

Awards Mean Recognition!

24TH ANNUAL



Geelong

Advertiser

**BUSINESS EXCELLENCE
AWARD**

2009

CALL FOR ENTRIES

When times are tough, better businesses continue to review their processes to ensure they prosper and survive.

Entering the Business Excellence Awards provides an opportunity for you to have your processes and operations reviewed by independent judges.

That review will subsequently lead to creating a better and more efficient business. For that reason, it is worth the effort.

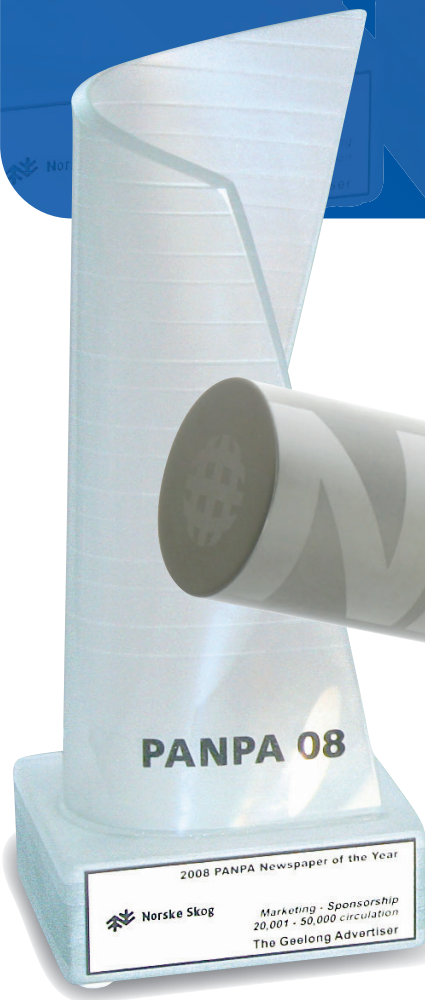
ENTRY IS FREE

We live and breathe local...

Let's celebrate local business excellence together.



ENTER TODAY



Geelong **Advertiser**
News Limited Regional Newspaper of the Year 2008 – 2009
Pacific Area Newspaper Publishers Association
 Newspaper of the Year 2008 – 2009



Geelong **Advertiser**
 NEWSPAPER OF THE YEAR

Geelong Advertiser Business Excellence Awards

The Geelong Advertiser is proud to continue its support of the Geelong Advertiser Business Excellence Awards in 2009 – promoting excellence and celebrating the achievements of our local business community.

Whilst the business community drive the economic and social well-being of our community, the 'Awards' provide an excellent opportunity for local businesses to reap the benefits of their vision, determination and hard work by showcasing their business.

Benefits of Entering

Entering these Awards can benefit your organisations in many ways such as:

- A chance to review how you are placed towards achieving your GOALS
- A health check of your existing plans
- A cost effective development of your business plan
- Raise the profile of your business
- Build and raise team morale
- Win new business opportunities
- Feedback on your entry
- Promotional/publicity opportunities
- Winners will be published in the Geelong Advertiser special lift-out feature

Hall of Fame

Those inducted into the Hall of Fame have won at least three category Awards. Those include:

Air Radiators Pty Ltd (2003)
Beacon Resort (2003)
Bellarine Secondary College (2003)
Deakin Management Centre (2003)
Geelong Art Supplies (2003)
Midway Pty Ltd (2003)
Village Cinemas Geelong (2003)
Express Promotions (2007)
Fishermen's Pier (2008)
Chris Mackey & Associates (2009)
Sweeney Todd Waste Disposal (2009)
Truffleduck (2009)

Free Assistance with your Entry and Entry is Free

There are many ways to get assistance:

- Attend the **FREE Briefing Workshop** – See page 5
- Apply for **FREE ASSISTANCE** from the Student Business Internship Program – See page 9
- Phone our Awards hotline for advice (03) 5222 5863
- Use the entry template (Download from the awards website www.thecomunicators.com.au go to Business Awards on the menu bar and select Entry Template)

Eligibility to Enter

The 2009 Geelong Advertiser Business Excellence Awards are open to businesses that meet the following criteria:

- The business must operate on a local, regional, state, national or international level, with a significant base in the Geelong, Bellarine, Queenscliff, Surfcoast and Golden Plains regions.
- The business must have been registered and in operation before **May 8, 2008**.
- The business will be judged on its operations during **the period April 1, 2008 to March 31, 2009**.
- For the Sustainable Business category, the processes relating to sustainable practices must have been commenced and in operation within a 12 month period prior to the closing date of the entries.
- Award sponsors and/or their various divisions or departments may enter categories that they are not sponsoring.

