

2021 Geelong Business Excellence Awards

A Geelong Chamber of Commerce initiative



Clever.

Creative.

Resilient.

Entry Criteria

Major Sponsors



Welcome to the 2021 Geelong Business Excellence Awards

For 35 years, the awards have been designed to recognise and celebrate outstanding businesses and business leaders.

This year, we are celebrating a clever, creative and resilient business community who have adapted, survived or thrived during unprecedented disruptions. These outstanding businesses will inspire us all with their resilience, passion, commitment, and their incredible ability to improve, navigate and innovate.

The Geelong Chamber of Commerce is committed to ensuring the Geelong Business Excellence Awards continue to grow and provide an exceptional experience to all involved. The awards will provide a platform to celebrate personal and team triumphs during a challenging year of business.

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



I encourage you to enter this exciting awards program and celebrate the ingenuity and resilience of the Geelong business community.

From the Geelong Chamber of Commerce, good luck.

Ben Flynn
Chief Executive Officer
Geelong Chamber of Commerce



geelong
chamber of commerce
THE VOICE OF BUSINESS



From the Chairman

The most asked question is: ***“How do I find time to write the entry?”***

1. Attend the information sessions organised by the Geelong Chamber via Zoom or the website, which provide 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. Ensure you put forward a well-considered answer for each question (i.e. not just an exceptional answer for the ‘innovation’ question). This will put you in the best position to become a finalist.
4. COVID-19 had a huge impact on all businesses. Share the detail on how you adapted, survived or thrived.
5. Write down your top 10 points for each question.
6. Check your word count. If you have space for 5 or 6 of your points in each of the criteria, please keep the remainder up your sleeve to strengthen the site visit.
7. I encourage you to attach graphs or photos to validate your points.
8. Bullet point your answers only – it’s not a thesis.
9. 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.
10. In the first instance, I encourage you to save your answers in a word document. Once complete, then copy and paste your answers into the online entry. It’s always good to have a backup!
11. If you are a first-time entrant, you can submit your entry early for some initial feedback. Make use of this service!

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. Any attachments you include to support your written entry are included in the word count (this excludes descriptions for photos and graphs).

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

This year, there is an online entry application. It is recommended that you document your responses in a word document to allow you to share with your team for input. Your answers to the entry criteria can be copied and pasted to your online application. It is always good to have a backup!

First time entrants of the program are able to email their written entry (word format only) to the awards team for initial feedback from our appointed review judges. These entries will be open on the 4 June to the 9th of July (4pm). Email: gbea@geelongchamber.com.au

Entries close 4pm, Friday, 16th July 2021



Stage 1: The Written Entry - Criteria

Business Summary ~250 Words

Provide a general overview of your business.

- *Assume the 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, awards presentation, 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 colour 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

Please note: You are NOT required to state actual results in dollar amounts (\$), use percentage terms (%)

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

- Tips*
- Awards
 - Capital Expenditure
 - Changes to your Costs and Expenses
 - Financial Achievements
 - New Employees
 - How do you measure against industry competition?
 - Revenue Generation
 - Organisational Restructure
 - How did you navigate your business during COVID-19?

Please note: The judges are aware of the impact of COVID-19 to all businesses. As a result, you won't be marked down due to closing businesses etc during this time.

Please base your responses to remaining questions on the 1 April 2020 to 31 May 2021 period.

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.

Tip • How did you change/adapt your product/service during COVID-19? What was the impact?

3. Describe your sustainability & environmental initiatives & accomplishments.

Describe any efforts to:

- Make your power or lighting more efficient and/or use clean energy;
- Manage or conserve water more efficiently;
- Work towards a circular economy by eliminating, reducing, reusing and/or recycling your waste;
- Produce or supply goods or services which achieve positive environmental outcomes e.g. carbon emission reduction, energy efficiency, reduced waste, reduced material use or are designed for a longer life;
- Track the benefits of your environmental activities (e.g. costs savings, carbon emissions reductions, reductions in water use or waste, 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 • How did you keep engaged with your clients?

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

2. Describe your approach to addressing inclusiveness and accessibility.

- Tips*
- Physical accessibility (ease of access) within your place of business
 - Do you use the universal design guidelines? (i.e. flexible, low physical effort, size & space etc)
 - Social inclusion policies (i.e. access, attitude, choice, partnerships, communication, policy and opportunities. How do you communicate this?)
 - Accessible information available to your customer.

3. Describe your approach to addressing corporate social responsibility.

- Tips*
- What contribution did your business make to your community during COVID-19?
 - 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
 - How did you communicate to staff and keep connected during COVID-19?
 - 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 during COVID-19
 - 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*
- What did you do to protect staff during COVID-19?
 - 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

IMPORTANT NOTE: We do NOT want to see any confidential financial data. You do NOT need to state actual results in dollar amounts (\$), use percentage terms (%).

1. Outline your financial management

- Tips*
- What are your financial management procedures?
 - Budgeting process
 - Cash flow management
 - Stock control
 - Profit
 - Debt management
 - Re-investment
 - Capital expenditure
 - 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?

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

All business entry criteria must be submitted online at gbea.com.au

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.

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

Entries close 4pm, Friday, 16th July 2021



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.

If selected as a finalist, you must be available to conduct a site visit between Monday 9 August to Wednesday 8 September 2021.

A date and time will be advised by the Awards Team.

How to enter:

Individual Entry

Business Leader & Young Entrepreneur

Option A: Nominate Someone

To nominate an individual, please:

- Complete the nomination form at 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):

Business Leader

Open to all business professionals who can demonstrate successful leadership skills

1. Provide an overview of yourself including a brief description of your leadership qualities, achievements and skills.

2. Addressing the following examples, please demonstrate how you/your business:

- | | |
|--------------------------------|---|
| • Sets and implements strategy | • Supports ethical leadership |
| • Makes decisions | • Networks |
| • Supports inclusion matters | • How did you lead your team during COVID-19? |
| • Leads People - mentoring | |
| • Defines culture | |

Young Entrepreneur

1. Provide an overview of yourself including a brief description of your entrepreneurial qualities, achievements and skills.

2. What are your goals over the next 5 years?



Submitting Your Entry:

Answer the questions online at gbea.com.au

Please also provide a copy of the following:

- 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).
- 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 13th August 2021

**Entries close 4pm,
Friday, 16th July 2021**

Categories & Sponsors



Business of the Year



Business Leader of the Year



Young Entrepreneur of the Year



Safe & Healthy Business



Health & Wellbeing Promoting Workplace



Best First Year Entry



Inclusive & Accessible Business



Corporate Social Responsibility



Sustainable Business



Innovation, Research & Development



Advanced Manufacturing & Industry



Customer Service



Digital Engagement



Retail Business



Tourism & Hospitality

Categories & Sponsors



**Home-based &
Micro Business**

GARTLAND
PROPERTY

Regional Business

**the
Gordon**

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



**GEELONG
Independent**



entity
a branding, web, and
graphic design studio.

GREATER GEELONG

**A CLEVER
and CREATIVE
FUTURE**



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gbea.com.au gbea@geelongchamber.com.au
03 5222 2234