



# Swan Business Awards 2023

ENTRANTS PACK

SWAN CHAMBER OF COMMERCE-MIDLAND WA 6056

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# 2023 SWAN BUSINESS AWARDS APPLICATION FORM

APPLICATIONS OPEN: 1st June 2023  
APPLICATIONS CLOSE: 28th June 2023

Business Name	
Address	
Phone	
Contact Person	
Position	
Mobile	
Direct Email Address	

## TICKETS

Ticket Type	Price	Qty	Sub-total
Business Nomination (SCC Member) <i>(Includes 2 Tickets)</i>	\$ 300.00		
Business Nomination (Non-Member) <i>(Includes 2 Tickets)</i>	\$ 350.00		
SCC Member Ticket	\$ 150.00		
Non-Member Ticket	\$ 175.00		
		<b>TOTAL</b>	

## CATEGORIES

<input type="checkbox"/> New Business	<input type="checkbox"/> Community Spirit
<input type="checkbox"/> Customer Service	<input type="checkbox"/> Excellence in Health & Wellbeing - Fitness
<input type="checkbox"/> Excellence in Innovation	<input type="checkbox"/> Excellence in Health & Wellbeing - Holistic
<input type="checkbox"/> Excellence in Tourism - Large Business	<input type="checkbox"/> Excellence in Health & Wellbeing - Medical
<input type="checkbox"/> Excellence in Tourism - Small Business	<input type="checkbox"/> Excellence in Health & Wellbeing - Disability Services
<input type="checkbox"/> NFP Initiatives Award	<input type="checkbox"/> Best Retail Experience
<input type="checkbox"/> Finest Local Producer - Beverage	<input type="checkbox"/> Young Entrepreneur
<input type="checkbox"/> Finest Local Producer - Other	<input type="checkbox"/> Swan Business Person of the Year
<input type="checkbox"/> Excellence in Training & Recruitment	<input type="checkbox"/> Small Business of the Year
<input type="checkbox"/> Hospitality	<input type="checkbox"/> Large Business of the Year

\*Note by default, upon entering one of the above categories your business is automatically entered into the relevant 'Business of the year' categories.

**PAYMENT METHOD**

<input type="checkbox"/> Cash	<input type="checkbox"/> Cheque
<input type="checkbox"/> EFT ( <i>Proof of transaction attached</i> )	<input type="checkbox"/> Credit Card

**CREDIT CARD DETAILS**

Name	
Card Number	
Expiry Date	CW
Signature	Date

*Please remember to include the document addressing the submission criteria listed on page 8 of this document if you are nominating your business for an award.*

# WELCOME

The Swan Chamber of Commerce and Sponsors of the Chamber are proud to bring you the City of Swan/Swan Chamber of Commerce Swan Business Awards. We thank our generous Corporate Sponsors for their continued support and we thank the Category Sponsors for making this event possible.

We have engaged the services of five independent judges to review and judge the nominees. They bring with them expertise in their respective fields of tourism, hospitality, business administration, education, travel and the food & wine industry.

We encourage all of our members to nominate and businesses outside of our membership to also nominate and be a part of these awards.

This is your night to be on show. Finalists will be showcased on the giant screen, presented with a Certificate of Excellence and the winner presented with a prestigious Trophy. The winner of each category will automatically become a candidate for the Swan Business of the Year Award.

The Swan Business Awards provide the opportunity for businesses to celebrate their achievements and be recognized for their hard work. Enjoy an evening with like-minded business owners, the opportunity to network and enjoy an evening of wonderful food and wine from the Swan region. Join us in celebrating the outstanding achievements of our business community.

## CITY OF SWAN / SWAN CHAMBER OF COMMERCE SWAN BUSINESS AWARDS

**Venue:** Sandalford Estate, West Swan Road,  
Caversham WA 6055

**Date:** 28th July 2023

**Time:** 6.30pm – late (7.15pm start)

**Dress:** Cocktail

**Tickets:** \$150pp Swan Chamber Member  
\$175pp Non-member

### BOOK YOUR TICKETS NOW!

To secure your tickets for the regions best business event  
Contact the Swan Chamber of Commerce  
on 0407 866 555 or email [ceo@swanchamber.com.au](mailto:ceo@swanchamber.com.au)

# TERMS AND CONDITIONS

1. Entrants to have a current ABN.
2. Entrants to have engaged in business activities within the Swan Region for at least 1 year prior to the application.
3. Entries for all categories must be lodged by midnight **Wednesday 28th June 2023**.
4. Entries can be submitted via Post, Email, online or Hand Delivered.
5. Sponsor businesses cannot enter into their sponsored category but are eligible for entry into all other categories.
6. Judges reserve the right to enter your business for other categories.
7. Judges may eliminate entries due to incomplete entry or inability to meet the Criteria.
8. The judges' decision is final, and no communication will be entered in to.
9. All entry information is strictly private and confidential and available only to the judging panel and returning officer.
10. The Swan Chamber of Commerce coordinates the judging process.
11. There are no set finalist numbers for the categories.
12. Finalists will be notified prior to the Awards night.
13. Finalists or a representative of the business must attend the Presentation Night to receive their Award.

