



Small Business
Development
Corporation
Western Australia



GWN Western Australian Regional Small Business AWARDS 2011

Burswood, 11 November 2011

Nomination Guidelines





GWN Western Australian Regional Small Business AWARDS 2011

About the Awards

The Western Australian Regional Small Business Awards (WARSBAs) were established in 2003 to recognise and celebrate the achievements of regional small businesses. The awards are designed to build upon the series of small business awards programs currently sponsored by the Small Business Development Corporation (SBDC).

They encourage regional small businesses to participate in and support those programs conducted by local chambers of commerce and the Small Business Centre Network.

In 2010 the event was attended by the Minister for Commerce together with more than 250 business operators, and representatives of chambers of commerce and business associations from throughout Western Australia.

Entry to these awards is exclusive to businesses who have already won a category of their local awards program, ensuring that the WARSBAs are effectively a showcase of the “best of the best” small business achievers in Western Australia.

Since 2003 finalists from the Pilbara, Goldfields-Esperance, Great Southern, Midwest, Peel, Wheatbelt, Gascoyne, Kimberley and the South West have been recognised.



Dates & Venue

THE AWARDS WILL BE PRESENTED ON:

Date: Friday, 11 November 2011
Time: 7.00pm for 7.15pm
Venue: Burswood Entertainment Complex, Grand Ballroom

Closing date for submissions will be COB 5pm on Friday, 14 October 2011.

PLEASE NOTE extensions cannot be granted.

Categories

The awards are organised by business size and are based on the number of equivalent full time employees. The awards feature the following seven categories:

- **Home Based Business**
- **Micro Business** (fewer than 5 employees)
- **Business with 5 to 10 Employees**
- **Best Franchise Business**
- **Business with 10 to 20 Employees**
- **Aboriginal Business** (a business owned and operated by aboriginal persons)
- **Small Business Centre Business Achiever**
(any small business who has used the local Small Business Centre to start or grow their business)

From the winners of each of these categories, the judges will select the overall winner, the Western Australian Regional Small Business of the Year.

Prizes

The 2011 prize packages are expected to remain consistent with previous years, providing products and services of real benefit to the successful business.

In 2010 a total of \$45,000 in business products and services were shared among the seven categories and overall winner. Prizes included a package of stationery and office equipment, advertising in local press, an advertising package in WA Business News, a package of Telstra Services and advertising support from the Golden West Network. Other sponsors included: Woodside, Yellow Pages and the Small Business Centre Network.

In addition, each finalist can look forward to receiving:

- assistance with accommodation and travel expenses to attend the awards presentation in Perth;
- a framed WARSBA certificate;
- two tickets to the Awards Presentation Dinner;
- professional quality photographs from the Awards Presentation Dinner;
- permission to display the WARSBA logo on company stationery and advertising material.



How to enter

General Eligibility Criteria

(all categories except Aboriginal & Franchise Awards)

The awards are open exclusively to businesses who meet the eligibility criteria. The following apply to all categories unless otherwise stated in specific category criteria. The SBDC relies on local awards coordinators to assure eligibility, however we reserve the right to further determine eligibility during judging.

Only one nomination for each category will be accepted from each region.

The business must:

- be category winners in their local small business awards and are deemed by the local award coordinator to be the region's most competitive entrant in the nominated category;
- reside in Western Australia and will have no more than 20 full time or equivalent employees (FTEs) at the close of entries on Friday, 14 October 2011;
- not be a publicly listed company, franchise, a club, co-operative or non-profit organisation;
- be Australian owned and the owner(s) are responsible for all key management decisions;
- be registered in Western Australia;
- meet the criteria as implied in the category name eg: number of employees or specific business model;
- have been in operation for at least 12 months at the time of entry into the local awards.

Aboriginal Category Eligibility Criteria

Nominations for the Aboriginal Award are open exclusively to businesses who meet the following eligibility criteria:

- they were category winners in their local small business awards and are deemed by the local award coordinator to be the region's most competitive entrant in the nominated category;
- the business resides in Western Australia and will have no more than 20 full time or equivalent employees at the close of entries on Friday, 14 October 2011;
- the business must have at least 51% aboriginal ownership;
- the business is Australian owned and the owner(s) are responsible for all key management decisions;
- the business name is registered in Western Australia;
- the business will have been in operation for at least 12 months at the time of entry into the local awards;
- the business is established for commercial enterprise;
- the business is not a publicly listed company or a club.