Submitting your Entry

We would encourage you to attend one of the Briefing Workshops before you commence preparing your entry.

1. Each entrant will address the criteria (questions 1 to 10) as found on page 7 and 8. **If entering the Sustainable Business category you will be required to answer an additional question (question 11).** Then simply nominate the categories you are entering. Eg: A printing company would nominate the following categories – Manufacturing, Commercial Services, and Small Business etc. If in doubt, call the award's co-ordinator The Communicators on 5222 5863 or Email gbx@thecomunicators.com.au
2. Write a brief description of your business and how it operates. (250 words) Remember that the Judges know nothing about your business, so you need to explain it as you would to a stranger.
3. It is important that your entry addresses the criteria. Do not go into detail, just tell us in **dot point form, 'what you do', 'how you do it'** and the **'resulting benefits'** for each criterion. Absolute **maximum of 2,000 words**, excluding 250 word summary of your business operations. Submissions that exceed the word limit by more than 10% will be penalised. You will have adequate time during the Judge's visit (1½ hours) to emphasise and expand on your excellence in business processes
4. Minimum type point to be 12.
5. Prepare (if hard copy), 14 copies of the submission with one marked 'original'. Photocopies of the 'original' are acceptable.
6. Complete the official entry application form in full and attach to the front of each entry.
7. A disc is required with your logo and an image/photo of your staff and/or premises that can be used at the presentation function in the event that you are a finalist.
8. You can enter on-line by simply logging onto www.thecomunicators.com.au and go to Business Awards on the menu bar and then select the on-line entry prompts.
9. Entries must be received by **4.00pm on Friday, May 8, 2009**, at the office of The Communicators.
10. **Finalists will not be announced** prior to the Awards Presentation Function to be held July 22, 2009.
11. Entrants agree to allow use of their entry information for publicity purposes and agree to being contacted by media sponsors during the entry process.

Judging

An independent Panel of Judges will read and mark each entry prior to site visits. Judges are required to register any conflict of interest with the Co-ordinators.

The Site Visit

The purpose of this visit (**up to 1½ hrs is allowed, if required**) is to evaluate if the claims in the written entry are met (e.g. demonstrate business plans, customer service policy etc.) and also gives the business an opportunity to expand on their entry and offer new information verbally and/or using a presentation. You can highlight the aspects of the submission that you believe are important to your business. The site visit will be pre-arranged and within your business hours.

Judges Tips

- Do not leave the final draft of your entry to the last week.
- Take time to consider your answers, then, set aside some time to complete the entry.
- When completed, put it aside for a couple of days then have a team member review the entry with you.

Ⓞ Making Your Application Standout

- Inform the Judges how you have capitalised on what is special or unique about your business.
- Don't assume the Judges know your business; tell them how your business operates within your industry and the community.
- Make sure you get all the key information in your written entry, first impressions are important. (Early points gained at this stage are important)

Confidentiality

All information will remain strictly confidential and will only be accessible to the Judging Panel and the Awards' Co-ordinators. All entries will be destroyed at the completion of the competition.

