



**GEELONG**  
BUSINESS EXCELLENCE  
**AWARDS | 2017**



**ENTER NOW**  
IT'S YOUR TIME TO SHINE

**ENTRY INFORMATION**

For more than three decades, the Powercor Geelong Business Excellence Awards has been pivotal in recognising and celebrating business success in the Geelong region.

Hundreds of local businesses have taken the journey to business excellence over the past 31 years – and grown as a result.

We acknowledge and thank our naming rights partner, Powercor Australia, in their fifth year as the major sponsor of the Awards.

We also welcome and acknowledge our new and returning sponsors, some of whom have been involved with the Awards for more than 20 years. Without the generous support of our sponsors the Awards would not be possible.

We also acknowledge the support and contribution of the Awards' judges. Our judging panel of experienced business leaders are passionate about supporting and encouraging business excellence from micro businesses right through to large corporate entities.

The 2017 Awards program will culminate with a gala presentation dinner on Thursday 17 August. This glittering celebration will showcase 'the best of the best' of business in the Geelong region. Will your business be among them?

Entering the Powercor Geelong Business Excellence Awards has been described as 'game changing' by past entrants. Winners are held in high esteem by their peers.

Are you ready to take your business to the next level?

We hope you will join us on the journey to recognition and celebration of business excellence by entering the Awards in 2017 and make this your year to shine!

**ENTER NOW! IT'S YOUR TIME TO SHINE!**

# JUDGING PANEL

**SIMON FLOWERS** LBW CHARTERED ACCOUNTANTS  
*Chair of judging panel*

**PROFESSOR BARRY COOPER** DEAKIN BUSINESS SCHOOL

**SANDY KELLY-BURTON** MARKET SQUARE (KNIGHT FRANK)

**SIMON JACKSON** ENTERPRISE GEELONG

**TEZ KEMP** LA MADRE BAKERY

**KEITH FAGG** FAGGS MITRE 10

**PETER TEMPLE** WHARFshed COMPLEX

**MICHAEL O'BRIEN** CHADWICK CONSULTING

**KEELIE HAMILTON** THE GORDON

**DARYL STARKEY** STARKEY LEADERSHIP SERVICES

**AMANDA BAVIN** TAC (TRANSPORT ACCIDENT COMMISSION)

**SARA TAYLOR** SARA TAYLOR PHOTOGRAPHY

**TINA PERFREMENT** FUTURE PROOFING GEELONG

**ANDREW LOCKE** ADROIT INSURANCE GROUP

**JASON BUTCHER** ARTHUR REED PHOTOS



# CORE CRITERIA

## RESPONDING TO THE BUSINESS CRITERIA

- Emphasise- what you do, how you do it and the resulting benefit/s for your business
- You will be able to add additional information and examples during your presentation to the Judges
- 2000 words maximum – including Business Summary

## BUSINESS SUMMARY (UP TO 250 WORDS)

- Provide a general overview of your business

## 1. BUSINESS ACHIEVEMENTS (300 WORDS)

Describe your:

- Business achievements over the last 3 years
- Sustainability and environmental initiatives
- Innovative practices you have introduced

**NOTE:** Tables/graphs are to be used to demonstrate your performance -  
Do NOT state actual results in \$'s, use percentage (%) terms.

## 2. MARKETING (300 WORDS)

Describe your approach to:

- Marketing
- How you engage your target market

## 3. CUSTOMER SERVICE (300 WORDS)

Describe your approach to:

- Customer service
- How your business addresses accessibility
- How your business addresses corporate social responsibility

## 4. PEOPLE & CULTURE (300 WORDS)

- Outline your business strategies
- Describe your practices to support a healthy workplace culture

## 5. FINANCE (300 WORDS)

- Outline your financial management
- Outline your risk strategies and practices

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## ENTRY CRITERIA

# YOUNG ENTREPRENEUR AND BUSINESS LEADER

### SUMMARY (UP TO 500 WORDS)

Provide a general overview of your personal achievements in business.

Describe your:

- achievements – both business and personal
- what sets you apart to make you an entrepreneur and/or business leader.

Please submit a current CV and two references (written) with your entry

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# KEY ENTRY INFORMATION

**ENTRIES CLOSE 4.00PM MONDAY 22 MAY 2017**

Official entry form available online

Official entry guidelines available online

Nominations open until Friday 31 March 2017. Nomination forms available online

**[www.gbea.com.au](http://www.gbea.com.au)**

Please attach a completed entry form to each copy of your Awards entry.

