benefits to your employees and workplace
- Has your workplace assessed the health and wellbeing needs of its workers?
- Has your workplace evaluated or measured any past or present health and wellbeing programs?

## 3. Demonstrate your understanding of, and commitment to protect the health and safety of your employees and clients

### TIPS

- How do you reduce health and safety risks in your workplace?
- How do you identify the risks?
- What are your safety reporting procedures?
- What is your training and supervision requirements?

How to enter:

# Business Entry

Step 1: The Written Entry - Criteria

## 5. Finance ~400-450 Words

**Firstly, we do NOT want to see any confidential financial data!**

**Do NOT state actual results in dollar amounts (\$), use percentage terms (%)**

### 1. Outline your financial management

*TIPS*

- What are your financial management procedures
- Do you meet with your accountant/financial controller regularly?
- Do you set KPI's for your business? Are they measured continuously?
- Do you use an accounting computer system?
- How do you control your debtors/creditors? Do you know your lock up days?
- Budgeting process
- Cash flow management
- Stock control
- Profit
- Debt management
- Re-investment
- Capital expenditure

### 2. Outline your risk strategies and practices

*TIPS*

*Minimisation of Risks - may include:*

- Competitors
- Market shifts
- Supply chain loss
- Staff skills shortages
- Leasing of premises
- Information technology
- Personal property security legislation compliance
- Personal credit card information
- Fraud/theft
- Insurance (property & personal)
- OH&S management
- Data storage, security & recovery

## Submitting Your Entry:

Official entry guidelines and Conditions of Entry are available at [gbea.com.au](http://gbea.com.au)

All business entries must be uploaded to our website [gbea.com.au](http://gbea.com.au) (PDF format)

A coloured business/team photo will be required to be uploaded as part of your entry. You will also need to provide a business logo. Please follow the entry application form online.

**Entries close 4pm, Friday, 1st May 2020**

*Businesses are no longer required to send a hard copy of the submission to the Geelong Chamber of Commerce.*



## Stage 2: The Site Visit

90min Total

60-70min

Presentation

10min

Workplace  
Tour

10-20min

Judge  
Questions

If your written entry receives a score of 375 or more, you may have the opportunity to present to the judges at a site visit and add additional information and examples to enhance your written entry as well as show them around your business (if applicable).

- The top entrants get a site visit and are considered finalists.
- Site visit scores count towards 50% of final score.
- A minimum of two judges will attend your site visit
- Provide evidence of what you have submitted in your written entry.
- You must address criteria in order 1-5.
- Showing the judges around your workplace can be useful to increase their understanding of your entry
- Judges require the final 10-20 minutes; asking specific questions relating to your entry/presentation.

**Scores for written entry and site visit will be combined and averaged to determine your final score.**

# How to enter: Business Leader or Young Entrepreneur of the Year

## Option A:

### Nominate Someone

To nominate an individual, please:

- Complete the nomination form at [gbea.com.au](http://gbea.com.au)
- Enter all contact details as per the nomination form

Following receipt of this nomination, we will contact the individual to alert them of their nomination and advise them on how to proceed with entering the Awards, if they wish to do so.

You may opt to have your nomination anonymous.

**Please note: You do not need to be nominated to enter the Awards.**

## Option B:

### Enter Yourself

To enter either or both of the individual categories, please answer the two questions about yourself (max 500 words per question):

1. Provide an overview of yourself including a brief description of your entrepreneurial and/or leadership qualities, achievements and skills.
2. Addressing the following examples, please demonstrate how you and/or your business:
  - Sets and implements strategy
  - Defines culture
  - Makes decisions
  - Supports ethical leadership
  - Supports inclusion matters
  - Networks
  - Leads People - mentoring



## Submitting Your Entry:

To submit your entry, upload the following to [gbea.com.au](http://gbea.com.au):

- PDF document with the answers to questions 1 & 2 above.
- A current Curriculum Vitae (CV) including contact details for one additional referee.
- A written character reference from a past or present manager or business contact as appropriate (100 - 500 words max).
- Contact details for follow-up questions.
- It's important that we have news-ready photos, should we promote you. You will need to supply us with a minimum of 1 High Resolution profile photo
  - *Minimum 1MB or larger.*
  - *Colour.*
  - *JPEG format.*

If shortlisted as a finalist you must be available to attend interviews on Friday 29th May 2020

Entries close 4pm,  
Friday, 1st May 2020

# Categories & Sponsors



**Business of the Year**



**Business Leader of the Year**



**Young Entrepreneur of the Year**



**Best First Year Entry**



**Barwon Health**

**Health & Wellbeing Promoting Workplace**



**Safe & Healthy Business**



**Inclusive & Accessible Business**



**Corporate Social Responsibility**



**Sustainable Business**



**Innovation, Research & Development**



**Advanced Manufacturing & Industry**



**Customer Service**



**Digital Engagement**



**Retail Business**



**Tourism & Hospitality**

# Categories & Sponsors

GREATER GEELONG

**A CLEVER  
and CREATIVE  
FUTURE**



Home-based & Micro Business



Victorian  
Chamber of Commerce  
and Industry

Regional Business



Emerging Business  
- Under 3 Years



Small Business  
or Division/Department of a Business



Medium to Large Business  
or Division/Department of a Business

# Award Partners



PROVENANCE  
WINES



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Geelong

**2020**  
Geelong  
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**Awards**



Entries close 4pm,  
Friday, 1st May 2020

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