Key Dates

Briefing Workshops to be held at:-

Gordon TAFE – Little Malop St Auditorium

(Enter via flyover bridge next to Café on Track)
Tuesday 3 March 2009 – 6.00pm to 8.00pm
Friday 13 March 2009 – 9.15am to 11.00am

Geelong Chamber of Commerce

Wednesday 4 March 2009 – 6.00pm to 8.00pm

City of Greater Geelong – City Hall

(Little Malop Street entrance)
Thursday 5 March 2009 – 9.15am to 11.30am
Thursday 19 March 2009 – 6.00pm to 8.00pm

VECCI Boardroom

Thursday 5 March 2009 – 6.00pm to 8.00pm

Surf Coast Shire Chamber Rooms

Monday 16 March 2009 – 6.00pm to 8.00pm

Borough of Queenscliffe Town Hall

Wednesday 18 March 2009 – 6.00pm to 8.00pm

Student Internship Program Applications

Close: Friday 13 March 2009 – Fax: 5222 2924 or Email: gbx@thecomunicators.com.au

Entries Close - Friday, 8 May, 2009

Judges on-site visits take place between

Tuesday 9 June 2009 and Friday 26 June 2009

Awards Presentation Function

Wednesday 22 July 2009

Contact Details of Award Co-ordinators

The Communicators
14 Aberdeen Street, Geelong West
Telephone: 5222 5863 Fax: 5222 2924
Email: gbx@thecomunicators.com.au

Categories	
Sponsored by 	Retail Open to all retail businesses that sell commodities directly to consumers. Answer questions 1 to 10 Answer questions 1 to 10
Sponsored by 	Commercial Services Micro to Small 1– 15 Employees FTE* Open to all businesses that provide a service to consumers and/or industry with one to fifteen full time or equivalent employees. Answer questions 1 to 10
Sponsored by 	Commercial Services Medium to Large– 16 or more Employees FTE* Open to all businesses that provide a service to consumers and/or industry with sixteen or more full time or equivalent employees. Answer questions 1 to 10
Sponsored by 	Trades and Services Open to all businesses operating in the trade and services industry – Plumbers, Electricians, Painters, Panel Beaters, Mechanics, Landscape Gardeners, Cleaning Services, Home/Commerical Maintenance etc. Answer questions 1 to 10
Sponsored by 	Government Enterprise Open to all organisations and/or departments that receive all or part government funding. Answer questions 1 to 10
Sponsored by 	Health and Well-being Open to all businesses operating within the health sector including chemists, medical clinics, health centres, medical specialists, dentists, holistic, psychologists, physiotherapists, chiropractors, naturopaths, fitness centres, weight loss etc. Answer questions 1 to 10
Sponsored by 	Manufacturing and/or Export Open to all businesses that produce materials for consumers or industrial use and/or successfully developed an export market for their product/s and/or services. Answer questions 1 to 10
Sponsored by 	Tourism – Accommodation Open to all businesses that provide tourism accommodation and services – Resorts, Hotels, B&B's, Caravan and Holiday Parks. Answer questions 1 to 10
Sponsored by 	Tourism – Attractions, Events and Services Open to all Tourism businesses Corporate and Community Events, Conferences, Tour Operators, Travel Agents, Attractions, Wineries and Entertainment
Sponsored by 	Hospitality Open to all business that operate in the hospitality industry – hotels, restaurants, cafes, clubs and bars. Answer questions 1 to 10
Sponsored by 	Family Business – Second Generation or more Open to all businesses that have at least second generation/s members of the family working in the business. Answer questions 1 to 10
Sponsored by 	Sustainable Business Open to all businesses that can demonstrate eco-efficient initiatives that encompass one or more of the five main elements of waste, water, energy, carbon and bio-diversity that are good for business and the environment. Answer questions 1 to 11
Sponsored by 	Micro Business – 1 to 3 Employees/FTE* Open to all businesses that are operating with one to three full time or equivalent employees. Answer questions 1 to 10
Sponsored by 	Small Business – 4 to 15 Employees/FTE* Open to all businesses that are operating with four to fifteen full time or equivalent employees. Answer questions 1 to 10
Sponsored by 	Medium Business – 16 to 35 Employees/FTE* Open to all businesses that are operating with sixteen to thirty-five full time or equivalent employees. Answer questions 1 to 10
Sponsored by 	Large Business Open to all businesses and/or franchises that are operating with thirty-six or more full time or equivalent employees. Answer questions 1 to 10
Sponsored by 	New and Emerging Business – in operation 5 years or less Open to all businesses that have been in operation 5 years or less. Answer questions 1 to 10
Sponsored by 	Best First Year Entry Open to all businesses that have not previously entered the Awards. Answer questions 1 to 10
Sponsored by 	Judge's Awards Open to all entrants – one award to be made to an organisation North of the Barwon River and one South of the Barwon River. Answer questions 1 to 10.
Sponsored by 	Business of the Year The Business of the Year will be selected from the category winners.