We can accept only one nomination for this category from each region.



Franchise Category Eligibility Criteria

Nominations for the Franchise Category are open exclusively to businesses who meet the previously outlined general criteria and are a franchise.

Eligibility FAQs

1. **What constitutes an aboriginal small business?**

An aboriginal small business is one with at least 51 per cent indigenous ownership and management control. Although only privately owned for profit businesses are accepted in other categories, there may be exceptions for the aboriginal category, as long as the profits are divided between the Owner/Directors/Community. And the decisions will be made on a case by case basis.

2. **Can one business enter into more than one category?**

No, a business can enter only one category in any given year. Ideally the business nominated for a category should have won the same category at the local awards. In cases where there is no comparable category, the awards coordinator should nominate another category winner who is most competitive.

3. **Can a business enter the awards in consecutive years?**

Yes, a business can enter any year they fulfil the eligibility criteria, which are fully detailed under "How to Enter." However as a general guideline the following criteria must be met:

- they're a small business with less than 20 full time (or equivalent) employees;
- they've won a category at their local awards; and
- the local awards coordinator believes they're the most competitive entrant.

4. **Can a community owned or not-for profit businesses enter?**

No, only privately owned, for profit businesses can enter the awards. The Aboriginal category is an exception as outlined in the category criteria.

5. **What if there is a silent owner of the business?**

Businesses with a silent owner can enter the awards, but the ownership and management arrangement need to be clearly explained so everyone can be correctly acknowledged.



Submissions

Judges are looking for demonstrated quality in submissions and base their decision solely on the documentation provided. Supporting material such as brochures and samples should only be included where you believe it will assist the submission for outstanding achievement in the category.

Entry Tips

The judging process will not include a site visit. When writing a submission keep the following in mind:

- clearly communicate the complexities of the business;
- keep it clear and concise;
- demonstrate growth, include financial ratios, percentages or statements;
- look at the judging criteria and try to address each point;
- show why your business should be the Business of the Year, what makes it special?;
- tell a story and capture the business character; and
- make sure the format is clear and easy to read.

Formatting Suggestions

To make the submission easy to read it's a good idea to do the following:

- use size 12 font in an easily read typeface such as Arial, Verdana, Tahoma, Myriad or Times New Roman;
- use clear headings;
- keep paragraphs short ie: 2 to 3 sentences;
- make sure the document is well spaced and not cramped on the page;
- use bullet points; and
- make sure the submission is easy to photocopy - please do not stick images or samples to the pages.

*** Submission can be posted or emailed, see details on back.**

Entry Checklist

The closing date for nominations is **5pm Friday, 14 October 2011**.

Where local judging has occurred but has not been announced by this date, the SBDC will accept nominations on a strictly embargoed basis for consideration by the judges.

The following needs to be included:

- The official entry form attached, completed and signed.
- Award submission finalised (this can be the same submission as entered into the local awards). Preferred length of 8 to 10 pages. .
- If relevant, support materials such as financial statements, brochures or photos of product or service included.
- Photos of the business owners and/or business owners with staff, products and premises supplied in high resolution JPEG or TIFF format. (NB: these photos may be reproduced and incorporated as part of the multimedia production and printed material for the award ceremony.)
- Business logos supplied in high resolution JPEG, TIFF or EPS format.

Please note that submissions, photos and support material can not be returned.



Judging

The judging panel usually comprises of sponsors' representatives and SBDC staff, and will be chosen by the SBDC.

Criteria

Nominees will be judged against the following outlined criteria. Up to four finalists will be selected for each category. All finalists will be notified prior to the awards ceremony with the winners to be announced on the night. The following three criteria are the basis by which all entries will be considered:

- Business Model (50% of total assessment)
- Customer Care (25% of total assessment)
- Business Performance (25% of total assessment)

To assist with the assessment of entries the following questions may be considered.

