2017   
Business   
Excellence   
Awards

*Please contact Commerce Ballarat on   
5333 3233 should you have any queries regarding this application document.*

2017 Application Form - Retail Business Award

ENTRY GUIDELINES *(This page is only for your reference, do not submit this with your application)*

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| How to Enter  *Please note: emailed applications will not be accepted*   1. Complete the entry form. Attach to the front of both copies of your application (See No.4). 2. Address each of the questions in the general questionnaire. 3. Address each of the category-specific questions. 4. Complete your application on A4-sized paper, printed on one side only. Final applications should not exceed 11 pages:  * Entry form (one page) * Business Summary (one page) * General and category-specific questions (five pages) * Supplementary material (four pages)  1. Staple the entry form to the top left-hand corner. (Do not bind your application or place it in a presentation folder.) 2. Provide supplementary material. For instance, publicity in the media, customer testimonials, acknowledgement from community groups. Limit this to four pages (in addition to the five pages of your application). 3. Provide two copies of your application with a separate entry form attached to each. 4. Ensure the font in your application is either Times New Roman or Arial; minimum font size 10. 5. Post or deliver your entry to:   *Commerce Ballarat*  *“Business Awards Application”*  *27 Doveton St Nth*  *Ballarat VIC 3350*  *N.B: Retain a copy of your entry for future reference as all entries will be destroyed after judging.* | Special “Early Bird” Competition!  Submit your application by 5pm Wednesday 7 June 2017 for your chance to win a $1500 advertising package donated by *The Courier.*  Workshops  Need help with your application? Attend a free workshop! The workshops will include assistance in addressing the criteria and information on what the judges will be looking for.  Dates & Times  Tue 9 May 2017  Application workshop (10am – 11am)  Quest Ballarat, 7 Dawson Street Nth  Wed 10 May 2017  Application workshop (5.30pm – 6.30pm)  Stockland Wendouree, Cnr Norman & Gillies Sts  Wed 17 May 2017  Application workshop (5.45pm – 6.45pm)  Quest Ballarat, 7 Dawson Street Nth  Tue 23 May 2017  Application workshop (2pm – 3pm)  Quest Ballarat, 7 Dawson Street Nth  Mentoring Sessions  Limited numbers of one hour one-on-one mentoring sessions will be offered as an opportunity to receive feedback on your completed application prior to its submission.  *Registrations for your chosen workshop are essential. To book a place in a workshop and/or mentoring session, email* [*rsvp@commerceballarat.com.au*](mailto:rsvp@commerceballarat.com.au) *or phone 5333 3233.*  It is interesting to note that 95% of the 2016 finalists had either attended an application workshop, participated in a one-on-one mentoring session or had entered previously.  Questions?  For further information or assistance with your application, phone Commerce Ballarat on 5333 3233. |

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| KEY  DATES | Early bird applications close  5pm Wednesday 7 June 2017  Applications Close  5pm Wednesday 14 June 2017  Finalists announced  Tuesday 25 July 2017  Gala dinner and awards presentation  Thursday 24 August 2017 |

JUDGING CRITERIA *(This page is only for your reference, do not submit this with your application)*

Entries will be judged by an independent panel of business experts from relevant business disciplines.

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| The Initial assessment will be based on the answers given to the prescribed questions which cover issues critical to the success of every business such as planning, human resources and customer service. The most outstanding entrants will be shortlisted for site visits.  While by its very nature the judging for these awards is subjective, in order to provide guidance to both entrants and judges, a set of judging criteria is provided.  The key judging criteria is common to all categories as follows:   1. Business Planning 2. Financial Management 3. Promotion 4. Employment/Development 5. Quality 6. Community Benefit 7. Environmental Sustainability   The above criteria are worth 10 points each.  It is recognised that for micro business or sole trader it will be more difficult to answer Section 4. This is an integral part of every business, so if you are a sole trader, please describe your own personal development. Judges are given leeway and instruction to assess accordingly in this section. | Feedback  A scoresheet will be forwarded to all applicants to provide constructive feedback on your entry compared with others in your category. On your scoresheet, you will see your score and where it sits against the average and finalists scores for entries within your category. This report will be sent to you after the announcement of finalists.  Feedback is an assessment of the responses detailed in your application and is not a direct judgement on your business.  Please note that the judges’ decision is final and no correspondence or discussion will be entered into. Due to the volunteer nature of the judging panel, individual feedback on applications will not be provided.  Site Visits  Judges will undertake further evaluation of finalists by conducting site visits of each premises. These visits will be at a mutually agreed time and should take no longer than one hour. |

APPLICATION CHECKLIST

*(Please note not all these checked items are mandatory)*

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| * I have read and understand all Entry Guidelines\* * I have registered/attended an Application Workshop (last workshop Tue 23 May) * I have put my Business Summary on a separate page\* * I have answered all questions in the General Questionnaire\* * I have answered all Category Specific Questions\* * I have included Supplementary Material\* | * I have entered two categories (not mandatory but strongly advised) * I have two copies of each application (two judges per category)\* * I have a signed Entry Form attached to the front of each application\* * I have saved a copy of my applications as entries are destroyed after Judging   *\*Mandatory* |