CRITERIA

Business Summary

Describe your business operations, including an overview of your products and services, customers/markets, premises, background, number of employees etc. (Up to 250 words)

TIPS: Remember the judges do not know anything about your business, so you need to explain it as you would to a stranger. This sets the scene for the judges regarding your business.

When addressing the criteria, respond to the recommendations in each criterion in dot point form. The Judges want to know from your written entry, a brief summary of your processes in each of the criterion. Emphasise- what you do, how you do it and the benefit/s that accrue from your processes. If you need to, you can expand on the required number of examples recommended. The number recommended is to save your valuable time. You will be able to add additional information and examples during your presentation to the Judges.

1. Your plan for development over the next 3 years (Give up to two examples of your goals)

Describe what goal/s you want to achieve for your business over the next three years and how you intend to achieve it/them.

TIPS: Describe the purpose of your business, both current and future, and briefly, in dot point form, identify the steps you will take/have taken to ensure that you achieve your goal/s.

2. Target markets (Give up to two examples of your most important target markets)

Who is/are your target market/s and how does your product or service meet their needs?

TIPS: Are they baby boomers, generation x/y, product or service driven - how do you communicate with them.

3. Promotion and Marketing (Give up to two examples of the most important aspects of your marketing)

How do you market and promote your business?

TIPS: Consider what differentiates you from your competitors and all your methods of marketing such as advertising, public relations, newsletters, direct marketing, e-marketing, website, databases, information and feedback line, expos, surveys, vouchers and coupons, special events etc.

4. Achievements over the past 12 months (Give up to four of your most important examples)

What goals, innovations or milestones has your business achieved in the past twelve months and how? If consolidating your business and managing the current economic environment, how have you managed the progress and maintenance of your business to ensure its viability.

TIPS: Diversification, new contracts, new markets, new product lines, expanded production, increased employment, industry accreditation, quality control process, policies and procedures, moved to new location, implementation of new systems, and use of new technologies.

5. Consolidation and/or growth to achieve continuing viability.

Explain and demonstrate how you have 'worked on your business' to consolidate and/or achieve growth.

TIPS: Increased sales, budget forecasts and comparisons. Use only percentage terms. Use tables graphs and demonstrate your achievements.

Remember - rapid growth is not necessarily the sign of a well managed business. Continual review of processes and incremental improvement are the cornerstones of a successful business and ensures ongoing viability.

Continued page 8

**6. Contribution your business makes to the local environment
(Give up to two examples as applicable)**

Describe the practices you employ that consider the local environment in which you operate.

TIPS: Recycling, waste disposal, energy conservation, water conservation, improved production processes, biodegradable packaging, landscaping etc.

7. Leadership (Give up to two examples)

Describe your leadership style, the involvement of staff in business operations and planning and the benefits created. – If a Micro Business: What training do you undertake to improve your own skills.

TIPS: Demonstrate that you are continually improving your skills as an operator and employer. Talk about collaborative approach with employees to achieve both work and lifestyle objectives. Development of yourself and your employees in industry training, customer service and how your business has benefited.

8. Human Resource Management (Give up to two examples as applicable)

Describe how you recruit staff, develop staff, monitor performance and ensure an informed workplace.

TIPS: Recruitment process, staff development and training, staff turnover, incentives, rewards, performance reviews, communication with employees.

9. Risk Management (Give up to two examples as applicable)

Describe the risk management measures your business has in place to ensure your duty of care to employees, customers and neighbours.

TIPS: OH&S (manual, work practices injury register, risk assessments, first aid training, buddy system, safety equipment, evacuation procedures), IT security, fraud and loss prevention.

10. Customer Service (Give up to two of your most important examples)

How do you maintain and measure the quality of your customer services?

