



# WESTERN SYDNEY AWARDS FOR BUSINESS EXCELLENCE

## 2018 Western Sydney Awards for Business Excellence

### Award Entrants' Guide

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## Postcodes / Suburbs WSABE 2018

Postcode	Suburb
2115	Ermington
2116	Rydalmere
2117	Dundas Valley, Dundas, Telopea, Oatlands
2118	Carlingford
2119	Beecroft
2121	Epping
2122	Eastwood
2125	West Pennant Hills
2126	Cherrybrook
2127	Sydney Olympic Park, Wentworth Point, Newington
2128	Silverwater
2142	South Granville, Rosehill, Holroyd, Clyde, Granville, Blaxcell, Camellia
2144	Auburn
2145	Westmead, Mays Hill, Greystanes, Girraween, Constitution Hill, Wentworthville, South Wentworthville, Pendle Hill, Pemulwuy
2146	Old Toongabbie, Toongabbie, Toongabbie East
2147	Kings Langley, Lalor Park, Seven Hills
2148	Arndell Park, Blacktown, Huntingwood, Kings Park, Marayong, Prospect
2150	Parramatta, Harris Park
2151	North Rocks, North Parramatta
2152	Northmead
2153	Baulkham Hills, Winston Hills, Bella Vista
2154	Castle Hill
2155	Beaumont Hills, Kellyville Ridge, Kellyville, Rouse Hill
2156	Annangrove, Kenthurst, Glenhaven
2157	Glenorie, Forest Glen, Canoelands
2158	Round Corner, Middle Dural, Dural
2159	Galston, Fiddletown, Berrilee, Arcadia
2160	Merrylands West, Merrylands
2161	Yennora, Old Guildford, Guildford West, Guildford



<b>Postcode</b>	<b>Suburb</b>
2162	Sefton, Chester Hill
2163	Lansdowne, Villawood, Carramar
2164	Woodpark, Wetherill Park, Smithfield, Smithfield West
2165	Fairfield West, Fairfield East, Fairfield Heights, Fairfield
2166	Canley Heights, Cabramatta West, Lansvale, Canley Vale, Cabramatta
2168	Sadleir, Heckenberg, Green Valley, Miller, Hinchinbrook, Ashcroft, Cartwright, Busby
2170	Warwick Farm, Lurnea, Moorebank, Mount Pritchard, Prestons, Hammondville, Liverpool, Casual, Chipping Norton
2175	Horsley Park
2176	Greenfield Park, Edensor Park, Bossley Park, Abbotsbury, Wakeley, St Johns Park, Prairiewood
2177	Bonnyrigg Heights, Bonnyrigg
2178	Kemps Creek, Mount Vernon, Cecil Park
2197	Bass Hill
2198	Georges Hall
2199	Yagoona West, Yagoona
2200	Bankstown, Manahan, Condell Park, Mount Lewis
2211	Padstow Heights, Padstow
2212	Revesby
2213	East Hills, Panania, Picnic Point
2214	Milperra
2747	Werrington Downs, Werrington County, Werrington, Shanes Park, Llandilo, Kingswood, Jordan Springs, Claremont Meadows, Cambridge Park, Cambridge Gardens, Caddens
2748	Orchard Hills
2749	Castlereagh, Cranebrook
2750	Penrith South, Jamisontown, Leonay, Penrith, Emu Plains, Emu Heights
2751	Penrith
2753	Yarramundi, Richmond Lowlands, Hobartville, Grose Wold, Richmond, Londonderry, Agnes Banks, Bowen Mountain, Grose Vale



<b>Postcode</b>	<b>Suburb</b>
2756	Clarendon, Central Colo, Colo Heights, Colo, Cattai, Bligh Park, Lower Portland, Glossodia, McGraths Hill, Maroota, Cumberland Reach, Cornwallis, Freemans Reach, Ebenezer, Sackville North, Sackville, South Maroota, Scheyville, Mulgrave, Mellong
2758	Berambing, Kurrajong Heights, Kurrajong Hills, Mount Tomah, Mountain Lagoon, Bilpin, Blaxlands Ridge, East Kurrajong, Kurrajong, Wheeny Creek, The Devil's Wilderness
2759	St Clair, Erskine Park
2760	Ropes Crossing, Oxley Park, St Marys, Colyton
2761	Oakhurst, Hassall Grove, Glendenning, Dean Park, Colebee, Plumpton
2762	Schofields
2763	Acacia Gardens, Quakers Hill
2765	Maralya, Marsden Park, Berkshire Park, Box Hill, Riverstone, Vineyard, Nelson, Oakville
2766	Eastern Creek, Rooty Hill
2767	Bungarribee, Doonside, Woodcroft
2768	Glenwood, Stanhope Gardens, Parklea
2769	The Ponds
2770	Bidwell, Dharruk, Blackett, Hebersham, Emerton, Minchinbury, Lethbridge Park, Mt Druitt, Tregear, Shalvey, Whalan, Willmott



## **WSABE 2018**

The Western Sydney Awards for Business Excellence provides an exceptional opportunity to recognize and reward amazing businesses whose passion, determination and success inspire other businesses and business people.

The Awards are about more than just winning. They are the perfect opportunity for entrants to take a fresh look at their operation and have it assessed by experts.

Across eighteen categories, WSABE recognise excellence in business leadership, entrepreneurship, social enterprise, sustainability, innovation, export, business growth and employment practices.

The NSW Business Chamber is associated with the Western Sydney Awards for Business Excellence (WSABE) to promote business excellence in Western Sydney and WSABE Have aligned with the NSW Business Chamber in many categories and WSABE Winners in these categories progress as Finalists to NSW Business Chamber State Awards.

