

CATEGORY DESCRIPTION AND APPLICATION TIPS



HOBSONS
BAY CITY
COUNCIL



Below are considerations to take when answering the application questions.

QUESTION 1

Tell us about your business, including:

(150 to 300 words)

HISTORY OF BUSINESS

- 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

- What you do and offer?
- What are your major products or services?
- Are you a niche or competitive market

FUTURE DIRECTION

- What are your short and long term goals?
- Any plans for:
 - Improving business activity/profit
 - New markets/opportunities
 - Employment opportunities
 - Locational/premises expansion
 - Future investment
 - Changing your marketing strategy

QUESTION 2

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.

(150 to 300 words)

EXCELLENCE IN CUSTOMER EXPERIENCE

This award recognises businesses that provide outstanding customer service and demonstrate commitment to achieving excellence throughout the entire customer journey.

TIPS

In making a submission to this award category, you may like to include what you have done in one or more of the areas below:

- **Going the extra mile** - Identify customer needs and go the extra mile to assist their customers i.e. surpassing expectations and leaving lasting impressions to drive repeat business
- **Integrate technology** - Make use of technology to foster more effective communication with their customers and to personalise the customer experience
- **Continuous improvement** - Implement continuous improvement strategies towards quality control processes
- **Measure customer satisfaction** - Develop effective methods to measure customer service satisfaction and business performance using customer centric approaches

QUESTION 2 *CONT.*

Explain why you nominated yourself for this business category?

(150 to 300 words)

CREATING SOCIAL CHANGE AND DIVERSITY

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.

TIPS

In making a submission to this award category, you may like to include what you have done in one or more of the areas below:

- **Hiring** - Providing examples of successful incentives and exemplary practices which encourage hiring and retaining people who have lower representation in their industry (e.g. people with disability, women, CALD community, Aboriginal and Torres Strait Islander community members)
- **Infrastructure** - Demonstrating deliberate modifications to their 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.
- **Initiatives** - Introducing innovative initiatives in addition to standard operations that reduce social challenges and empower the community, particularly those who experience hardship, vulnerability or disadvantage
- **Training** - For businesses who educate and train staff or the community to advocate for and create greater social cohesion.
- **Community connection** - For businesses actively enhancing community connection by supporting Hobsons Bays most vulnerable citizens through an initiative or campaign.

QUESTION 2 *CONT.*

Explain why you nominated yourself for this business category?

(150 to 300 words)

EXCELLENCE IN SUSTAINABILITY AND CIRCULAR ECONOMY

This award recognises businesses that have demonstrated leadership and commitment to sustainable and circular economy initiatives.

TIPS

In making a submission to this award category, you may like to include what you have done in one or more of the areas below:

- **Circular supply chain** - Business who have implemented strategies to repurpose, reuse and redesign materials and energy within their supply chain to be more circular and sustainable.
- **New sustainable practices** - Implementing innovative or exemplary environmental sustainability practices within their business
- **Creating positive impact** - Eliminating/reducing harmful impacts or creating/enhancing positive impacts
- **Organisational culture** - Championing staff behaviour change through training, incentives, and programs to have a lasting impact
- **Circular economy practices** - Utilised circular economy initiatives to improve business efficiency, minimise waste and keep materials and products in circulation for as long as possible. Making efforts to “close the loop” on materials and energy cycles – repurpose, reuse and redesign
- **Collaboration** - Collaborates with external stakeholder to make sustainable changes that can directly benefit their customers, community and natural environment

QUESTION 2 *CONT.*

Explain why you nominated yourself for this business category?

(150 to 300 words)

EXCELLENCE IN INNOVATION

The award recognises a business that has used technology to make significant contributions to their industry and/or community by implementing innovative solutions to practically innovative on a customer, social or environmental level.