Post or deliver three (3) hard copies of your submission to:

*Geelong Business Excellence Awards*

*Geelong Chamber of Commerce*

*Level 2/10 Moorabool Street*

*Geelong 3220*



# AWARDS CALENDAR

FEBRUARY

## Thursday 23 February

5:30pm - 7:00pm

*VIP Launch (invite only)*

### Eastern Hub

285A McKillop St

East Geelong

## Friday 24 February

11:30am - 12:30pm

*Information Expo #1*

### Western Beach Room

Sally Walker Building

Deakin Waterfront

MARCH

## Wednesday 1 March

11.30am-12.30pm

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Tuesday 7 March

5:30pm - 6:30pm

*Information Expo #2*

### Western Beach Room

Sally Walker Building

Deakin Waterfront

## Thursday 9 March

11.30am-12.30pm

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Thursday 16 March

11.30am-12.30pm

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Tuesday 21 March

11.30am-12.30pm

*Writing Workshop*

### Waurm Ponds Estate

Deakin University,

Nicol Drive South

Waurm Ponds

## Thursday 23 March

9:30am - 10:30am

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Wednesday 29 March

5.30pm-6.30pm

*Writing Workshop*

Shell Rd Reserve

52-60 Shell Rd

Ocean Grove

## Thursday 30 March

11.30am-12.30pm

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Friday 31 March

*NOMINATIONS*

*CLOSE*

APRIL

## Wednesday 5 April

11.30am-12.30pm

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Thursday 6 April

9.30am-10.30am

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Thursday 20 April

9.30am-10.30am

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Friday 21 April

11.30am-12.30pm

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Wednesday 26 April

11.30am-12.30pm

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

## Friday 28 April

9.30am-10.30am

*Writing Workshop*

**\* Geelong Chamber  
of Commerce**

\* Geelong Chamber of Commerce  
Level 2/10 Moorabool St, Geelong 3220

Additional Writing Workshops may be  
added to the schedule

		<b>Monday 22 May</b> 4:00pm <i>Award Entries Close</i>	<b>Thursday 25 May</b> <i>Judges meet to read all entries</i>	<b>Friday 26 May</b> <i>Judges meet to read all entries</i>	MAY	
					JUNE	
		<b>Tuesday 13 June - Friday 30 June</b> <i>Site Visits</i>				
<b>Monday 3 July - Wednesday 12 July</b> <i>Site Visits</i>	<b>Thursday 20 July</b> <i>Judging panel meet to select category winners.</i>  <i>*Finalists for Business of The Year are selected.</i>	<b>Tuesday 25 July</b> <i>Business of the Year Finalist presentations</i>	<b>Wednesday 26 July</b> <i>Business of the Year Finalist presentations</i>			JULY
		<b>Thursday 17 August</b> 6:00pm-10.30pm <i>Awards presentation dinner</i>  <b>Geelong Football Club</b>	<b>Thursday 24 August</b> <i>Awards winner and sponsor cocktail event</i>  <b>Venue TBC</b>	AUGUST		

\* Finalists will be contacted to confirm a time and date for Business of the Year presentation

# AWARD CATEGORIES

## BUSINESS OF THE YEAR

The Powercor Business of the Year will be selected from the category winners.



## BUSINESS LEADER OF THE YEAR

Open to all business professionals who can demonstrate successful management skills.



## YOUNG ENTREPRENEUR OF THE YEAR

Open to all business professionals who are aged between 18 and 35 years.



## EMERGING BUSINESS

- UNDER 3 YEARS

Open to all businesses that have been operating for three years or less.



## ADVANCED MANUFACTURING & INDUSTRY

Open to all businesses operating in the manufacturing, building or trade industries.



## REGIONAL BUSINESS

Open to all Geelong based businesses that operate outside 10 kilometres from Geelong CBD



## CUSTOMER SERVICE

Open to all businesses that can demonstrate a high standard of customer service using resources to the maximum efficiency while consistently looking to improve.



print design websites  
Geelong

## HEALTH AND WELLBEING

Open to all businesses operating with the health sector including pharmacies, medical, clinics, allied health, health centres, medical specialists, dentists, holistic healing, psychologists, physiotherapists, chiropractors, naturopaths, fitness centres, weight loss assistance etc.



## FAMILY BUSINESS

- SECOND GENERATION OR MORE

Open to all businesses that have at least second generation members of the family working in the business.