### **Individual Categories (NSW Business Award Aligned)**

- Outstanding Young Employee (Not Awarded at State, ONLY awarded at a Regional level)
- Outstanding Young Entrepreneur
- Outstanding Business Leader

### **Business Award Categories (NSW Business Award Aligned)**

- Excellence in Small Business (Less than 20 FTE employees)
- Excellence in Business (20 FTE or more employees)
- Excellence in Social Enterprise
- Start Up Superstar
- Excellence in Innovation
- Excellence in Sustainability
- Excellence in Export
- Outstanding Employer of Choice
- Excellence in Workplace Inclusion (New 2018)

### **WSABE Specific Categories are: (Winners in these categories do not proceed to the 2018 State Business Awards)**

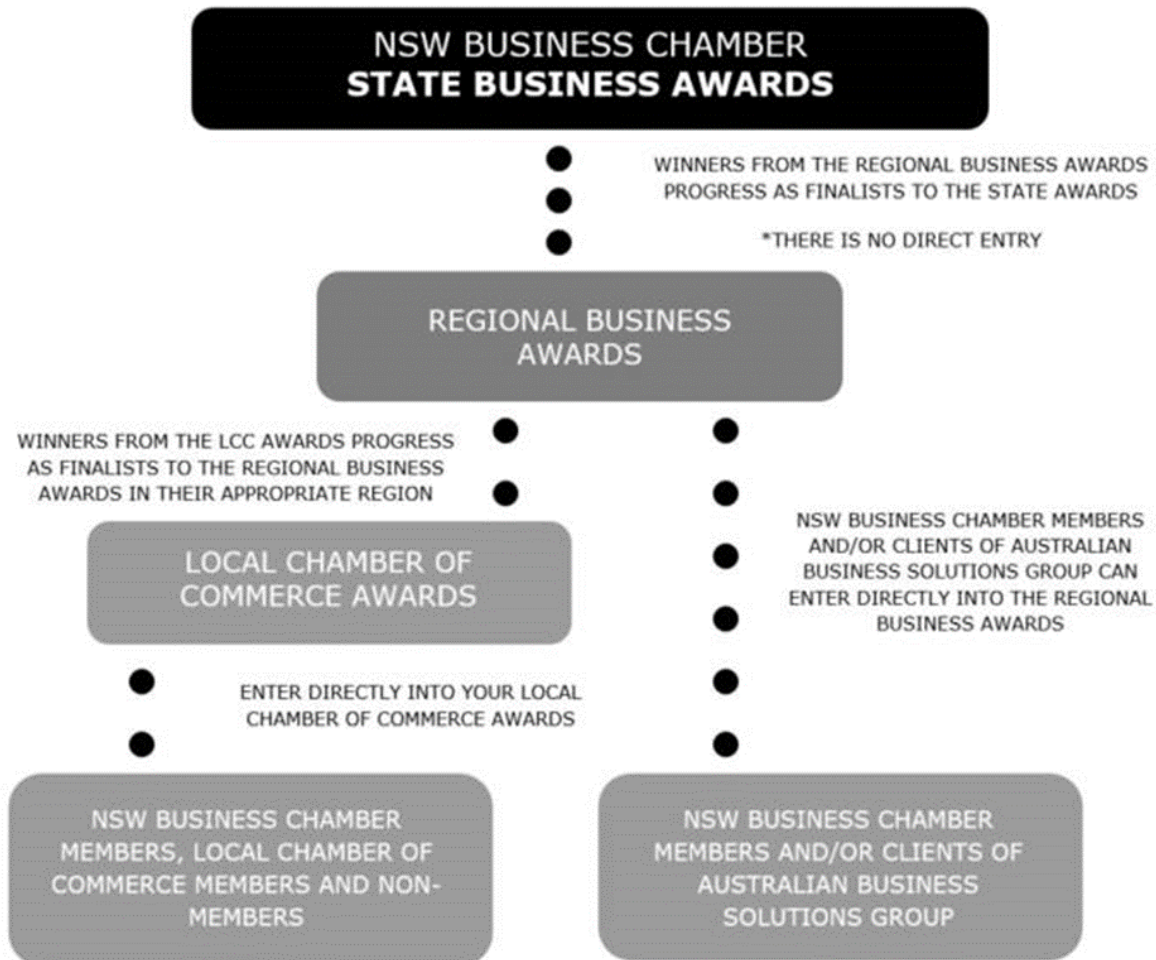
- Excellence in Marketing
- Excellence in Education, Training and Careers (New 2018)
- Excellence in Customer Service
- Excellence in Workplace Health & Safety
- Excellence in Hospitality & Tourism (New 2018)
- Excellence in Arts & Culture (New 2018)
- Excellence in a Traditional Trade (New 2018)

### **Additional Categories – entries judged from Finalists and Winners**

- Patron's Choice
- Business of the Year



## Alignment Structure



## Judging Process

**WSABE & The NSW Business Chamber Business Awards** follow a rigorous judging process at both regional and state level.

Judges are selected from subject matter experts or practitioners in the area relating to the award category, academics in the field, award category sponsors and NSW Business Chamber representatives. Each category is judged by a minimum of 2 independent judges.

WSABE nominates a minimum of 1 judge per Category & the NSW Business Chamber nominates 1 judge per category (for aligned categories). Judges details are confidential with neither judge aware of the other details. Judging is completed separately and without collaboration.

Judging takes place online, which is why only online entries will be accepted into the awards.

Entries are judged individually – scores are then collated and averaged. Weightings are applied to achieve a final score.



## **WSABE 2018 Key Dates**

- **Thursday 29th March 2018**
  - Entries WSABE Open
  
- **Tuesday 1st May 2018**
  - Official Launch WSABE 2018
  
- **Friday 20th July 2018**
  - Entries Close
  
- **Friday 10th August 2018**
  - Finalists announced
  
- **Friday 24th August 2018**
  - Finalist Presentation Event
    - Join us for a cocktail event officially presenting WSABE finalists 2018
  
- **Friday 21st September 2018**
  - Gala Presentation Night
    - Winners will be announced at the WSABE Awards gala dinner
  
- **Thursday 1st November 2018**
  - Sponsors/ winners event
    - Winners will be announced at the WSABE Awards gala dinner
  
- **Friday 23rd November**
  - NSW Business Chamber State Awards Gala Dinner
    - Winners from each state aligned categories proceed as finalists to the NSW Business Chamber State Awards as regional Winners – Western Sydney. State winners to be announced at the Gala Dinner.





