

# 2024 Far West Excellence in Business Awards

## Category Specific Questions



*"The Awards put exceptional business people in the spotlight, acknowledging their hard work and commitment in building great businesses within their communities."*

*The Awards exists to reward the drive, persistence and determination shown by so many, and to put regional business on the map"*

## **You MUST complete your nomination in one session.**

We strongly recommend you prepare your responses in a word document and paste your responses to each question into the form.

The category specific questions for each category are listed below to assist in this process.

### **Excellence in Business**

This category recognises a business with 20 or more employees that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience.

1. Detail what your business goals and key milestones were for the previous 12 months and how you achieved all or part of them.
2. Provide an overview of the key features of your business plan including goals, strategies and projected outcomes for the future.
3. Describe why your product or service offering is unique within your industry and differentiates your business from competitors.
4. Demonstrate how your business contributes to the local economy in the Far West NSW region.
5. Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.

### **Excellence in Customer Service**

Awarded to a business that recognises and demonstrates that their customers are the core of their business.

1. Detail what your customer service goals, and key milestones were for the previous 12 months and how you achieved all or part of them.
2. Demonstrate how you build relationships with your customers, including actions to monitor and improve customer service.
3. Outline your strategies to build customer loyalty.
4. Outline how your business empowers and motivates employees to deliver consistently high customer service.
5. Outline the key challenges your business has faced over the past 12 months in delivering an exceptional customer experience and how you have managed those challenges.

## **Excellence in Small Business**

This category recognises a business with less than 20 employees that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience.

1. Detail what your business goals and key milestones were for the previous 12 months and how you achieved all or part of them.
2. Provide an overview of the key features of your business plan including goals, strategies and projected outcomes for the future.
3. Describe why your product or service offering is unique within your industry and differentiates your business from competitors.
4. Demonstrate how your business contributes to the local economy in the Far West NSW region.
5. Outline the key challenges your business has faced over the past 12 months and explain how you have managed the impact of these challenges on your workforce and external stakeholders, as well as the impact they have had on your strategic direction.

## **Best New Business**

This category recognises a new business that has effectively driven growth and is able to demonstrate the potential to achieve future success.

1. Provide an overview of your new business including the product or service delivered to market, how you identified it as a market need and who your target customer is.
2. Provide an overview of the key features of your business development strategy and projected outcomes for the future.
3. Describe why your product or service offering is unique within your industry and differentiates your business from competitors.
4. Detail the measurable growth and key milestones you have achieved since launching your business.
5. Describe the key challenges your business has faced as a new business and how you overcame them.

## **Outstanding Employee of the Year**

The Outstanding Employee Award recognises an inspirational employee who has demonstrated a passion for their role and a commitment to their workplace and the community.

1. Provide a brief profile, including the employee's current role and scope of responsibilities.
2. Outline their employment background, including measurable career achievements and key milestones.
3. Provide an overview of future goals and how they are working towards achieving them.

4. Detail the specific activities and initiatives the employee has undertaken that have demonstrated a passion for their role and a commitment to the workplace and the community.
5. Outline the reason why they are an outstanding employee.

### **Excellence in Tourism and Hospitality**

This award recognises a business that has achieved significant growth (market share, sales volume, turnover, profitability) and is able to demonstrate the specific strategies and plans implemented to achieve sustainable growth in the previous financial year.

1. Provide an overview of the key features of your business plan including goals, strategies and outcomes.
2. Define your businesses product and/or service including how they meet the needs of your target market/s and what makes it stand out from your competitors.
3. What were the strategies and plans you initiated to achieve your business goals and key milestones over the previous financial year?
4. Demonstrate how your business contributes to the local economy in our community/ For example, employing local people, local purchasing etc.
5. Describe the key challenges your business or industry may face in the future and what strategies or plans you have in place to overcome them.

### **Excellence in Social Enterprise / Outstanding Community Organisation**

This award recognises an organisation that works to improve the social, cultural or environmental wellbeing of the community.

1. Explain the social purpose of your business and how this contributes to the social, cultural or environmental wellbeing of the community.
2. Provide an overview of your organisation, including the products/s or service/s you deliver within the community.
3. Provide an overview of the key features of your business development strategy and projected outcomes for the future.
4. Demonstrate how your organisation contributes to the local economy in Far West NSW region.
5. Outline the key challenges your organisation has faced over the past 12 months and explain how you have managed the impact of these challenges.

### **Employer of Choice**

This award recognises a business that has implemented strategies and initiatives to create stimulating and supportive workplace environments for its employees.

1. What are the initiatives you have undertaken to develop a positive workplace culture within your business?
2. Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, including examples.

3. Excluding business growth or expansion, what percentage of staff turnover has there been in your business in the previous 12 months and what are the reasons for this turnover?
4. How does your business empower its workforce to develop their skills, contribute to a positive workplace culture and deepen their engagement with the business and the community?
5. Detail measurable evidence outlining how these initiatives make you an employer of choice.

### **Excellence in Innovation**

This award recognises a business that has implemented innovative solutions for new and existing business needs through the introduction or improvement of an idea, product, method, technology, process or application.

1. Outline the innovation implemented in your business and how it has addressed a new or existing business need.
2. Describe why the innovation is unique within your industry and how it differentiates your business from its competitors.
3. Describe how the innovation was received by the market, your workforce and external stakeholders.
4. Demonstrate how the innovation has or is likely to have a positive impact beyond your business, such as your industry or community.
5. Provide measurable evidence of how the innovation has improved business operations, driven growth and contributed to the success of your business.

### **Excellence in Presentation and Marketing**

Awarded to a business that demonstrates a focus on sound marketing principals and development of a strong business image.

1. Outline your marketing strategies and how they align to the intended target audience.
2. Outline how the relevance of content and distribution was determined.
3. Describe how your marketing and presentation demonstrated originality in content and/ or distribution to reach your identified target marketing (what made your marketing a success).
4. Outline how your marketing and presentation has been influenced by the situation, E.g, a new and exciting product or service, restrictions during the pandemic.
5. Demonstrate your marketing's ability to attract, acquire, retain and engage a clearly defined target audience.
6. Demonstrate how your marketing has addressed pre-defined metrics or KPI's.

## Outstanding Apprentice / Trainee of the Year

Awarded to an apprentice or trainee that has gone above and beyond the call of duty and made a valuable contribution to the success of the business they work for.

1. In what industry is this Trainee training?
2. What stage or level of training has the Trainee received so far with your business or organisation?
3. What is this Trainee's most outstanding contribution to your organisation?
4. Provide an example of the Trainee's attitude and commitment to your team.
5. Describe the Trainee's attitude and commitment to his or her traineeship, including examples that display initiative in the workplace.
6. Describe your Trainee's achievements over the past 12 months.
7. Provide additional information about why this trainee deserves this award.

