



Regional
Development
Australia
FAR WEST NSW

2026 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"



NOMINATIONS ARE NOT ABLE TO BE SAVED

**You MUST complete your nomination in one session,
you cannot save and return later.**

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 10 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. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. Describe what your business goals and key milestones were for the previous 12 months, including key features of your business plan and how you achieved all or part of them.
3. How do you measure and improve customer satisfaction, including gathering feedback, analysing trends and implementing change?
4. Describe how you foster a culture of continuous improvement and learning, including providing training opportunities, encouraging feedback and promoting a growth mindset.
5. How has your business adapted to changing market conditions?
6. How do you identify and eliminate inefficiencies in your processes, including analysing workflows, streamlining tasks and adopting best practice?
7. Demonstrate how your business contributes to the local economy in the Far West NSW region.
8. 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. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. Describe what your customer service goals, and key milestones were for the previous 12 months and how you achieved all or part of them.
3. Demonstrate how you build relationships with your customers, including actions to monitor and improve customer service.
4. Outline how your business empowers and motivates employees to deliver consistently high customer service.
5. How do you ensure your business is delivering exceptional service?
6. How does your business handle customer complaints and issues?
7. 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 10 employees that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience.

1. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. Describe what your business goals and key milestones were for the previous 12 months and how you achieved all or part of them.
3. How do you identify and evaluate potential opportunities for growth and expansion?
4. How do you leverage technology to improve efficiency and productivity?
5. Describe why or how your product or service offering is unique within your industry and differentiates your business from competitors.
6. How does your business define and measure business excellence?
7. Demonstrate how your business contributes to the local economy in the Far West NSW region.
8. 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. Describe how you measure and outline the measurable growth and key milestones you have achieved since launching your business.
5. What strategies do you use to build strong customer relationships?
6. How does your business contribute to the local community?
7. Describe the key challenges your business has faced as a new business and how you overcome 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 an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. Provide a brief profile, including the employee's current role, scope of responsibilities and employment background, including measurable career achievements and key milestones.
3. 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.
4. What specific challenges has this employee faced and how have they overcome them?
5. What impact has their contribution had on the company or team?
6. How does this employee embody company values?
7. Describe a specific instance or project where this nominee excelled.
8. Outline any other reasons why you are nominating this employee and how they have exceeded the typical expectations of their role.

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 your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
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. How do you ensure your employees are aligned with your businesses vision and values?
5. Demonstrate how your business contributes to the local economy in our community/ For example, employing local people, local purchasing etc.
6. How do you adapt to changing market conditions and emerging trends?
7. 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. Provide an overview of your organisation, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. Explain the social purpose of your business and how this contributes to the social, cultural or environmental wellbeing of the community.
3. Provide an overview of the key features of your business development strategy and projected outcomes for the future.
4. How do you demonstrate ethical leadership and decision making?
5. How do you foster a culture of respect and collaboration within your organisation and your customer base?
6. Demonstrate how your organisation contributes to the local economy in Far West NSW region.
7. 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. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. What are the initiatives you have undertaken to develop a positive workplace culture within your business?
3. Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, include examples.
4. How do you foster a culture of continuous improvement and learning?
5. 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?
6. How do you handle situations where employees are not meeting performance expectations?
7. How does the business measure the effectiveness of its Human Resource practices?
8. 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. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. Outline the innovation/s implemented in your business and how it has addressed a new or existing business need.
3. Describe why the innovation is unique within your industry and how it differentiates your business from its competitors.
4. Describe how the innovation was received by the market, your workforce and external stakeholders.
5. Demonstrate how the innovation has or is likely to have a positive impact beyond your business, such as your industry or community.
6. Provide measurable evidence of how the innovation has improved business operations, driven growth and contributed to the success of your business.
7. How do you measure your business is operating ethically and responsibly?

Excellence in Presentation and Marketing

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

1. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. Outline your presentation / marketing strategies and how they align to the intended target audience.
3. Describe how you determined the relevance of the content and distribution of your marketing and / or presentation.
4. Describe how your marketing and presentation demonstrate originality
5. How do you adapt to changing market conditions and emerging trends?
6. Outline how your marketing and presentation has been influenced by the situation, E.g, a new and exciting product or service.
7. Demonstrate your marketing's ability to attract, acquire, retain and engage a clearly defined target audience.
8. 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. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. In what industry is this apprentice or trainee training?
3. What stage or level of training has the apprentice or trainee received so far with your business or organisation?
4. What is this apprentice or trainee's most outstanding contribution to your organisation?
5. Provide an example of the apprentice or trainee's attitude and commitment to your team.
6. Describe the apprentice or trainee's attitude and commitment to his or her traineeship, including examples that display initiative in the workplace.
7. Describe your apprentice or trainee's achievements over the past 12 months.
8. Provide additional information about why this apprentice or trainee deserves this award.

Outstanding Arts and Cultural Organisation

Awarded to the most outstanding arts and cultural organisation in the far west that provide a positive benefit for the community. This includes all areas of the arts including music, visual arts, performance and craft, as well as cultural institutions such as museums, galleries and keeping places.

1. Provide an overview of your business, you may wish to include a description of your business, industry sector, the products and services you offer, the origins of your business and the mission or vision and how you measure progress.
2. How does your organisation / group contribute to the social, cultural, economic and/or environmental outcomes of the community?
3. Detail what your goals were for the previous 12 months and how you achieved all or part of them.
4. How do you foster a culture of respect and collaboration within your organisation?
5. What strategies have you developed to engage your stakeholders (cultural, community, public, private), bring them together, and achieve positive outcomes?
6. How do you measure your business is operating ethically and responsibly?
7. Demonstrate how you build relationships with your customers, including actions to monitor and improve customer service.