## ENTRY DETAILS – (entry via [www.wsabe.com.au](http://www.wsabe.com.au))

### Business Details

*To be completed by all entrants including those entering the individual categories*

1. Trading name:
2. Registered ABN:
3. How is your business structured
  - Sole Trader
  - Partnership
  - Trust
  - Company
4. Is your business classified as a not for profit?
5. Main Office Address:
6. Business trading commencement date:
7. What industry does business operate in?
  - Agriculture, Forestry and Fishing
  - Mining
  - Manufacturing
  - Electricity, Gas, Water and Waste Services
  - Construction
  - Wholesale Trade
  - Retail Trade
  - Transport, Postal and Warehousing
  - Information, Media and Telecommunications
  - Financial and Insurance Services
  - Rental, Hiring and Real Estate Services
  - Professional, Scientific and Technical Services
  - Administrative and Support Services
  - Public Administration and Safety
  - Education and Training
  - Health Care and Social Assistance
  - Arts and Recreation Services
  - Other
8. Number of employees on payroll including contractors, casuals and labour hire staff
  - 1 to 4
  - 5 to 19
  - 20 to 49
  - 50 to 99
  - 100 to 199
  - 200+



9. Is your business primarily business to business or business to consumer?
  - Business to Business
  - Business to Consumer
10. Please indicate the main reason/s you are entering into the NSW Business Awards
  - To raise the profile of my business
  - To recognise my staff and our achievements
  - To build business networks
  - To reflect on the goals, strategies and vision that led to the success of your business and to use those insights to drive even greater success in the future.
11. Please describe the single biggest challenge that your business will face in the next financial year.
12. Please provide a 100-word biography for your business. This biography will be used for promotional purposes.
13. Website
14. Twitter
15. Instagram
16. LinkedIn
17. Facebook

## Contact Details

*To be completed by all entrants*

### Entry Contact Details:

Name:

Position:

Email:

Phone:

Mobile:

### Media Contact Details

**Tick box if same as above**

Name:

Position:

Email:

Phone:

Mobile:



## Categories 2018

### 1. Outstanding Young Employee

Awarded at WSABE only, Winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

#### ***Award eligibility check box***

- I am aged between 18 -35 years at the time of entry.
- I have been employed by my current employer for at least 18 months on or prior to this entry submission.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.
- I am not a Parramatta Chamber Executive team member.
- I am not an employee of Parramatta Chamber of Commerce.

#### **Description**

The Outstanding Young Employee award recognises an inspirational young employee aged between 18-35 years. To enter this award the individual must have been employed by their current employer for a minimum of 18 months at the time of entry.

**Should the entrant leave the organisation before the WSABE Gala event, their entry is ineligible.**

#### **Questions**

1. Entrants first name
2. Entrants surname
3. Date of birth
4. Current job title
5. Name of the business / organisation you work for
6. Commencement of employment date
7. Outline your employment background including previous roles and responsibilities.  
(Word Count: Max 300)
8. Provide a current profile of yourself including current job role and scope of responsibilities including details of the role, any direct reports, your budget, your financial and organisational reporting line. (Word Count: Max 400)
9. Detail your measurable career achievements including key milestones.  
(Word count: Max 400)
10. Provide an overview of your 5-year goals/milestones and how you are working towards each of these. (Word Count: Max 300)
11. Describe the key challenges you have faced as a young employee and how you have dealt with each of these challenges, including examples.  
(Word Count: Max 300)
12. What do you believe makes you an outstanding young employee, including examples of where you have had to use your leadership skills?  
(Word Count: Max 400)



## 2. Outstanding Young Entrepreneur

### **Award eligibility check box**

- I am aged between 18 -35 years at the time of entry.
- I am a current owner or part owner of a business for at least 24 months on/prior at the time of entry.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.
- I am not a Parramatta Chamber Executive team member.

### **Description**

The Outstanding Young Entrepreneur award recognises an inspirational young person aged between 18-35 years who, through their own commitment and passion, owns or part owns a successful business. This award recognises young business people who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.

### **Questions**

1. Entrants first name
2. Entrants surname
3. Date of birth
4. Current Job title
5. Name of business organisation you own or part own
6. Date in which you established or took ownership of the business organisation
7. Number of other owners
8. Percentage of ownership held by you
9. What problem have you solved, how did you identify it as a market need and what is your target market?  
(Word Count: Maximum 200)
10. Describe your competitors and your business's competitive advantage.  
(Word Count: Maximum 300)
11. Describe how you funded your business.  
(Word Count: Maximum 300)
12. Provide an overview of your 5-year strategies for future growth and key milestones detailing how you are currently working towards achieving these.  
(Word Count: Maximum 450)
13. Detail the measurable growth and key achievements in your business over the past 24 months.  
(Word Count: Maximum 450)
14. Describe the key challenges you have faced as a young entrepreneur and how you deal with these challenges.  
(Word Count: Maximum 300)



### 3. Outstanding Business Leader

#### **Award eligibility check box**

- I am aged 36 years and over at the time of entry.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

#### **Description**

The Outstanding Business Leader award recognises the positive contribution made to business by business people and professionals. The award recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders. Individuals entering this category can be self-employed or employed by a business

#### **Questions**

1. Entrants first name
2. Entrants surname
3. Date of birth
4. Current job title
5. Name of organisation or business
6. Provide a current profile of yourself including your scope of responsibilities, details of your role, any direct reports, your budget, your financial and organisation reporting line.  
(Word Count: Maximum 300)
7. Detail your achievements in business with clear measurable examples.  
(Word Count: Maximum 400)
8. Outline how you have reshaped your business, organisation or industry to create a smarter and more inclusive future with examples of how you have used your leadership skills?  
(Word Count: Maximum 400)
9. Provide an overview of your 5-year strategies for future growth and key milestones, detailing how you are working towards achieving each of them.  
(Word Count: Maximum 400)
10. Describe the key challenges you have faced as a business leader and how you overcame each of them.  
(Word count: Maximum 400)
11. Describe the activities and initiatives you have undertaken to help the community (and or the business community).  
(Word count: Maximum 400)



#### 4. Excellence in Small Business

*(For businesses employing less than 20 FTE employees on payroll in Australia such as contractors, casuals and labour hire staff)*

##### **Award eligibility check box**

- This business has been trading for a period of two years or more, not bankrupt or trading insolvent at the time of entry.

##### **Description**

The Excellence in Small Business award recognises a business, employing less than 20 FTE that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous 24 months.