TIPS

In making a submission to this award category, you may like to include what you have done in one or more of the areas below:

- **Innovative thinking** – creating new value to your business through innovation of an idea, method, technology, process or application
- **Improved business efficiency** – enhanced internal work processes and systems to streamline and increase productivity in work practices
- **Innovative products** – Finding a gap in the market and creating a product or offering to solve this
- **Organisational culture** – development of a workplace culture that drives and supports innovation
- **Creative marketing** – applied an innovative approach to develop or market their business
- **Community connection** – thinking outside of the box to create innovative community connection activities
- **Flexibility and adaptability** – pivoted due to changes in the environment to deliver better products or services.
- **Competitive advantage** – an innovation that has brought competitive advantage for your business

QUESTION 2 *CONT.*

Explain why you nominated yourself for this business category?

(150 to 300 words)

NEW/START UP BUSINESS (UP TO 2 YEARS OLD)

This award is open to any new Hobsons Bay business that has been operating two years or less and have experienced rapid growth and actively contributes to the local community in a positive manner.

Eligibility: In order to be eligible for this award the nominee must meet the following mandatory criteria:

- ABN registration starting from 1 July 2020 within the city of Hobsons Bay
- The business has not been purchased or acquired
- The business is not part of a franchise
- Must be operational for a minimum of 12 months and no longer than 2 years

This is for the newcomers (operating less than 2 years operation) that are just starting out but already make a significant impact.

TIPS

In making a submission to this award category, you may like to include what you have done in one or more of the areas below:

- **Business planning** - Demonstrated successful business planning
- **Innovative products** - Developed a unique product and/or service as a result of an identified gap in a market.
- **Business model** - Developed a successful business model
- **Business growth** - Exponential growth in customer base/revenue
- **Business expansion** - Expanded physical presence in local community (e.g., upgraded premises to accommodate for growth)
- **Job growth** - Increased hiring, prioritisation of local hire

QUESTION 2 *CONT.*

Explain why you nominated yourself for this business category?

(150 to 300 words)

HOME BASED BUSINESS

The Home-Based Business category aims to celebrate the array of talented home-based business owners who through their products or services contribute positively to the local community and embody business excellence. The category is open to any registered Hobsons Bay business whose primary office is in the business owner's home.

Eligibility: In order to be eligible for this award the nominee must meet the following mandatory criteria:

- The home-based business is not part of a franchise or multi-level networking group

TIPS

In making a submission to this award category, you may like to include what you have done in one or more of the areas below:

- **Innovative products** - Developed a unique product and/or service as a result of an identified gap in a market.
- **Business growth** - Exponential growth in customer base/revenue
- **Community value** - Providing a product or service that is valuable to the community
- **Business systems** - Implemented structures and systems to adequately work from home
- **Business planning** - Have a strong business vision and plan to grow the business
- **Marketing** - Have a website or social media presence that generates high interaction

QUESTION 2 *CONT.*

Explain why you nominated yourself for this business category?

(150 to 300 words)

MAYORAL AWARD – SERVICE TO THE COMMUNITY

This mayoral award recognises businesses or business people that have significantly contributed to the local community. The category is open to any business or business person that provides significant support, events, fundraising or goods and/or services for the benefit of the Hobsons Bay community. Nominations for this category will come from both community members or the business.

TIPS

In making a submission to this award category, you may like to include what you have done in one or more of the areas below:

- **Community engagement** - The nominee has been proactively engaging Hobsons Bay community in volunteering, community partnerships, community events, and delivering sponsorships/fundraising
- **Social responsibility** - The nominee has provided significant support for social, ethical and environmental causes in the Hobsons Bay community
- **Local economic impact** - The nominee has put significant efforts in local jobs creation and training; partnerships with local businesses and organisations, or support for local suppliers
- **Innovation** - The nominee has provided innovative solutions to address community needs or challenges
- **Customer satisfaction** - The nominee has demonstrated commitment of their business to provide excellent customer service to the Hobsons Bay local community

QUESTION 3

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

(150 to 300 words)

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.*