# ENTRY GUIDELINES

## HOW TO NOMINATE YOUR BUSINESS

1. Complete the application form
2. Provide relevant information in response to criteria of your chosen category.
3. Attach a document that addresses each criteria for your relevant categories.
4. Send this form to the returning officer (details below) prior to midnight **Wednesday 28th June 2023**.
5. You may nominate your business in more than one category except Swan Business of the Year. Category winners will automatically become finalists for the Swan Business of the Year award and will be decided by the judging panel.
6. You may nominate any business person who is a member or associate of member of the SCC for Swan Business Person of the Year. Send your nominations to the Swan Chamber of Commerce where the panel of judges will review nominees and present this award on the night.
7. Complete the Entry Form and checklist.

### RETURNING OFFICER

ceo@swanchamber.com.au  
0407 866 555  
Midland WA 6056

# GENERAL HINTS & TIPS

## THE JUDGES ARE LOOKING FOR A SOUND BUSINESS THAT:

- Has a guideline for their business development
- Has measurable goals and outcomes
- Demonstrates flair, innovation and passion
- Promotes high quality standards in their products or services
- Makes an ongoing contribution to the community
- Has awareness of their marketplace
- Has industry knowledge

## SUBMISSION CONTENT:

- **Captivate your Audience:** This is your opportunity to tell the story of your business. Your submission should be compelling and interesting. The judges should have a comprehensive impression of your business after reading your submission.
- **Use photos that are relevant to the text:** Judges enjoy a visual picture of your business.
- **Use tables to demonstrate your information:** Tables are easy for the Judges to read. Text within tables maybe single line spaced.
- **Demonstrate growth:** include financial ratios, percentages or statements where appropriate.
- **Include emotion and personality in your submission:** Judges want to feel your passion. Show how much your business means to you and your customers.

## ANSWERING THE QUESTION:

- **Get all your staff involved:** This not only helps ease the workload, it also builds staff enthusiasm and ownership of the project.
- **State the question and then your answer:** it is a good idea to bold the question and use a different colour to distinguish it from the answer. The judges may refer to the question several times when reading your submission.
- **Answer every question in full:** only provide the information you have been asked for. Keep your answers concise and relevant to the question being asked. Incomplete responses to question will results in the judge giving a lower score.
- **Information:** Don't be afraid to repeat information as each question is scored in isolation – if it's relevant, include it.
- **Highlight your achievements:** don't assume that the judges are aware of your company, its products or successes.

- **Follow the stipulated guidelines:** Points may be deducted for those submissions that don't comply with the guidelines.
- **Prepare each section in bullet point form first then flesh it out:** That way you ensure you cover all points of the question.

## PRIOR TO SUBMISSION:

- **Be organized early:** Don't leave your submission to the last minute! Past judges have commented that some submissions start off well and lose momentum towards the end. Allow yourself enough time for proof reading.
- **Proofread:** Have someone read your submission and critique your responses to the questions. It is always a good idea to get someone who doesn't know your business to read your submission.
- **Submitting your entry:** Try to submit your submission at least a week before the deadline to relieve the stress and pressure.

The Swan Chamber wishes  
all entrants the best of  
luck!

# SUBMISSION REQUIREMENTS

## CATEGORY INFORMATION

### Swan Large Business of the Year

This award recognises excellence as a large business where you operate with more than \$2,000,000 turnover per year.

### Swan Small Business of the Year

This award recognises excellence as a small business where you operate with less than \$2,000,000 turnover per year.

### Swan Business Person of the Year

This person will have displayed strengths in the Standard Criteria as well as having a strong involvement in the local community.

### Excellence in Innovation

This award recognizes excellence in innovative practice through improvements made to current practice or innovation in programs and projects.

### New Business

This award recognises an organisation in operation of up to 24 months only and has demonstrated significant success and growth in terms of customers/users since commencement.

### Not-for-Profit Initiatives Award

This award recognises excellence in providing leadership or initiatives conducted through projects, programs or system development.

### Excellence in Tourism Large Business

This award recognises outstanding achievement in providing a service that attracts tourists and an exceptional customer experience.

### Excellence in Tourism Small Business

This award recognises outstanding achievement in providing a service that attracts tourists and an exceptional customer experience.

