



# GEELONG

BUSINESS EXCELLENCE  
AWARDS 2019



CELEBRATE THE **JOURNEY**



# ENTRY BOOK



geelong  
chamber of commerce  
THE VOICE OF BUSINESS

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



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

In 2019, we are delighted to continue our partnership with Deakin University, rated among the top universities in the world, as our naming rights sponsor.

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

The aim of the Geelong Business Excellence Awards is simple.

- **LEARN** – Enable you to dive deep into the heart of your business and take a health check of your business plan. What is working well? Where are you excelling? Are there any areas needing extra attention?
- **DEMONSTRATE** – Show key business personnel and your customers just how unique your business is and exactly what makes you stand out from the crowd.
- **INSPIRE** – Reignite your and/or your team's passion and focus ensuring everyone is on the same page, with your business success at the forefront of their mind.
- **CELEBRATE** – When was the last time you celebrated your business success? Our finalists and winners are true examples of businesses who love what they do and do it well.

The 2019 Awards program will culminate in a gala presentation dinner on Thursday 25 July at the Pier Geelong. This sparkling celebration of the journey of business will celebrate the best of the best in the Geelong region.

We hope you will join us on this journey of recognition, inspiration and celebration by entering your business in 2019.

**Make this your year to Celebrate the Journey!**

## 2019 JUDGING PANEL

**Simon Flowers**

*Chair of Judging Panel*

LBW Business + Wealth Advisors

**Anita Trengrove**

Barwon Timber

**Barry Cooper**

Deakin University

**Bill Winter**

Business Advisor

**Daryl Starkey**

Starkey Leadership Services

**Jason Butcher**

Arthur Reed Photos

**Jessica Cotter**

VIVA Energy Australia

**Jodie Dunn**

Envisage HR Solutions

**Keelie Hamilton**

The Gordon

**Nicola Wojcik**

WorkSafe

**Paul Gray**

Harwood Andrews

**Peter Temple**

Torquay Bowls Club

**Tez Kemp**

La Madre Bakery

**Tina Perfrement**

City of Greater Geelong - Economic Development

**Tony Spence**

Prestige Jayco

### Guest Judges

**Glenda Dowling**

Barwon Disability Resource Council

**Justin Dry**

VinoMofo

# AWARD CATEGORIES



## Business of the Year

The Deakin University 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 aged between 18 and 35 years



## Advanced Manufacturing & Industry

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



## Best First Year Entry

Open to all businesses that have not previously entered the Awards



## Clever and Creative Sustainable Business

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



## Corporate Social Responsibility

Celebrates a business who has accepted their corporate social responsibility and promoted inclusion in the workplace, community or other area which has lead towards the enrichment of the lives of those who have a disability or are disadvantaged



## 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



## Digital Engagement

Open to all businesses that can demonstrate the effective use of digital tools and techniques to produce strategic, resourceful content to engage people, and create meaningful interactions



## Emerging Business – Under 3 years

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



### Health and Wellbeing

Open to all businesses operating within 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



### Health Promoting Workplace

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



### Home Based and Micro Business

Open to all businesses that are operating with 1 to 3 full time or equivalent employees. Automatic entry by number of employees



### Inclusive & Accessible Business

Open to all businesses that can demonstrate a high level of understanding towards inclusive and accessible workplace practices



### Innovation, Research & Development

Recognises leadership through the practical application of innovative solutions



### Medium to Large Business or Division/ Department of a business

Open to all businesses that are operating with 21 or more full time employees. Automatic entry by number of employees



### Regional Business

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



### Retail Business

Open to all retail businesses that sell commodities directly to consumers



### Small Business or Division/Department of a business

Open to all businesses that are operating with 4 to 20 full time or equivalent employees. Automatic entry by number of employees



### Tourism & Hospitality

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



*“Entering The Deakin University Geelong Business Excellence Awards for the first time was such a valuable experience looking ahead at where the business is going and to be recognised for our achievements. Winning the Health & Wellbeing Award was an incredible honour after 25 years in the industry boosting the morale of the clinic increasing the success of the company. Our employees are the success behind the business with the direction and leadership of the management team.”*

**Annette Harman**  
**Validity Laser Skin Care**



*“The Deakin University Geelong Business Excellence Awards provides us with an opportunity to showcase our businesses to the who’s who of local industry. Winning the award for Innovation, Research and Development for me confirmed firstly that we are on the right track, it confirmed that what we do is incredible and it placed further faith in my own ability to make successful and effective business decisions. It was a remarkable honour and it has already opened many doors, providing my business with great growth opportunities”*

**James Murphy**  
**Sea All Dolphin Swims**

**VIVA**  
EnergyAustralia

# HOW TO ENTER BUSINESS ENTRY

**ENTRIES CLOSE 4PM  
FRIDAY 3 MAY 2019**

Entering your Business in the  
Deakin University Geelong Business  
Excellence Awards is a  
**2 part process**

**1.  
WRITTEN  
ENTRY**

**2.  
SITE  
VISIT**

## **1. THE WRITTEN ENTRY**

is your opportunity to respond to the criteria detailed over the next few pages and to convey - what you do, how you do it and the resulting benefit/s for your business.

If your entry receives the required 375 points, you may have the opportunity to present to the judges at a site visit and add additional information and examples to enhance your written entry as well as show them around your business (if applicable).

If you are selected for a site visit, this means you are a finalist in one or more categories!

**2500 words maximum – including the  
Business Summary**

### **IMPORTANT:**

*Businesses that exceed the word limit will be ineligible to win an award.*

*The number of words per criteria 1 - 5 are just a guide. Business entrants may allocate more words to a particular criteria than another but please be aware that all criteria carry the same weight when judges score your entry.*

*Example: Businesses aiming to win the Customer Service award, may like to put 600 words into that section and reduce the word count in another.*

# CRITERIA

## WRITTEN ENTRY

### BUSINESS SUMMARY

(up to 250 words)

Provide a general overview of your business.

#### TIPS

- Assume judges do not know your business. Explain your vision for the business and your employees.
- What is your point of difference versus your competition.
- *Please note:* The judging panel will not look at your website in marking your entry.

#### NOTES:

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# CRITERIA

## WRITTEN ENTRY

### 1. BUSINESS ACHIEVEMENTS

(Approx 400-450 words)

Describe your:

1. