

Ceduna Business Awards

Business of the Year, Business Encouragement & People's Choice Awards

Sponsored by the Ceduna Business & Tourism Association
and the District Council of Ceduna

Small business is the foundation of any local economy, it is the main driver or powerhouse of the community. It is widely recognised that any economic growth to a town will come from already existing businesses.

Ceduna and the immediate region has enormous potential for expansion and growth particularly in industries such as mining, aquaculture and tourism. The further development of these industries will provide huge direct spin offs to the local economy.

The aim of this award is to foster and encourage the growth of small business in the District Council of Ceduna area.



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Business of the Year Award 2009 and The People's Choice Award

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Aims & Objectives:

The aim of this award is to foster and encourage the growth of small business in the District Council of Ceduna area.

Objectives include:

- Perceived good retail practices
- Providing excellent customer service
- Shown business development and growth
- Actively promoting Ceduna
- A good physical image
- An overall professional approach
- Participation and support to the community

Who can apply for the award?

The award is open to current financial members of the Ceduna Business and Tourism Association who are non- Government organisations. Businesses who apply will be eligible for all awards under the criteria described below and may win more than one award within the same year.

How does it work?

By filling in the attached application, your business will be automatically entered into all relevant categories e.g. Business of the Year Award, People's Choice Award and Business Encouragement Award.

Although the application is designed to make applying as simple as possible, it is important that as much detail is given as possible and the more photo's and documents that supply supporting evidence the better, as these may be used by judges in the scoring process.

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Closing Date for the award

Entries will be accepted no later than close of business (5.30pm) on Friday 14th August 2009. Return applications to:

Ceduna Business & Tourism Association
Business of the Year Awards
PO Box 123
Ceduna SA 5690.

Please note: Faxed or emailed entries will not be accepted.

Presentation of the awards

The announcement and presentation of the winning entries for the Ceduna Business Awards 2009, will be made at the Ceduna Oysterfest Dinner on Friday, October 2nd 2009.

What can the prize money be used for?

All award money can be used for any of the following:

- The training of staff
- The purchase of staff uniforms
- The employment of a person
- Purchase of equipment to improve the business
- To improve the physical image of the business

Note: The award is not to be used to pay accounts/ bills or for the purchase of stock.

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Business of the Year Award (\$2000):

Ceduna 'Business of the Year 2009' will be decided by a panel of independent judges. Each judge will be given the task of applying a score for each business (out of 10) for each of the seven objectives above. Once completed, all judges scores will be added and averaged to decide a winner (Highest score wins). Judges will be asked to proactively seek information on each business in regards to these objectives by either personal contact or that of family or friends that may have dealings with that particular business.

Judges may also use information gained from the application form to judge performance if needed, as in some instances it may be hard to gain knowledge of that business first hand. In the event that a particular judge is unable to give a fair account of that businesses performance in regards to a particular objective, an average score will be taken from the other judges to ensure there is no guess work in the scoring process.

Business Encouragement Award (\$1000):

Again, the winner of the '2009 Business Encouragement Award' will be decided by the aforementioned judging panel, using the same scoring system as in the 'Business of the Year Award', although the winning business must fall under the following criteria.

- Business must be less than 7 years of age
- Business must have no more than 10 employees

Business must supply a much needed service or range of products to the community

People's Choice Award (2 x \$1000):

Lastly, the '2009 People's Choice Award' is judged by the people of Ceduna and surrounds through a coupon system which will appear in the West Coast Sentinel. Customers can vote for their favourite businesses by simply filling in the original coupon and posting it to the CBTA or dropping it off to the West Coast Sentinel office. All customers' votes will then enter a prize draw to win a fantastic prize that will also be drawn at the Ceduna Oysterfest Dinner.

There will be two categories for the people's choice award each with \$1000 prize money:

- Businesses with <10 employees
- Businesses with >10 employees

Your business will be automatically entered for the correct category of "People's Choice".

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General Information

Business Name _____

Business Address _____

Phone _____

Contact Name _____

Contact Title _____

Location _____

Type of Business (e.g. Retail, hospitality etc) _____

Number of Employees _____

Number of years operation under current ownership _____

The products/ services your business provides: _____

How many years has your business been a CBTA member: _____

Premises Description (please attach a minimum of 2 internal photographs & 1 external photograph)

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The Judging Form has been included to help you understand how your nomination will be judged.
You are not required to fill this in.

Judging Form

Business Name _____

Eligibility

- | | |
|---|---|
| <input type="checkbox"/> Business of the Year | <input type="checkbox"/> People's Choice <10 Employee's |
| <input type="checkbox"/> Business Encouragement | <input type="checkbox"/> People's Choice >10 Employee's |

Perceived good retail practices

Within this businesses particular industry, where does this business stand against that which would be considered industry 'Best Practice'? Take into consideration those similar businesses that you may have frequented in other townships or cities and consider aspects such as:

- Store layout / location
- Merchandising
- Marketing
- Range of products / services

Score

/10

Providing excellent customer service

Many aspects of business contribute to a customer's satisfaction in regards to customer service! Try to gain either first hand experience or reports from other people you know about their level of satisfaction in this regard. Provide a score based on the following aspects:

- Quality of customer contact (Phone and Face to Face)
- Ability to contact (Are phone numbers advertised? Is there an attended office/shop available?)
- Ability to provide service advertised within reasonable time frames
- Response time to queries
- Follow up on customer satisfaction

Score

/10

Shown business development and growth

What signs of development and/or growth can be seen within this business? You may need to refer to application to some degree as much of the development of business may be behind the scenes. Look for improvements and development in the following areas:

- Training of staff
 - Additions to product / service range
- Improved premises or appearance

Score

/10

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Actively Promoting Ceduna

There are many ways in which a business may do this! Simply by providing good service with a professional approach will reflect well on Ceduna and should be considered overall. But, within this objective, businesses should be seen to assist visitors to our town as best they can within their market and encourage tourists to take advantage of the many products and services that the town as a whole has to offer. Businesses should always try and support other businesses within the community and promote tourism whenever given the opportunity as any injection of money from tourists and visitors will always help to grow the local economy.

Score /10

A good physical image

Simply put, a successful and professional outfit should portray a successful and professional image! Several questions will help you judge this objective quite easily:

- Do employees wear a uniform?
- Does the premises, and/or vehicles of the business, have a good physical image?

Does the business take pride in advertising the business well through a variety of local media?

Score /10

An overall professional approach

For a business to be successful in this objective, professional approach should be extended beyond that between the business and its customers, and all other business relationships will need to be considered. Relationships with suppliers, service providers, training organisations, government agencies and even non-profit organisations should all hold one with a professional approach in high regard. Overall, a good attitude in all dealings is required.

Score /10

Participation and support to the community

Within this objective we must consider what value this business provides the community! Through such things as sponsorship of sporting organisations, volunteering time and/or supplying resources to those in need, giving time to non-profit organisations in an effort to improve the community, all should always have some weight within a local business as any benefit to the community should indirectly benefit the business involved. In addition, a local business should always consider what goods and services it provides to ensure it is of benefit to the community. Such businesses which cover a 'niche in the Ceduna market may often do so simply as a service to its customers more than an opportunity to gain profit. All aspects should be considered within this objective.

Score /10

Score /70