##### **Questions**

1. What is unique about your business and how does it demonstrate excellence?  
(Word Count: Maximum 400)
2. Describe your business growth and key milestones in the previous 24 months.  
(Word Count: Maximum 400)
3. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months.  
(Word Count: Maximum 450)
4. Explain how the strategies in Question 3 achieved their measurable outcomes and demonstrate “excellence”.  
(Word Count: Maximum 450)
5. Detail the key challenges your business and industry face in the future and the strategies and plans you have in place to address these challenges.  
(Word Count: Maximum: 450)



## 5. Excellence in Business

*(For businesses employing more than 20 FTE employees on payroll in Australia such as contractors, casuals and labour hire staff)*

### **Award eligibility check box**

- This business has been trading for a period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

The Excellence in Business award recognises a business that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over the previous 24 months.

### **Questions**

1. What is unique about your business and how does it demonstrate excellence?  
(Word Count: Maximum 400)
2. Describe your business growth and key milestones in the previous 24 months.  
(Word Count: Maximum 400)
3. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months.  
(Word Count: Maximum 450)
4. Explain how the strategies in Question 3 achieved their measurable outcomes and demonstrate “excellence”.  
(Word Count: Maximum 450)
5. Detail the key challenges your business and industry face in the future and the strategies and plans you have in place to address these challenges.  
(Word Count: Maximum 450)



## 6. Excellence in Social Enterprise

### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- The organisation has not entered the categories of Excellence in Small Business and Excellence in Business in 2018.
- The organisation is driven by a public or community cause, be it social, environmental, cultural or economic.
- The majority of your organisations income is from trade, NOT donations or grants.
- The majority (at least 50%) of your profits are used to work towards your social mission.

### **Description**

The Excellence in Social Enterprise Award is open to organisations that have been established or exist to further a social purpose that benefits the community. These organisations have commercial activities, products or services (other than government grants and donations) that provide an income stream to fund social purpose activities.

### **Questions**

1. Explain the social purpose of your business and how this contributes to social community, cultural and/or environment.  
(Word Count: Maximum 300 words)
2. Outline the different products, services and trades where revenue to fund your social purpose is derived from?  
(Word Count: Maximum 400)
3. Detail each of the strategies and actions undertaken to achieve the social purpose.  
(Word Count: Maximum 400 words)
4. Detail measurable evidence of how each of these strategies and actions is contributing to the achievement of the social purpose goals for your business?  
(Word Count: Maximum 400 words)
5. Provide an overview of your 5-year strategies for future growth, sustainability and key milestones detailing how you are working towards achieving them.  
(Word Count: Maximum 400 words)





## 7. Start Up Superstar

### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- This business has not been purchased or acquired.
- This business is not part of a franchise.

### **Description**

This category recognises a business that has been operating for less than 2 years that delivers a product/service/idea/invention with credible potential. This award recognises early-stage start-ups that have a solid chance of market success, and strongly displays the entrepreneurial spirit.

### **Questions**

1. Is this your first start up? (If no please specify other business ventures and their degree of success).  
(Word Count: Maximum 300)
2. Date when you commenced trading.
3. Number of other owners
4. What problem (or need) has your business solved?  
(Word Count: Maximum 200)
5. How did you identify the market need and who is your target market?  
(Word Count: Maximum 400)
6. Describe your competitors and your business's innovative competitive advantage?  
(Word count: Maximum 400)
7. Outline your business success since its inception.  
(Word Count: Maximum 400)
8. Detail and include your current research, customer marketing strategy, logistics and service delivery.  
(Word Count: Maximum 400)
9. Describe how you funded your business.  
(Word Count: Maximum 200)
10. Detail how your business has the potential to scale and achieve financial sustainability.  
(Word Count: Maximum 400)
11. Provide commercial and technical evidence your team has the ability and competencies to achieve success and detail strategy and timeframe involved  
(Word Count: Maximum 500)



## 8. Excellence in Innovation

### *Award eligibility check box*

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

This Award recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

### **Questions**

1. Provide details of the innovation or innovative approach in your business.  
(Word Count: Maximum 300)
2. Explain how your business monitors and reacts to changes in the market including how your business acquires an understanding of emerging customer needs and market developments.  
(Word Count: Maximum 300)
3. How well has the innovation been received by the marketplace? Provide details of the cost effectiveness, integration, risk minimisation and commercialisation.  
(Word Count: Maximum 300)
4. How has innovative activity in your business helped grow or improve your business such as increased size, greater scope, productivity improvements, higher revenue, lower cost?  
(Word Count: Maximum 400)
5. Demonstrate how the innovation has or is likely to have a positive impact beyond your business (i.e. to your industry, to the community).  
(Word Count: Maximum 400)
6. Did the innovation achieve its objectives and goals? How are these improvements or impacts to the business measured?  
(Word Count: Maximum 400)



## 9. Excellence in Sustainability

*(Where sustainability is your core business, you must enter this category based on sustainable initiatives and projects within your business, not related to your core offering)*

### **Award eligibility check box**

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

The Excellence in Sustainability award recognises businesses that are working to reduce the impact of their operations on the environment and/or provide products and services that have positive environmental outcomes.

### **Questions**

1. Describe your business environmental sustainability goals. Note that these must be quantifiable targets.  
(Word Count: Maximum 300)
2. Describe the initiatives/actions your organisation has undertaken to achieve its sustainability objectives in the previous 12- 24 months within the region you are entering the awards.  
(Word Count: Maximum 400)
3. Describe your sustainability achievements over the last 12 months.  
(Word Count: Maximum 300)
4. Describe how you involve staff in your environmental initiatives.  
(Word Count: Maximum 300)
5. Provide measurable evidence of how the sustainability objectives your business has achieved have contributed to the business, customers, staff and suppliers such as financial outcomes, staff engagement, marketing benefits, supplier/customer loyalty.  
(Word count: Maximum 400)



## 10. Excellence in Export

### *Award eligibility check box*

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

The Excellence in Export Award recognises leading examples of businesses that are exporting their products internationally and are forging a strong reputation for Australian products and services in international markets. This applies to businesses that are exporting directly or through a third party.

