

INDIGENOUS BUSINESS OF THE YEAR
APPLICATION INFORMATION



2020 SOUTH WEST
BUSINESS
EXCELLENCE
AWARDS



Proudly Coordinated by BSW Connect



Supported by the City of Bunbury

CELEBRATING AND ENCOURAGING

REGIONAL BUSINESS SUCCESS





BENEFITS OF ENTERING

MARKETING

Receive local recognition for your success and raise your profile!

- ▶ The Indigenous Business of the Year will receive a \$200 gift Voucher for Kulbari, opportunity to Present at one of the Wirrpanda Foundation's Fit 4 Work morning sessions, ticket/s to the 2021 Wirra Hub Deadly Business Conference and free Exhibit Stand at the 2021 Deadly Business Conference or at the NAIDOC Week Employment Expo (2021).
- ▶ All Major Award Category winners appear on GWN7 in a congratulatory television commercial campaign.
- ▶ Promote your success - winners, runners-up and finalists are provided with a custom 2020 logo for use on your stationery, labels, packaging and marketing communications.

EVALUATION

The application process is designed to focus on key aspects of your business, providing a valuable opportunity to review and benchmark your performance against other successful enterprises.

FEEDBACK

All entrants receive a score card and feedback from the judges. This feedback will help you see your business in a new light and identify key areas of growth and strength.

CONNECTION

By entering the awards you/your business will establish a valuable network with the other applicants, which is mutually rewarding and beneficial for your business.



Writing the application itself forced me to reflect on my business in a way that I never had, and helped me see areas that were doing well and areas that were lacking that I had not fully realised prior to putting it all on paper in that way. Being a finalist also added a sense of legitimacy to my business and a confidence that I am heading in the right direction.

- Ali Sander, Gator Made4U

APPLICATION PROCESS

DECEMBER, 29
APPLICATIONS
OPEN

STEP 1 - PREPARATION

Read through the information in this booklet and book your appointment with Jasmine at Business Advisory SW and Peel for assistance in developing your application

PLANNING

STEP 2 - ONE-ON-ONE ADVICE

Jasmine at Business Advisory SW and Peel is available for additional one-on-one assistance in developing your application

SUPPORT

STEP 3 - WRITING

It's time to write your application! Download the application template at bswconnect.com.au/awards/ and fill out your question responses. Feel free to personalise the design of your application with pictures and attachments to help you stand out to the judges.

APPLY!

STEP 4 - SUBMIT

Submit your application via email to events@bswconnect.com.au in either PDF or Word format.

5PM, FEBRUARY 5
APPLICATIONS
CLOSE

STEP 5 - JUDGING

Judging will take place on February 9 and 10, and Finalist will be notified shortly after that date.

JUDGING

STEP 6 - TICKETS

Purchase your Gala Presentation Night tickets. Tickets will go on sale in February 2021 with priority given to finalists before public release. Get in quick as there is limited seating at the venue.

CELEBRATE

STEP 7 - GALA NIGHT

Attend the Gala Presentation Night on Saturday, March 27th 2021 at the Bunbury Regional Entertainment Centre.

MARCH, 27TH
GALA PRESENTATION
NIGHT

South West Small Business Awards

ELIGIBILITY CRITERIA

To be eligible to enter the 2020 South West Business Excellence Awards your business must meet the following criteria:

- Must have been trading for more than 2 years at the time of submission, except for businesses applying for the Emerging Business Award (trading up to 2 years).
- Can be a sole trader, partnership, listed company, franchisee, or not-for-profit.
- Business must be a minimum of 51% Indigenous owned
- Your business must be located in a local government area of the South West region of Western Australia (Augusta-Margaret River, Boyup-Brook, Bridgetown-Greenbushes, Bunbury, Busselton, Capel, Collie, Dardanup, Donnybrook-Balingup, Harvey, Manjimup, Nannup).
- Key management decisions must be made by the owner/s (except for franchise businesses).
- Business must be more than 60% South West owned.
- Award entrants cannot be an Awards sponsor in the same year.
- Award entrants cannot have been involved in the Awards judging process within the previous 2 years.

JUDGING PROCESS

- Finalists are selected purely on the written applications, so to be selected you need to have an excellent submission as well as an excellent business. This means that your submission must clearly and accurately reflect what you are doing in your business in the answers to all questions.
- Judges may take marks off if you have not answered the question entirely.
- All applicants will be informed as to whether they are a finalist or not.
- The judges are an independent panel and will base their final decisions on the Award Criteria.
- BSW Connect staff and Board Members have no input into the judging process.
- The judging panel reserves the right to move entrants into other categories when deemed appropriate.
- Entrants must fully satisfy the eligibility criteria and only those deemed competitive will become finalists.
- The information contained in your submission will remain strictly confidential and will only be accessible to the Awards Co-ordinators and the Judging Panel.



EVENT HISTORY

This year we celebrate the 26th South West Business Excellence Awards (previously the South West Small Business Awards) which is proudly coordinated by BSW Connect. These Awards were first established in 1995 to celebrate and recognise the achievements and resilience of the South West business community, as well as to bring local businesses together. From small and humble beginnings, our Awards have grown to become one of the most prestigious events in the South West.

PREVIOUS WINNERS

- | | |
|--|--------------------------------------|
| 1995 SWISPEC | 2008 Traxon Industries pty Ltd |
| 1996 Micron Precision Machining | 2009 ERG Electrics pty Ltd |
| 1997 Clifton Beach Motel | 2010 Geovet Veterinary Hospitals |
| 1998 Lamac Plumbing & Drainage pty Ltd | 2011 Vintages Accomodation |
| 1999 Manjimup Syndicate Coolstores | 2012 Geographe Marine Engineering |
| 2000 No Awards | 2013 Australind Veterinary Hospital |
| 2001 South West Group Holdings pty Ltd | 2014 Pick-A-Woo Woo |
| 2002 Country Line Markings | 2015 Australind Veterinary Hospital |
| 2003 Albert Haak & Associates | 2016 Physio Group South-West |
| 2004 Del-ray Canvas Australia | 2017 Southern Car Care |
| 2005 Agmaster | 2018 The Nudge Group |
| 2006 WA Skills Training | 2019 Jones Welding Solutions Pty Ltd |
| 2007 CCR Group | |



“ The SWBEA program is a great way to “deep dive” into your business to gain insight in who you are, and why you do it. If you’d like your team to feel a sense of pride and ownership for the effort they put in, and excite the community all at the same time, then this is the Awards program for you. Other excellent benefits include learning about, and meeting, some amazing and inspiring people and businesses. If you want heart, generosity of spirit and inspiration, you’ll find it here. I love that even if you don’t win on the day, you still win!

- Juliette Davies, Gravity Etc

APPLICATION QUESTIONS

Award entrants must answer all questions in sections 1-8 of the application form (unless otherwise indicated). Judges may deduct points for not answering questions in full or for exceeding the given word count.

** All information you provide will be strictly confidential.

1 BUSINESS OVERVIEW

- a) Give a general overview of your business - a brief history and summary of your current operations. (250 words)
Your answer should demonstrate your eligibility for your chosen category and set the scene for the judges. Remember, the judges may never have heard of your business or been involved in your industry.
- b) Describe your products and/or services, in particular what makes them unique and sets them apart from your competitors. (250 words)
Clearly explain why customers would choose your business rather than your competitors. What is unique or special about your business offering – location, product range, innovative systems, exceptional service etc? If you export, how long you have been exporting for?
- c) Give an overview of how well your business has performed financially over the past 12 months and how this compares to previous years. (250 words)
This answer may be best presented in graph or chart format. Provide either actual figures or percentages to show year on year comparisons of revenue, cost of goods & services, gross profit, expenses and net profit (for up to 5 years if available). If you are in the early stages of your business or you have recently invested in developing your business, explain how this has affected your financial performance.