## RETAIL BUSINESS

Open to all retail businesses that sell commodities directly to consumers.



## TOURISM & HOSPITALITY

Open to all businesses that operate in the hospitality and tourism industry.



## HOME BASED AND MICRO BUSINESS

- 1 TO 3 EMPLOYEES/FTE\*

Open to all businesses that are operating with one to three full time or equivalent employees. Automatic entry by number of employees.



### SMALL BUSINESS OR DIVISION/DEPARTMENT OF A BUSINESS

- 4 TO 10 EMPLOYEES/FTE\*

Open to all businesses that are operating with four to ten full time or equivalent employees. Automatic entry by number of employees.



### MEDIUM BUSINESS OR DIVISION/DEPARTMENT OF A BUSINESS

- 11 TO 30 EMPLOYEES/FTE\*

Open to all businesses that are operating with eleven to thirty full time or equivalent employees. Automatic entry by number of employees.



### LARGE BUSINESS OR DIVISION/DEPARTMENT OF A BUSINESS

- 31+ EMPLOYEES/FTE\*

Open to all businesses that are operating with thirty-one or more full time or equivalent employees. Automatic entry by number of employees.



### BEST FIRST YEAR ENTRY

Open to all businesses that have not previously entered the Awards.



### CORPORATE SOCIAL RESPONSIBILITY

Acknowledges the acceptance of corporate social responsibility while promoting inclusion in the workplace, community or other area which has lead towards the enrichment of the lives of those who are disabled or disadvantaged.



### INNOVATION, RESEARCH & DEVELOPMENT

Recognises leadership through the practical application of innovative solutions.



### HEALTH PROMOTING WORKPLACE

Open to all businesses that can demonstrate a recognition of, and commitment to supporting a health promoting workplace.



### SUSTAINABLE BUSINESS

Open to all businesses that can demonstrate eco-efficient initiatives that are good for the business and the environment.



### ACCESSIBLE BUSINESS

Open to all businesses that can demonstrate a high level of understanding towards accessibility while putting it to practice within their business



\*FULL TIME EQUIVALENT



Don't let you  
become lost  
Join the  
Chamber of



geelong  
chamber of commerce

THE VOICE OF BUSINESS

jody.keating@geelongchamber.com.au  
or call 5244 1234  
www.geelongchamber.com.au

# OFFICIAL APPLICATION FORM 2017

## CATEGORIES ENTERED (PLEASE MARK/HIGHLIGHT)

Name of Entrant (Company/Department/Individual):

.....

Postal Address:

.....

.....

Location for Judges Visit:

.....

.....

Name of Contact Person:

.....

Telephone: .....

Email: .....

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 Presentation Function

Name:

.....

Title:

.....

What is the ownership of the business?  
(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 to my business being considered for media coverage (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 is solvent and can pay its debts as and when they fall due

	<b>Business of the Year</b>
	<b>Business Leader of the Year</b>
	<b>Young Entrepreneur of the Year</b>
	<b>Home Based and Micro Business -</b> 1 to 3 employees/FTE (full time or equivalent)
	<b>Small Business or Division of a business -</b> 4 to 10 employees/FTE (full time or equivalent)
	<b>Medium Business or Division of a business -</b> 11 to 30 employees/FTE (full time or equivalent)
	<b>Large Business or Division of a business -</b> 31+ employees/FTE (full time or equivalent)
	<b>Tourism &amp; Hospitality</b>
	<b>Advanced Manufacturing &amp; Industry</b>
	<b>Retail Business</b>
	<b>Health &amp; Wellbeing</b>
	<b>Family Business -</b> Second generation or more
	<b>Customer Service</b>
	<b>Emerging Business -</b> under 3 years
	<b>Best First Year Entry</b>
	<b>Innovation, Research &amp; Development</b>
	<b>Corporate Social Responsibility</b>
	<b>Regional Business</b>
	<b>Accessible Business</b>
	<b>Sustainable Business</b>
	<b>Health Promoting Workplace</b>

Signed: .....

Dated: .....





# GEELONG BUSINESS EXCELLENCE AWARDS | 2017



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## CATEGORY SPONSORS



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## MAJOR MEDIA PARTNER



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## AWARD PARTNERS



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## FOR FURTHER INFORMATION CONTACT

**Kelli Finlayson**  
*Awards Manager*

P: 03 5222 2234  
E: [gbea@geelongchamber.com.au](mailto:gbea@geelongchamber.com.au)  
[www.gbea.com.au](http://www.gbea.com.au)