### **Questions**

1. Summarise your measurable export success/es in the past 24 months.  
(Word Count: Maximum 350)
2. Outline the key points of your international marketing strategy over the past 12- 24 months and what role it played in your company's success.  
(Word Count: Maximum 400)
3. What strategies (communication/advertising/promotional/partnerships etc.) have you implemented to promote and sustain awareness of your brand/s in overseas markets in the past 12-24 months?  
(Word count: Maximum 400)
4. Briefly explain how your company differentiates its product/service from the competition and how are you maintaining/improving this advantage.  
(Word Count: Maximum 350)



## 11. Outstanding Employer of Choice

### *Award eligibility check box*

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

The Employer of Choice award recognises organisations that put in place strategies and initiatives to create stimulating and supportive workplace environments for their employees. These strategies or initiatives must have a positive impact on both employees and the organisation.

### **Questions**

1. Outline your current staff level, retention rate and turnover.  
(Word Count: Maximum 200)
2. Have you had any unfair work dismissal applicants occur over the past 24 months including measures to adapt and improve.  
(Word Count: Maximum 200)
3. Explain any specific HR and WHS programs and policies you have undertaken in the previous 24 months to improve workplace culture.  
(Word Count: Maximum 400)
4. Why did your business embark on this project/s and/or initiatives?  
(Word Count: Maximum 400)
5. What measurable results have been achieved and how have they positively contributed to workplace productivity and employee satisfaction? (i.e. reduction in voluntary staff turnover, absenteeism, training and development hours, employee satisfaction measures).  
(Word Count: Maximum 400)
6. Identify and describe the benefits you offer as an Employer of Choice?  
(Word Count: Maximum 350)
7. How does your business adopt inclusive practices and recognise the needs of a diverse community (including people with disability and seniors)?  
(Word Count: Maximum 350)



## 12. Excellence in Workplace Inclusion

### *Award eligibility check box*

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

This Excellence in Inclusion award recognises businesses that address the needs of a diverse community, including seniors, people from Culturally and Linguistically Diverse (CALD) backgrounds, and people with disability. An inclusive business facilitates the needs of all its employees and customers. For example, for people with disability, there are multiple elements of inclusion that go beyond regulatory compliance to create a functional and welcoming environment. These strategies or initiatives must have a positive impact on employees, the organisation and the customer as a whole.

### **Questions**

1. Outline your current staff level and diversity – include employees with disability, seniors (over 55) and people from CALD backgrounds.  
(Word Count: Maximum 200)
2. Identify and describe your positive and/ or proactive inclusive practices within the business that go beyond regulatory compliance.  
(Word Count: Maximum 350)
3. Describe your HR and employment hiring practices that demonstrate your commitment to being an inclusive employer.  
(Word Count: Maximum 350)
4. Identify and describe how your business has created an accessible and inclusive environment that is welcoming for customers with disability, seniors and people from CALD backgrounds.  
(Word Count: Maximum 400)
5. Explain why your business embarked on being more accessible and inclusive and describe what further actions you will take in the future to becoming more accessible and inclusive to employees and customers.  
(Word Count: Maximum 400)



### 13. Excellence in Marketing

Awarded at WSABE only, Winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

#### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

#### **Description**

The Excellence in Marketing Award recognizes business that utilizes a variety of marketing tools and techniques to effectively promote their business whilst engaging the end user.

#### **Questions**

1. Describe the marketing strategies your organisation has in place and demonstrate how these have helped drive improvements in your business performance.  
(Word Count: Maximum 400)
2. Explain how your marketing activities are measured and evaluated.  
(Word Count: Maximum 300)
3. Provide your marketing plan outline detailing your targets and the outcome you are seeking.  
(Word Count: Maximum 300)
4. Describe the process utilised to involve the end user when determining a marketing initiative or plan.  
(Word Count: Maximum 250)



#### **14. Excellence in Education, Training & Careers**

Awarded at WSABE only, winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

##### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

##### **Description**

The Excellence in Education, Training and Careers Award recognizes organisations who display outstanding achievement through the implementation of improved and innovative systems and processes to educate the youth of Western Sydney.

This category is open to organisations from pre-schools through to tertiary, RTO's and private organisations enabling the education and employability of youth.

##### **Questions**

1. Describe the nature and objectives of your business.  
(Word Count: Maximum 250)
2. Describe the initiatives undertaken to ensure future employability, enhanced career development or increased likelihood of progression to higher education and achievement.  
(Word Count: Maximum 400)
3. Provide measurable evidence of innovative systems and processes that make you stand out from other facilities or programs.  
(Word Count: Maximum 400)
4. Describe how you achieve positive outcomes in assisting youth with education, and training.  
(Word Count: Maximum 300)
5. Provide examples of how you have implemented your systems and processes in the last 12 months to achieve your objectives.  
(Word Count: Maximum 300)





## 15. Excellence in Customer Service

Awarded at WSABE only, Winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

The Excellence in Customer Service Award recognizes businesses or organisations that show growth and customer retention through building relationships by listening, analysing feedback and exceeding their expectations.

### **Questions**

1. Describe the key customer service objectives you have set for your organisation and achievement of these in the last 12 months.  
(Word Count: Maximum 300)
2. Provide an overview of your organisation's customer service strategy and what differentiates your service standards in the marketplace.  
(Word Count: Maximum 400)
3. How do you instill a customer service attitude of exceptional service in your business or organisation?  
(Word Count: Maximum 300)
4. Explain how you ensure profit and growth for your business whilst managing exceptional customer service.  
(Word Count: Maximum 250)
5. With a focus on customer service, describe how you recognise exceptional service by your staff and maintain staff loyalty to your business.  
(Word Count: Maximum 350)



## 16. Excellence in Work Health & Safety

Awarded at WSABE only, Winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

This Award recognizes a business that is creating a safe and healthy work environment through the implementation of outstanding WHS management systems, solutions and practices in businesses.

### **Questions**

1. Explain the assessment processes in place to identify, control and review health and safety risks in your businesses.  
(Word Count: Maximum 300)
2. Explain the consultation arrangements you have in place to ensure optimum WHS for your workers.  
(Word Count: Maximum 200)
3. Describe the role of Health & Safety officers in your overall WHS plan.  
(Word Count: Maximum 200)
4. Provide details of your health and safety management systems and practices in your workplace?  
(Word Count: Maximum 400)
5. Provide measurable evidence of the workplace health and safety initiatives you have implemented and how they have created a safer work environment.  
(Word Count: Maximum 400)



## 17. Excellence in Hospitality & Tourism

Awarded at WSABE only, Winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

Excellence in the Hospitality and Tourism Category recognises businesses and organisations that contribute in a positive and sustainable way to the changing lifestyle in Western Sydney and the increase in need for hospitality and tourism.

