

## WHO CAN ENTER?

- Any small business in the North West Metro area.

## WHY ENTER?

- To gain recognition of your business achievements
- To make your business stand out from the others by branding your business as a Finalist or Winner
- Simply entering is a constructive, reflective tool of your business operations
- To drive business improvement within your company

## PREPARING & SUBMITTING YOUR ENTRY

- Answer all of the general questions plus the additional questions pertaining to the particular category you are entering - *Not required for the Employee of the Year, Business Leadership and Best Apprentice Awards*
- Clearly mark each category with a new header page
- You may enter multiple categories, a **\$35 entry fee** is payable for **each category entry**
- Submit 3 copies of your entry by **COB 30th April 2010**.
- You may include marketing material or testimonials to support your application
- Submit your application with cover page detailing all your company and contact details

**Post your entry together with entry fee payment to: PO Box 24 Joondalup WA 6919 or deliver to: Unit 4/189 Lakeside Drive, Joondalup WA 6027 Tel: 9300 1414 Email: admin@jba.asn.au**

## GALA AWARDS DINNER

The formal presentation dinner will be held at the Joondalup Reception Centre on Saturday 22 May 2010. Finalists & Winners will be announced on the evening.

## GENERAL QUESTIONS

Please provide answers to the following questions as the basis for your written submission including any further information or material that you feel may assist your entry.

The general questions apply to ALL categories (except Employee of the Year, Business Leadership and Best Apprentice Awards) there are additional specific questions that apply to each category.

- Please tell us about your business and the product or service it provides
- How do you keep track of your business performance?
- How do you attract and retain customers?
- How do you identify your key strengths, weaknesses, market opportunities and threats?
- Explain your approach to overcoming problems and give some examples
- What have been some of your major successes?
- How do you plan for future development of your business?

## ADDITIONAL SPECIFIC QUESTIONS FOR EACH CATEGORY



### **BUSINESS OF THE YEAR AWARD**

1. How do you determine the strategic or longer-term direction of your business?
2. What continues to motivate you?
3. What is your commitment to development and lifelong learning in the workplace?  
Please provide examples.

Simplicity Funerals



### **BEST NEW BUSINESS AWARD (under two years old)**

1. How did you research your business idea to ascertain viability?
2. What problems did you encounter during your business start up? Please provide the date your business began trading.



### **BEST HOME BASED BUSINESS AWARD**

1. What was the driving force that inspired you to start your own business?
2. Where do you see your business in five years time.



### **CUSTOMER SERVICE AWARD**

1. Describe your commitment to customer service and how you monitor satisfaction levels.
2. What improvements have arisen as a result of gaps between planned and actual performance levels?



### **FRANCHISE BUSINESS OF THE YEAR AWARD**

1. How does your performance compare to your Franchisor's standards.
2. Provide details of your achievements in regard to store/vehicle presentation levels as set by your franchisor.



### **BUSINESS INNOVATION AWARD**

1. Describe an innovative product you have developed, or innovative practice implemented, that has contributed to significant improvements to your bottom-line.
2. Describe how this innovative product or process has improved customer service.



### **ECO BUSINESS AWARD**

Provide a brief overview of the environmental initiatives and management practices adopted for your business that demonstrate a commitment to the environment as outlined below.

*This award recognises environmental achievements of a small business for a particular initiative that demonstrates a commitment to the environment such as:*

1. *Implementing the 4 R's (Reuse, reduce, recycle, rethink) through such things as using recycling centres, composts, organising green meetings, taking alternative modes of transportation, purchasing environmentally friendly products; or*
2. *Demonstrating energy or water conservation; or*
3. *Participating in climate change/ greenhouse gas reduction initiatives; or*
4. *Protecting the environment; or*
5. *Demonstrating leadership for the environmental initiatives.*



### **EMPLOYEE OF THE YEAR AWARD**

This award recognizes the outstanding achievements and dedication of a particular employee who has contributed over and beyond the terms of their employment and will have been a key in the success of the social and economic development of the business. *As an Owner / Manager we ask you to nominate an individual you feel deserves this award by forwarding a brief outline based on the above criteria of their employment history and the reasons why you believe they should win the award.*

*\* None of the general or category questions apply to this award.*



### **BUSINESS LEADERSHIP AWARD**

This award is designed to celebrate the achievements of a particular individual who has advanced the economic development of the City of Joondalup and the small business community beyond the interests of their own particular business.

*Please nominate an individual that you feel is deserving of this award by forwarding a brief outline of their details and why they warrant winning this award.*

*\* None of the general or category questions apply to this award.*



### **BEST APPRENTICE AWARD**

The purpose of this award is to recognise the overall achievements of an apprentice in any local industry and is to be nominated by the employer.

*Provide a short overview covering a description of the qualification enrolled in; career and study achievements; communication, team and leadership skills and a personal observation of why you think the apprentice should win the award.*

*\* None of the general or category questions apply to this award.*