

CATEGORY DESCRIPTION AND APPLICATION TIPS

Below are considerations to take when answering the application questions.

Questions 1 (300 words or less)	Tell us about your business, including
History of business	<ul style="list-style-type: none"> • Length of time in business • Company structure • Have you grown in turnover and staffing numbers? • Who are your workers, customers? • Any changes? e.g. location, size
Current activities	<ul style="list-style-type: none"> • What you do & offer? • What are your major products or services? • Are you a niche or competitive market
Future Direction	<ul style="list-style-type: none"> • What are your short and long term goals? • Any plans for: <ul style="list-style-type: none"> ○ Improving business activity / profit ○ New markets / opportunities ○ Employment opportunities ○ Locational / premises expansion ○ Future investment ○ Changing your marketing strategy
Questions 2 (300 words or less)	Explain why you nominated yourself for this business category? This question is to assess how your business has made an impact towards the award category you have chosen.
Excellence in Customer Experience	<p>Description</p> <p>This award recognises businesses that provide outstanding customer service and demonstrate commitment to achieving excellence throughout the entire customer journey.</p> <p>For this category, we also invite customers to nominate businesses which they consider achieve excellence in providing an outstanding and positive customer experience.</p> <hr/> <p>Tips</p> <p>For example, in making a submission to this award category, you may like to:</p> <ul style="list-style-type: none"> • Explain your business core values towards customer service • Provide an example of how your business has: <ul style="list-style-type: none"> ○ Gone the extra mile to assist a customer / your customers ○ Surpassed your customers' expectations and left a lasting positive impression on customers ○ Provided a unique and exceptional customer experience ○ Personalised your service to the customer

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<p>Creating Social Change</p>	<p>Description</p> <p>This award recognises businesses who seek to introduce initiatives that create positive change, opportunities and social outcomes, particularly to the benefit of those who experience hardship, vulnerability or disadvantage.</p> <hr/> <p>Tips</p> <p>For example, in making a submission to this award category, you may like to provide examples of how your business has:</p> <ul style="list-style-type: none"> • Introduced initiatives to empower and engage people to improve their employment outcomes, their capacity to engage with others in the workplace, and/or their workplace abilities and skills. • Implemented exemplary practices to attract, hire and retain people/groups who have lower levels of representation in their industry or who in some other way struggle to achieve employment outcomes on par with the general community. • Utilised its business model to help and assist those in the community who are less fortunate. • Made modifications to your business infrastructure (digital or physical) to improve equitable access or experiences of all people especially those facing additional barriers through disability, gender, culture, language, sexual orientation and faith.
<p>Excellence in sustainability</p>	<p>Description</p> <p>This award recognises businesses that have excelled in, and demonstrated leadership and commitment to, implementing innovative or exemplary environmental sustainability practices within their business and which have, by doing so, positively affected their environmental footprint (either through eliminating/reducing harmful impacts or creating/enhancing positive impacts) whilst remaining commercially viable and competitive.</p> <hr/> <p>Tips</p> <p>For example, in making a submission to this award category, you may like to explain:</p> <ul style="list-style-type: none"> • What steps have you undertaken to gain a better understand of your resource usage? • What measures are you taking to reduce energy, greenhouse gas emissions, water and materials/waste in business operations, supply chain and product end-of-life • How are you encouraging staff to change their behaviour towards sustainability? • Has your sustainability programs helped reduce the impact on the environment and community surroundings?

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	<ul style="list-style-type: none"> • What efforts have you used to “close the loop” on materials and energy cycles – repurpose, reuse and redesign • Have you developed or incorporating innovative and efficient technologies to minimise resource use or to better assist with your sustainability program?
<p>Pivoting during COVID-19</p>	<p>Description</p> <p>This award recognises businesses that adapted their business model quickly and/or creatively to the significant disruptions and impacts of COVID-19, enabling their business to continue to flourish during the pandemic (i.e. after March 2020).</p> <p>Tips</p> <p>For example, in making a submission to this award category, you may like to explain:</p> <ul style="list-style-type: none"> • What impact did COVID-19 have on your business? • Explain what actions your business undertook to pivot your business model so as to keep your business operating during the pandemic? <ul style="list-style-type: none"> ○ e.g. Did you successfully change business direction (shift focus)? ○ e.g. Did you identify a new market opportunity and/or create new products? ○ e.g. Did you reinvent your products or services?
<p>New Start up Business</p>	<p>Description</p> <p>This award is open to any Hobsons Bay business that is operating two years or less and, in that time, have advanced as a solid and sustainable business. Applicants should have a successful business and business plan, offer a unique product and/or service and have developed as a result of an identified gap in a market.</p> <p>Eligibility: In order to be eligible for this award the nominee must meet the following mandatory criteria:</p> <ul style="list-style-type: none"> • ABN registration starting from 1 July 2019 within the city of Hobsons Bay • The business has not been purchased or acquired • The business is not part of a franchise <p>Tips</p> <p>For example, in making a submission to this award category, you may like to explain:</p> <ul style="list-style-type: none"> • How did you go about identifying and successfully executing your business idea? • What was the main focus of your business plan and what goals did you achieve? • What moments or achievements in your business journey thus far are you most proud of?

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Question 3
(300 words or less)

What other attributes or success stories helps your business stand apart from your competitors?

Examples of what you might elaborate on are:

- Innovation
- Achievements
- Awards
- Grants received
- Nominations
- Testimonials
- Winning new contracts
- Working with other local businesses/ joint ventures
- Providing Sponsorship
- Fundraising events
- Volunteering
- Customer Experiences
- Export/trade
- Local employment
- Youth Services
- Apprenticeships / Traineeships
- Staff Training
- Buy local products / services
- Networking / business groups

You do not need to address all the points. Choose the activities or achievements your business best relates to.