ENTRY FORM

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| Category entered  Retail Business Award | **Declaration**  I certify that I am authorised by the business named on this entry form to provide the information in this application. I understand that the judges’ decision is final and that no correspondence or discussion will be entered into and that due to the voluntary nature of the judging panel, no individual feedback on my application will be provided.  I understand that it is my responsibility to ensure adequate time is allowed for the application to reach Commerce Ballarat.  **Privacy**  The information collected will be used for administrative and contact purposes only and will be provided to the 2017 Federation Business School Commerce Ballarat Business Excellence Awards judging panel for the purpose of assessing this entry.  The contact details of nominees for the 2017 Federation Business School Commerce Ballarat Business Excellence Awards may be provided to sponsors. Personal information will not be used or disclosed for any other purpose.  **Confidentiality**  All judges acting on behalf of the 2017 Federation Business School Commerce Ballarat Business Excellence Awards will sign confidentiality agreements to protect the commercial and personal information submitted by entrants.  I certify that the information in this application is true and correct to the best of my knowledge and belief and fairly represents the affairs of my business. I also understand that if my business is chosen as a finalist, my signature below authorises the use and public release of my business name and address. |
| Business name |
| ABN |
| Name *(all award correspondence will be sent to this person)* |
| Position |
| Address |
| Suburb/Town |
| Telephone |
| Email |
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| Signature: | Name: |

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| The 2017 Federation Business School Commerce Ballarat Business Excellence Awards shine a light on the outstanding achievements of Ballarat businesses. We encourage you to turn your nomination into an application. Good luck! | Early bird applications close  5pm Wednesday 7 June 2017 | Applications close  5pm Wednesday 14 June 2017 |



GENERAL QUESTIONNAIRE

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| Description Please provide a 75-word summary description of your business. This will be used for editorial/advertising purposes for the 2017 Federation Business School Commerce Ballarat Business Excellence Awards.  Please note that the business summary needs to be on a separate page as it will be supplied to media partners should your business become a finalist. |
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*This information MUST be printed on a separate page*

### Background

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| * 1. What is your business name? |
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| * 1. What does your business do? |
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| * 1. Where is your business located? |
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| * 1. When was your business established? |
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| * 1. How many people does your business currently employ? |
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| * 1. What region does your business cover? |
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### Business Planning *(10 Points)*

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| * 1. Do you have a current business plan and vision for your business? Explain its main objectives. |
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| * 1. How do you monitor performance against your business plan? |
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| * 1. How do you review your business plan? |
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| * 1. What processes do you implement to ensure your business meets its legal, regulatory and/or risk management responsibilities? |
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### Financial management *(10 Points)*

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| * 1. Do you adopt a detailed income and expense budget prior to the commencement of each financial year?  If so, how is it prepared? |
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| * 1. What procedures do you have in place to control your work in-progress and/or stock? |
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| * 1. What procedures do you have in place to monitor and control your debtors? |
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| * 1. What procedures do you have in place to manage cashflow and liquidity? |
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| 4.5. What benchmarks do you use to manage your business finances- for example, ratio analysis, turnover and margins? |
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### Promotion (10 points)

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| * 1. Do you have marketing guidelines in place? If yes, please provide details. |
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| * 1. How do you ensure that your service levels are compatible with your chosen position in the market? |
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| * 1. Explain the various methods of promoting your business you currently or have previously used? |
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| * 1. How do you ensure that your products and services are consistent with your brand? |
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| 5.5. How do you seek to differentiate your business from your competitors? |
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### Employment (10 points)

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| * 1. How do you recruit new staff, and determine applicants’ suitability? |
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| * 1. What formalised training processes do you have for new or existing staff? |
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| * 1. What procedures do you have, either formal or informal, to listen to and learn from your staff? How do you feel this enhances team spirit? |
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| * 1. In what ways do you support a healthy workplace culture in your business and demonstrate a commitment to health, safety and wellbeing? |
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### Quality (10 points)

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| * 1. Do you have a quality standard of work or product you seek to meet, either formal or informal, and how do you ensure this standard is achieved? |
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| * 1. How have you established that the quality standard you seek to meet is that required by your target market? |
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| * 1. How do you ensure consistency between the quality standards you seek to meet and the pricing of your product? |
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### Community Benefit (10 points)

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| * 1. Does your business involve itself in the broader Ballarat community? If so, how? |
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| * 1. What policies do you have in place to ensure you support local suppliers whenever appropriate? |
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| * 1. Do you monitor your business spend to ensure that any policies you might have with respect to local suppliers are complied with? |
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### Environmental Sustainability (10 Points)

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| * 1. In what ways do your business activities impact on the natural environment? |
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| * 1. What initiatives have you implemented (or are planning to implement) to reduce these impacts? |
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CATEGORY SPECIFIC QUESTIONS (All category-specific questions are worth 10 points each.)   
*Stockland Wendouree Retail Business Award*

Open to all retail businesses - for example, clothing stores, pharmacies, homeware stores and bookstores.

1. Provide an overview of strategies you have adopted to ensure customers stay engaged with your products.

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1. How do you engage with your local business community to ensure you are using the most up-to-date practices when communicating with your stakeholders?

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1. Provide examples of two interactive marketing campaigns to your customers that have delivered positive return on investment.

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1. Do you have formal customer/client service policies?

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1. How do you monitor compliance and ensure existing and new staff become and remain aware of your customer/client service policies?

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