2 BUSINESS PLANNING

- a) Describe any changes or improvements you have implemented in your business over the past 12 months to improve its operations. (250 words)
Highlight any changes made to your business operations, such as streamlining processes, introducing best practice systems or strategies, new products/services, innovative ideas or sustainability initiatives, entering new markets, etc. Try to provide specific examples of how these innovations have helped your business.
- b) List two or three future goals for your business and what specific actions you are taking to ensure you achieve them. (250 words)
Outline your business plans for the future and what changes you are making or will need to make to your operations to attain these goals. For example, will you need to expand your premises, employ more staff, develop new products/services, enter new markets, introduce new systems/processes or digital technologies, invest in new capital etc?

3 MARKETING

- a) Describe your target customers, how you market to them and the effectiveness of your marketing activities. (350 words)
- Provide a clear profile of your target customers and explain how you promote your business offering to them. For example, do you use social media, website, a strong SEO strategy, business networking, collaboration and referral, traditional advertising channels etc? Include details of how you measure your marketing success and what results you get from each marketing activity. If you export, describe your marketing strategy to international customers.

4 CUSTOMER SERVICE

- a) What strategies does your business use to create and attract loyal customers? (250 words)
- Clearly describe what you do to ensure your customers keep coming back to your business and spread the word to family and friends. For example, do you have a loyalty program? Do you use social media to build a relationship with your customers? Do you do certain things to create an amazing customer experience? Do you have customer service policies and procedures to help build loyalty? If you export, how do you target international customers?
- b) What processes do you have in place to measure customer satisfaction and respond to customer feedback? (250 words)
- Describe how you get customer feedback to gauge their level of satisfaction and how you use this feedback. For example, do you use online avenues like social media or review sites, in person, in-house feedback forms, periodic surveys etc? Also outline what processes you have in place to respond to customer feedback and how you action customer suggestions.

5 STAFF

- a) What strategies do you use to recruit, motivate and retain staff? (250 words)
- Describe the process you use to attract good staff to your business; describe what day-to-day and longer term measures you use to ensure your staff enjoy working for you and feel appreciated. How do you keep them motivated to give their best in their job and ensure that they don't leave your organisation?

6 INDUSTRY

- a) **What sets your business apart in your industry? (250 words)**
Outline using specific examples what makes your business stand out from your competitors. What are the real differences between your business and others in your industry? Why is your business better and in what way? What is unique about your business? Why would customers choose you rather than one of your competitors?
- b) **What was your business's standout achievement in the past 12 months? (250 words)**
Describe in some detail the most important achievement of your business in benchmarking it against others in your industry? Why was this such a big achievement for your business? Set the scene and explain why this achievement was so important to your business.

7 BUSINESS ETHICS

- a) **How do you ensure that your business minimises its impact on the environment? (250 words)**
Describe what practical measures are used to conduct your business in an environmentally responsible way to reduce your environmental footprint. For example, do you have rainwater tanks, LED lighting, a paperless office, recycling, a carbon emission reduction strategy etc?
- b) **What contributions does your business make to the local community to create local benefits? (250 words)**
Clearly describe how your business contributes to your local community and demonstrate what economic and social benefits this creates for the community and how this affects your business. For example, do you try to source local supplies, employ local staff, donate to charities or community groups, participate in community events etc?

8 ACCESSIBILITY & INCLUSION

- a) **Describe what measures your business uses to help support and promote social and economic accessibility and inclusiveness? (250 words)**
Describe any policies, procedures and/or practices of your business that aim to promote social and/or economic participation and access of persons with disabilities and from diverse and underprivileged backgrounds. For example, employing people with disabilities and from diverse backgrounds, improving physical access into and around your premises, supporting people with mental health problems or other disabilities in the workplace, supporting community activities of disadvantaged groups to help make a difference etc.

CONTACT US

APPLICATIONS SUPPORT

Jasmine Porter - Business Advisory SW and Peel
Ph: 1300 275 477 E: jasmine.porter@ipsba.com.au

AWARDS COORDINATOR

Louise Barkle - BSW Connect
Ph: 0418 287 162
E: events@bswconnect.com.au

BSW CONNECT OFFICE CONTACT:

Ph: 1300 241 680
E: connect@bswconnect.com.au



Proudly Coordinated by BSW Connect