This category is open to all restaurants, cafes, catering services, pubs, clubs and nightclubs and entertainment venues, winery restaurants/cafes, cellar doors, boutique hotels, guest houses, B&B's, Hotel, Motel, backpacker accommodation and youth hostels, tourist attractions, tours, tour operations and guides, libraries and parks, gardens.

### **Questions**

1. Describe the nature of your business?  
(Word Count: Maximum 150)
2. Explain the touch points that you provide your customers and the reason these are valued most highly?  
(Word Count: Maximum 450)
3. Describe how your service delivery and product differs and stands out from the competition?  
(Word Count: Maximum 350)
4. Detail the strategies and actions undertaken to achieve the ongoing economic growth within your business and to ensure returning custom.  
(Word Count: Maximum 400)
5. Detail measurable evidence of the success of your business  
(Word Count: Maximum 350)
6. Explain the goals of your business for the next 12 to 24 months and how will you achieve these.  
(Word Count: Maximum 400)



## 18. Excellence in Arts & Culture

Awarded at WSABE only, Winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

### **Description**

The Excellence in Arts and Culture award recognises a business, organisation or individual that demonstrates an extraordinary range of outstanding and sustained achievement across music, literature, community arts and cultural development, emerging and experimental arts, visual arts, theatre, and dance across the Western Sydney region. The activity should be leading to a vibrant community, social cohesion and community capacity building, and acknowledge and promote cultural identity and expression.

### **Questions**

1. What is the nature of activity undertaken?  
(Word Count: Maximum 150)
2. Explain the impact of this activity on community wellbeing and social cohesion? Word Count:  
(Word Count: Maximum 400)
3. Detail the strategies and actions to achieve the social purpose including revenue generating strategies.  
(Word Count: Maximum 400)
4. Detail measurable evidence of the success achieved these strategies and actions is contributing to the achievement of the social purpose goals for your business?  
(Word Count: Maximum 400)



### **19. Excellence in a Traditional Trade (Industry Based Category)**

Awarded at WSABE only, Winner does not progress to the NSW Business Chamber Business Awards as a Regional Winner.

#### ***Award eligibility check box***

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

#### **Description**

The Excellence in a traditional trade category recognises the traditional trade and their contribution to the ongoing employment growth of Western Sydney.

The Excellence in a Traditional Trade category is open to all businesses engaged in the traditional trade businesses including (but not limited to) plumbing, carpentry, automotive, building, engineering, manufacturing, printing and construction.

#### **Questions**

1. Describe the nature of your business?  
(Word Count: Maximum 150)
2. Describe the skills set of your staff and how these are kept current?  
(Word Count: Maximum 250)
3. Detail your policy and strategies utilised to ensure the maximum workplace safety of your trades people.  
(Word Count: Maximum 350)
4. Explain how your trade business stands out from your competition?  
(Word Count: Maximum 300)
5. Detail the strategies and actions to achieve the ongoing economic growth within your business.  
(Word Count: Maximum 400)
6. Explain the goals of your business for the next 12 to 24 months and how will you achieve these.  
(Word Count: Maximum 400)



## **WSABE 2018 Business of the Year**

This award considers all business award categories and is awarded to a business considered an “all-rounder” with superior performance in all aspects. Please note that entrants cannot directly nominate for this award. The winner of this award is selected from the WSABE Category winners.

## **WSABE 2018 PATRON’S CHOICE**

The Patron’s choice award recognises organisations that contribute to the community. This will be selected by The Hon. Alan Cadman OAM, the Awards’ Patron, from finalist entries in all categories.



## 2018 WSABE & NSW Business Chamber Business Awards Program Terms & Conditions of Entry

### 1. How to Enter

- 1.1 Entry is free.
- 1.2 To enter WSABE & the NSW Business Chamber State Business Awards (NSWBC Awards) all applicants must read and understand the terms and conditions set out in this document (Terms and Conditions) and complete the on-line entry form for your chosen category.
- 1.3 WSABE & the NSW Business Chamber reserves the right to alter or change these Terms and Conditions at any time at its discretion.
- 1.4 All entrants into a Regional or State Award will be notified of any change to these Terms and Conditions that has taken place before their entry is judged and will be provided with a reasonable opportunity to amend or alter their entry (should they wish to do so).
- 1.5 All submissions are to be lodged through the WSABE website at [www.wsabe.com.au](http://www.wsabe.com.au) (Website).
- 1.6 By lodging your entry you agree to be bound by these Terms and Conditions.
- 1.7 Your entry must be submitted by 5pm Australian Eastern Standard time on Friday 20th July 2018.
- 1.8 All entries must be submitted through either one of the aligned Local Business Chamber award programs or Regional award programs. Direct entries into the NSWBC Awards will not be accepted.

### 2. ENTRY ELIGIBILITY

- 2.1 All businesses that submit an entry must hold a current Australian Business Number (ABN). This clause 2.1 does not apply to individual entrants into the individual award categories of Outstanding Young Employee, Outstanding Young Entrepreneur and Outstanding Business Leader.
- 2.2 Entries can be submitted by any business that has been continuously operating in NSW for a minimum period of two years at the time of entry as published in the Key Award Dates section on the Website. This clause 2.2 does not apply to entries into the Start-Up Superstar category where entries can be made by any business that has been operating less than a period of two years at the time of entry.
- 2.3 Entry into WSABE & the NSWBC Awards is not open to Board Members of the Parramatta Chamber of Commerce or the NSW Business Chamber or any of its related or controlled entities.
- 2.4 Entry into the Outstanding Young Employee, Outstanding Young Entrepreneur and Outstanding Business Leader categories are not open to Parramatta Chamber of Commerce Board Members, NSW Business Chamber Board Members, NSW Business Chamber Regional Advisory Councillor and State Councillors. NSW Business Chamber Regional Advisory Councillors and State Councillors can enter their business in other NSWBC Award categories.
- 2.5 Staff members of Parramatta Chamber of Commerce or the NSW Business Chamber or any of its related or controlled entities are not eligible to enter the NSWBC Awards.