### Finest Local Producer - Beverage

This award recognises outstanding achievement in providing local beverages.

### Finest Local Producer - Other

This award recognises outstanding achievement in providing local produce.

### Customer Service

This award recognises outstanding achievement in providing a service in your respective industry and an exceptional customer experience.

### Hospitality

This award recognises outstanding achievement in providing a service and an exceptional customer experience.

### Community Spirit

This award recognises continued dedication and contributions to the local community and ongoing promotion of community spirit towards others.

### Best Retail Experience

This award recognises outstanding achievements within retail and customer service.

### Excellence in Training & Recruitment

This award recognises quality in training & recruitment. Innovation, excellence in design & a commitment to equitable delivery of training & recruitment.

### Health & Wellbeing - Fitness

This award recognizes excellence in the health and wellbeing industry in the area of fitness.

### Health & Wellbeing - Holistic

This award recognizes excellence in the health and wellbeing industry in holistic health.

### Health & Wellbeing - Medical

This award recognizes excellence in the health and wellbeing industry in the medical industry.

### Health & Wellbeing - Disability Support

This award recognizes excellence in the health and wellbeing industry in the area of disability support.

### Young Entrepreneur

This award acknowledges a young person under the age of 30 who identifies opportunities to innovate and create a better world, takes risks to realise their vision & who demonstrates courage, perseverance and resilience to overcome significant obstacles.

# STANDARD CATEGORY CRITERIA

## TO BE ADDRESSED IN APPLICATION

### 1. THE BUSINESS

- Provide an overview of your product, service and your target market.
- Give a brief history and structure of the business

### 2. MARKETING

- Describe how your business is promoted and marketed.

### 3. CUSTOMER SERVICE

- Describe your level of customer service & how you measure it?  
You are welcome to include customer testimonials, three (3) only.
- In what capacity does your business contribute to the local community?

### 4. FINANCE

- How do you track the financial performance of your business?  
(e.g. Trends, Financial ratios, track critical numbers)

### 5. SUCCESS

- Detail the success of your business in the past two years. Include growth, innovation, technology improvements, awards and recognition.

### 6. LEADERSHIP

- What further professional development have you undertaken?

### 7. TRAINING AND BUSINESS DEVELOPMENT

- What programs or initiatives have you facilitated for staff to undertake professional development?

### 8. CHALLENGES

- Describe your business challenges and what steps you have taken to overcome them? What key lessons have you learned?

### PHOTOGRAPHS

Excluding any photos that form part of your entry, please provide 3 different photographs (jpeg) of your staff and your business for use on Presentation night. Please also include your business logo.



# NOT-FOR- PROFIT ORGANISATION INITIATIVES AWARD CATEGORY

## 1.THE BUSINESS

- Provide an overview of your product, service and your target market.
- Give a brief history and structure of the business.

## 2.MARKETING

- Describe how your business is promoted and marketed.

## 3.SUCCESS

- Detail the success of your business in the past two years. Include growth, innovation, technology improvements, awards and recognition.

## 4.LEADERSHIP

- What further professional development have you undertaken?

## 5.TRAINING AND BUSINESS DEVELOPMENT

- What programs or initiatives have you facilitated for staff and volunteers to undertake professional development?

## 6.CHALLENGES

- Describe your business challenges and what steps you have taken to overcome them in this last year? What key lessons have you learned?

## 7.INITIATIVES

- Outline your leadership, initiatives and successful outcomes conducted through projects, programs or systems developed.

## PHOTOGRAPHS

- Excluding any photos that form part of your entry, please provide 3 different photographs (jpeg) of your staff and your business for use on Presentation night.

# COMMUNITY SPIRIT CATEGORY

## WHO CAN NOMINATE?

- Any members or associates of the Swan Chamber of Commerce
- Any business involved with the Swan Region Community

## REQUIREMENTS TO COMPLETE

The following criteria provided by the nominator in no fewer than two typed pages.

- Explain why you believe they are worthy of the Community Spirit Award?
- Describe their involvement and contribution to the Community.
- Provide a 'Statement' of recommendation of the nominee.
- Provide any other written references/recommendations.

# SWAN BUSINESS OF THE YEAR

- The Swan Business of the Year is selected by the Judging Panel and chosen from the Winners of each Category.
- You cannot nominate your business for this Award.

# SWAN BUSINESS PERSON OF THE YEAR

- You can nominate yourself or another business person for the Swan Business Person of the Year.
- Any Member of the Board of Management of the Swan Chamber of Commerce may nominate someone in the business community who has not already entered the Awards.
- The panel of judges select the Swan Business Person of the Year and selection criteria includes:
  - o Involvement in the community
  - o Member of the Swan Chamber of Commerce