TIPS: Outline commitment to customer service, your policy for customer service, relationship with suppliers, complaints, feedback, and changes implemented due to feedback, monitoring of repeat business, delivery of product/service and any special services.

**11. Only answer if entering the Sustainable Business Category
(Give up to two examples in each in 'dot point').**

(Up to 500 words)

- Describe what your business has planned to achieve the sustainable business practices necessary for your business.
- Describe the processes necessary to achieve the outcomes required.
- Describe the benefits that have accrued from your operations as a sustainable business.

ATTEND A FREE BRIEFING WORKSHOP

On how to enter YOUR FREE local Business Awards

- The Workshops will step through each of the criteria and allow you time to workshop your entry at the end of each criterion.
- Judges and successful past entrants will be on hand to give you the best advice on fine tuning your entry.

MARCH 2009

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3 Gordon Institute TAFE – Auditorium 6.00pm to 8.00pm	4 Geelong Chamber of Commerce 6.00pm to 8.00pm	5 City of Greater Geelong – City Hall 9.15am to 11.30am or VECCI Boardroom 6.00pm to 8.00pm	6
9	10	11	12	13 Gordon Institute TAFE – Auditorium 9.15am to 11.30am
16 Surf Coast Shire Chamber Rooms 6.00pm to 8.00pm	17	18 Borough of Queenscliffe – Town Hall 6.00pm to 8.00pm	19 City of Greater Geelong – City Hall 6.00pm to 8.00pm	20

Phone: Awards Hotline on 5222 5863 or

Email: gbx@thecomunicators.com.au to reserve your place.

NEED ASSISTANCE WITH YOUR ENTRY?

Application for allocation of a student

Organisations entering the 2009 awards can apply, at no cost, to have a Marketing or Public Relations student from the Gordon Institute of TAFE's School of Business & Management join their entry preparation team.

As there are limited students available, first time entrants to the awards will be given priority for the allocation of a student.

The Gordon Institute of TAFE student internship program is a practical unit in the student's study program. It is a valuable means of improving a student's understanding of business operations.

Please Note: It is not the role of the student to be responsible for the total research and writing of the entry. The student is expected to be part of the team producing the entry and to assist where possible.

In addition to helping the organisation with their entry each student is also required to write a marketing plan / journal on the organisation they help as one of the subject requirements.

APPLICATION FORM

Name of Business:

Type of Business:

Address:.....

..... Postcode:

Telephone:Fax: Email:

Contact Person:

Award Categories being Entered:

.....

You must nominate and attend one of the Briefing Workshops in order to be eligible for student assistance. Please photocopy and fax this form to: The Communicators on 5222 2924 if you wish to utilise the Gordon TAFE Internship Program.

Please respond by 13 March 2009.

OFFICIAL APPLICATION FORM

Name of Entrant (Company/Department/Individual)

Postal Address

Location for Judges Visit

Name of Contact Person

Telephone: _____

Fax: _____

E-mail: _____

In the event that you win an award, please state the name and title of the person (one only) who will accept the award at the Award Function.

Name: _____

Title: _____

What is the ownership of the company?

(Owner operated, corporate, other - please specify)

How many employees (Full Time Equivalent) do you have?

Number of words in entry (not including a cover page)

I have no objection in being considered for editorial coverage within the Geelong Advertiser (Please tick if accept)?

Yes

Please tick the box to confirm that your business/organisation satisfies all regulations and licensing requirements, and that all statutory liabilities- Workcover, income tax, GST, Payroll Tax (if applicable) have been paid.

I as and an authorised person for this business declare that

(i) the financial and business performance information included in this entry has been presented so as to give a fair and true record of the trading of the business and

(ii) at the date of this declaration, there are reasonable grounds to believe that the business can pay it's debts as and when they fall due

Signed:

Dated:

CATEGORIES ENTERED

<input type="checkbox"/>	Retail
<input type="checkbox"/>	Commercial Services Micro to Small – 1 to 15 employees/FTE
<input type="checkbox"/>	Commercial Services Medium to Large – 16 or more employees/FTE
<input type="checkbox"/>	Trades and Services
<input type="checkbox"/>	Government Enterprise
<input type="checkbox"/>	Health and Well-being
<input type="checkbox"/>	Manufacturing and/or Export
<input type="checkbox"/>	Tourism – Accommodation
<input type="checkbox"/>	Tourism – Attraction, Events and Services
<input type="checkbox"/>	Hospitality
<input type="checkbox"/>	Family Business – Second generation or more
<input type="checkbox"/>	Sustainable Business
<input type="checkbox"/>	Micro Business – 1 to 3 employees/FTE
<input type="checkbox"/>	Small Business or Division/Department of a business- 4 to 15 employees/FTE
<input type="checkbox"/>	Medium Business, or Division/Department of a business- 16 to 35 employees/FTE
<input type="checkbox"/>	Large Business, or Division/Department of a business or Franchise - 36 or more Employees/FTE
<input type="checkbox"/>	New and Emerging Business - In operation 5 years or less
<input type="checkbox"/>	Best First Year Entry

Please note: This form is an overview only and is not to be seen as a substitute for the criteria to be answered in the body of the submission.

Post or deliver your "hard copy" submission to:

2009 Geelong Advertiser Business Excellence Awards
C/O The Communicators
14 Aberdeen Street
GEELONG WEST VIC 3218
gbx@thecommutators.com.au



ENTRIES CLOSE 4PM
FRIDAY 8 MAY 2009

Quick Entry Checklist

- Complete the entry form indicating the Award category/s you are entering and sign the declaration
- Prepare submission, including a brief summary/overview of your operations at the start of the submission.
- Ensure you have addressed the judging criteria in the listed order.
- Prepare (if hard copy), 14 copies of the submission (1 marked 'original').
- Submit a disk with your logo and an image/photo of your staff and/or premises
- Attach a copy of the entry form to the front of each submission.
- Enter on-line, deliver or e-mail your entry to The Communicators. **10**



St John of God

2005: Business of the Year; Community Service



Lyons Construction

2003: Business of the Year; Building & Construction



Express Promotions

2006: Business of the Year; Large Business (36 and more employees)
2005: Innovation (product and/or process)
2004: Innovation (product and/or process)



Truffleduck

2008: Business of the Year; Medium Business (16-35 employees)
2007: Hospitality
2006: Best First Year Entry



Sweeney Todd Waste Disposal

2008: Sustainable Business
2007: Sustainable Business
2006: Small Business (4 to 9 employees)



Chris Mackey & Associates

2008: Commercial Services (1-15 employees)
2005: Commercial Services
2003: Commercial Services

Business excellence is something to celebrate.

Let's celebrate local business excellence together.

Proud 'Hall of Fame' winners include:

- Air Radiators Pty Ltd (2003)
- Beacon Resort (2003)
- Bellarine Secondary College (2003)
- Deakin Management Centre (2003)
- Geelong Art Supplies (2003)
- Midway Pty Ltd (2003)
- Village Cinemas Geelong (2003)
- Experess Promotions (2007)
- Fisherman's Pier (2008)
- Chris Mackey & Associates (2009)
- Sweeney Todd Waste Disposal (2009)
- Truffleduck (2009)

Geelong **Advertiser**

NEWSPAPER OF THE YEAR

SPONSORS

2009 Judging Panel

The Judging Panel comprises fourteen members and operates independently of the Award Co-ordinators and the Geelong Advertiser.

Judges Emeriti

John Bugg
Lloyd Gosling AM
Lily Stefanovic

Dan Simmonds

Chairman Judging Panel
Principal
Harwood Andrews Lawyers

Mark Britton

Principal
Britton Financial Planners

Peter Corkran

Senior Manager
Gordon Institute of TAFE

Gerard Everett

Finance Manager
Geelong Advertiser Group

Simon Flowers

Partner
LBW Chartered Accountants

Mark Gardy

General Manager
Geelong Advertiser Group

Alan Greaves

Senior Consultant
Challis International

Cr. Rod Macdonald

Portfolio of Economic
Development
City of Greater Geelong

John Monotti

Financial Planner
West Carr & Harvey

Denis Peacock

CPA and Business Consultant

Lynette Petersen

Managing Director
LP Communications

Geelong Advertiser



Business Insurance