- 2.6 An entry into the individual award categories (Outstanding Young Employee, Outstanding Young Entrepreneur and Outstanding Business Leader) shall be automatically disqualified if:
  - 2.6.1 the entrant becomes bankrupt or insolvent; or
  - 2.6.2 the entrant becomes disqualified from holding office as a director of any organisation or company.
- 2.7 Entrants into the Outstanding Young Entrepreneur Award category must:
  - 2.7.1 be an owner, CEO or director of the relevant business; or
  - 2.7.2 hold a majority shareholding or have a controlling interest in the business.
- 2.8 The Parramatta Chamber of Commerce and the NSW Business Chamber reserves the right in their sole discretion to disqualify any individual or business entry who the Parramatta Chamber of Commerce or NSW Business Chamber has reason to believe has breached any of these Terms and Conditions, or engaged in any unlawful, fraudulent, misleading, deceptive or other improper misconduct that may jeopardise the fair and proper conduct of the WSABE & NSWBC Awards or otherwise bring WSABE or the NSWBC Awards into disrepute or damage the goodwill or reputation of Parramatta Chamber of Commerce or the NSW Business Chamber.
- 2.9 Parramatta Chamber of Commerce and the NSW Business Chamber accepts no responsibility for any entries lost in transit or not received by the closing time due to technical disruptions or any other reason beyond the control of Parramatta Chamber of Commerce or the NSW Business Chamber.

### **3. Previous Year Regional and State Winner**

- 3.1 WSABE, Regional and State Winners are eligible to enter the same category in the subsequent year that they have won, up to a maximum of three consecutive years.
- 3.2 If the same organisation or person wins the same category at either the WSABE, Regional or State awards three years in a row, they will be placed in the “Hall of Fame” for that category.
- 3.3 The organisation or person who is placed in the “Hall of Fame” shall then be excluded from entry into that category at both the WSABE, State and Regional Awards for the next two consecutive years.
- 3.4 Subject to clause 3.3, WSABE, State and Regional winners, including members of the Hall of Fame, may enter any other category in the subsequent year of their announced win.
- 3.5 To progress as a State Finalist at the NSWBC Awards, WSABE winners must be either:
  - 3.5.1 a current financial member of the NSW Business Chamber or any of its related or controlled entities by 30th September in the relevant year;
  - 3.5.2 a Local Business Chamber member that has opted in to become a member of the NSW Business Chamber by 30th September in the relevant year;
  - 3.5.3 a client of the Australian Business Solutions Group of the NSW Business Chamber with an ABN registered in NSW; andA winner in an aligned category between WSABE and the NSW Business Chamber awards

### **4. Entry requirements**

- 4.1 All entries for consideration must be lodged online and include the required information.





- 4.2 NSW Business Chamber reserves the right to declare any entry ineligible, if at any time during or after the term of the award process your entry form is found to be incomplete, deficient, false or misleading in any way.
- 4.3 Your entry will be allocated to a NSW Business Chamber regional awards program, including WSABE, based on the street address, location and postcode of your business' premises and at NSW Business Chamber's absolute discretion.

**5. Opening Dates**

- 5.1 WSABE Entries open Thursday 29th March 2018.
- 5.2 Parramatta Chamber of Commerce and the NSW Business Chamber reserves the right to extend or vary the entry period if required, before or after the WSABE and NSWBC Awards entry period commences.

**6. Closing Dates**

- 6.1 Entries close 5.00pm Friday 20th July
- 6.2 Parramatta chamber of Commerce and the NSW Business Chamber reserves the right to extend or vary the entry period if required, before or after the NSWBC Awards entry period commences.

**7. Confidentiality**

- 7.1 Upon their submission pursuant to these Terms and Conditions, entries become the property of Parramatta Chamber of Commerce. All information provided in the entry form will be used for the purpose of judging only and will be treated as commercial-in-confidence by Parramatta Chamber of Commerce and the NSW Business Chamber and any of its related or controlled entities, unless otherwise specified.
- 7.2 If you are selected as a finalist in the WSABE or the NSWBC Awards, information provided in your entry (excluding financial information) will be used for the purpose of promoting the NSWBC Awards and your business.
- 7.3 Contact information provided in your entry form will be disclosed to sponsors for the purpose of direct opportunities for promotion through sponsor partners. You can refuse the disclosure of contact information to sponsors by advising Parramatta Chamber of Commerce at [info@wsabe.com.au](mailto:info@wsabe.com.au) in writing.
- 7.4 NSW Business Chamber, in accordance with the Privacy Act 1988 and the Australian Privacy Principles (APPs) may collect, use and disclose personal information in accordance with its Privacy Policy which can be viewed online at: [www.nswbusinesschamber.com.au/About/Privacy-Policy](http://www.nswbusinesschamber.com.au/About/Privacy-Policy) or by contacting the company secretary via the following:
  - NSW Business Chamber
  - Locked Back 938
  - North Sydney NSW 2059
  - Australia
  - P: 02 9458 7481
  - E: [company.secretary@nswbc.com.au](mailto:company.secretary@nswbc.com.au)
- 7.5 NSW Business Chamber's Privacy Policy is deemed to be incorporated into these Terms and Conditions and by entering the Awards, you are taken to consent to NSW Business Chamber's Privacy Policy. The Privacy Policy may be replaced or varied at the discretion



of NSW Business Chamber from time to time, and as replaced or varied it is incorporated into these Terms and Conditions.