Business Model

In assessing the Business Model criteria, four essential elements could be considered:

1. Products/Services (10%)

- Does the business have innovative products/services?
- Does the business use innovative business practices?
- Has the business clearly identified a market need for its products/services?

2. Marketing (10%)

- Does the business have an understanding of its target market?
- Does the business have a marketing strategy and is it effective?
- Is the business aware of the features that give it a competitive advantage, or unique selling point?
- What is the unique selling proposition?

3. Staffing (10%)

- What sort of strategies does the business employ for recruiting staff?
- What sort of strategies does the business employ for retaining staff?
- What sort of programs and strategies does the business have for the ongoing training and development of staff?
- What sort of programs does the business have for recognising and rewarding staff?

4. Vision (20%)

- Does the business have plans for growth?
- Does the business have systems for reviewing and improving its business processes?
- Does the business have processes in place for ensuring products/services meet market demands and to identify new markets?
- Is the business developing new products/services?
- Has the business put in place a strategy or plan to enter new markets?
- How does the business determine the strategic or long term direction of the business?



Customer Care

Some of the issues to consider include:

- What sort of strategies does the business use for attracting customers?
- What sort of strategies does the business use for retaining customers?
- Does the business have a formal Customer Service Plan or Strategy?
- How does the business measure customer satisfaction?
- How does the business differentiate products and/or services from competitors?

Business Performance

Some of the issues to consider include:

- Growth in business turnover.
- Growth in profitability.
- Expansion into new markets.
- Expansion into new products/services.
- Does the business monitor its performance against its business plan?



Local Awards

A key part of the eligibility criteria is that a business must have won a category at their local awards. The following organisations run awards programs. Contact the awards coordinator to find out how you can enter your business.

Albany Chamber of Commerce & Industry

www.albanycci.org.au
63 Grey Street
Albany WA 6330
Tel: 9842 2577
Email: admin@albanycci.com.au

Broome - Small Business Centre West Kimberley

PO Box 790
Broome WA 6725
Tel: 9193 6622
Email: manager@sbcwk.com.au

Small Business Centre Bunbury-Wellington

www.sbcbw.asn.au
15 Stirling Street
Bunbury WA 6230
Tel: 9791 2666
Email: alison@sbcbw.asn.au

Carnarvon Chamber of Commerce & Industry

www.carnarvonchamber.org.au
PO Box 655
Carnarvon WA 6701
Tel: 9941 1611

Small Business Centre Derby

PO Box 73
Derby WA 6728
Tel: 9063 2470
Email: sbcderby@westnet.com.au

Esperance Chamber of Commerce & Industry

PO Box 817
Esperance WA 6450
Tel: 9071 5142
Email: admin@esperancecci.com.au

Kalgoorlie-Boulder Chamber of Comm. & Industry

www.kalgoorliecci.asn.au
PO Box 10259
Kalgoorlie WA 6433
Tel: 9021 2466
Email: chamber@kalgoorliecci.asn.au

Karratha and Districts Chamber of Comm. & Industry

www.kdcci.asn.au
PO Box 10
Karratha WA 6714
Tel: 9144 1999
Email: membership@kdcci.asn.au

Kununurra Chamber of Commerce

www.ordvalleycommerce.com
PO Box 171
Kununurra WA 6743
Tel: 9168 2217

Mid West Chamber of Commerce & Industry

www.mwcci.com.au
PO Box 738
Geraldton WA 6531
Tel: 9964 6767
Email: mwcci@wn.com.au

Northam Chamber of Commerce

PO Box 338
Northam WA 6401
Tel: 0427 472 729
Email: patfrench@westnet.com.au

Peel Chamber of Commerce & Industry

www.peelcci.com.au
PO Box 574
Mandurah WA 6210
Tel: 9581 3693
Email: admin@peelcci.com.au

Port Hedland Chamber of Commerce & Industry

www.phcci.com.au
PO Box 95,
Port Hedland WA 6721
Tel: 9173 1737
Email: info@phcci.com.au

Regional Chambers of Commerce WA

www.regionalchamberswa.com.au
PO Box 2011
Bunbury WA 6231
Tel: 9021 2466





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Should you have any queries please do not hesitate to contact the Awards Coordinator
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