## 8. Judging

- 8.1 All entries are judged by a panel of subject matter experts, selected by Parramatta Chamber of Commerce and the NSW Business Chamber from business and community leaders including previous State Category Winners and Category Sponsors. These judges may be drawn from current employees of the NSW Business Chamber or any of its related or controlled entities.
- 8.2 Judges will allocate scores to each question asked, and these scores will be multiplied by a weighting to reach an overall score for each entry.
- 8.3 There will only be one winner per category.
- 8.4 Where there are two or more entries with the same highest score a count back will be conducted to determine which entrant scored higher on the most category questions.
- 8.5 If after the count back there is still two or more entries with the same highest score, the judging panel will be reconvened for determination of the winner.
- 8.6 State Category Winners may be eligible to form part of the immediate subsequent year's Regional Awards Judging Panel for their winning category, if they are not entering that category in the year they are judging or the year immediately following their role as a judge.
- 8.7 Judges are required to sign a confidentiality agreement and disclose any conflict of interest.
- 8.8 The Judging Panel's decision is final, and no further correspondence will be entered into.
- 8.9 In situations where there is only one entrant for a category, this entry will still be judged. Subject to meeting a gateway score, the entry will become an automatic finalist and will be awarded a WSABE Finalist certificate and represent Western Sydney in that category at the State Gala event if applicable.
- 8.10 A representative of the NSW Business Chamber or the Judging Panel may contact any entrant via telephone interview or email for further information or to verify their entry prior to selecting the final preferred winner. Conducting such interviews does not create any obligation on the NSW Business Chamber or the Judging Panel to select the interviewed entrant as a winner.

## 9. Awards

- 9.1 The NSWBC Awards comprise of the following categories:
  - 9.1.1 Excellence in Small Business (for businesses employing less than 20 FTE employees\*);  
\*This includes all employees on payroll in Australia such as contractors, casuals and labour hire staff.
  - 9.1.2 Excellence in Business (for businesses employing 20 FTE or more employees\*);  
\* This includes all employees on payroll in Australia such as contractors, casual and labour hire staff.
  - 9.1.3 Outstanding Young Employee (Aged 18-35);
  - 9.1.4 Outstanding Young Entrepreneur (Aged 18-35);
  - 9.1.5 Outstanding Business Leader (Aged 36+);
  - 9.1.6 Outstanding Employer of Choice;



- 9.1.7 Excellence in Social Enterprise;
  - 9.1.8 Excellence in Innovation;
  - 9.1.9 Excellence in Sustainability;
  - 9.1.10 Excellence in Export;
  - 9.1.11 Start-Up Superstar;
  - 9.1.12 Excellence in Workplace Inclusion;
  - 9.1.13 Local Chamber of Commerce of the Year.
  - 9.2 NSWBC may, in its sole discretion (without prior notice) add or vary these award categories of both State and Regional level from time to time.
  - 9.3 Winners of the aligned categories listed in clause 9.1 from each Regional Awards program will progress to the NSW Business Chamber State Business Awards as a State Category Finalist subject to satisfying these Terms and Conditions.
  - 9.4 NSW Business Chamber may have additional Regional award categories relevant to each region. Please note these additional Regional award categories do not progress to the NSW Business Chamber State Business Awards.
  - 9.5 WSABE specific categories which will not proceed to the NSW Business Chamber State Business awards as a state finalist are:
    - 9.5.1 Excellence in Marketing
    - 9.5.2 Excellence in Education, Training & Careers
    - 9.5.3 Excellence in Customer Service
    - 9.5.4 Excellence in Work Health & Safety
    - 9.5.5 Excellence in Hospitality & Tourism
    - 9.5.6 Excellence in Arts & Culture
    - 9.5.7 Excellence in a Traditional Trade
    - 9.5.8 Patrons Choice
    - 9.5.9 WSABE Business of the Year
  - 9.6 Each Regional NSW State Finalist is eligible for one return flight from Regional NSW to Sydney and one night's designated accommodation in Sydney's CBD. Flights and accommodation are to be arranged by the NSW Business Chamber.
  - 9.7 All State Category Finalists will receive one complimentary ticket per business to the NSW Business Chamber State Business Awards Gala (State Gala Event) event in Sydney to be conducted on or around late November in each year irrespective of the number of categories in which the business is a State Finalist.
- 10. Geographic coverage**
- 10.1 NSW Business Chamber provides the online entry and judging engine for other Local Business Chamber and Regional awards which are aligned with the NSWBC Awards program. Those Local and Regional awards may have different terms and conditions.
- 11. Announcing the finalists and winners**
- 11.1 All State Finalists will be notified by phone and email, and published on the NSWBC Awards Website.
  - 11.2 WSABE Winners will be announced at the gala event, with the State Category Winners announced at the State Gala Event.
  - 11.3 It is a condition of entry that, if requested by the NSW Business Chamber, the WSABE and State Winners agree to participate in media requests, social media and other



publicity requests (such as NSW Business Chamber and Regional Chamber events) conducted by and for use by the NSW Business Chamber and any of their related or controlled entities. There will be no fee payable, remuneration or other direct financial benefit to be received by the Winners (other than the marketing opportunity) as a result of the winners' participation in these activities.

**12. Local Business Chamber and Regional Business Chamber Awards programs**

- 12.1 These Terms and Conditions apply to entrants into all NSW Business Chamber Regional Business Awards, including entrants of WSABE categories which are aligned with the NSWBC Awards, unless otherwise agreed.
- 12.2 Please note that additional terms and conditions may also be applied by the Local Business Chamber or Regional Business Chamber running such awards. Please check the relevant Local Business Chamber or Regional Business Chamber Awards website for their terms and conditions.

**13. Local Business Chamber Award entrants and winners**

- 13.1 Where a Local Business Chamber Awards program exists (WSABE) and that Local Business Chamber (Parramatta Chamber of Commerce) aligns all or some of their categories and criteria with the NSW Business Chamber Awards Program, Local Chamber Alliance members can only enter those aligned categories via the Local Business Chamber Awards program (WSABE).
- 13.2 Where a Local Business Chamber Awards program does not exist, a Local Chamber Alliance member can enter directly into the NSWBC Awards at the Regional level.
- 13.3 Local Business Chamber Award winners are eligible to progress to the NSW Business Chamber Regional Awards program as a Regional entrant subject to:
  - 13.3.1 complying with the NSWBC Awards Terms and Conditions;
  - 13.3.2 the Local Business Chamber category winner's entry being submitted via the NSWBC Awards online entry system for the purpose of judging.
- 13.4 Category winners at WSABE (Aligned Categories) must satisfy a gateway score that the NSW Business Chamber will set at the start of every awards program. This score will be awarded by the NSW Business Chamber State Business Awards Judging Panel.
- 13.5 Category winners at WSABE must satisfy a gateway score that the Parramatta Chamber of commerce will set at the start of the awards program.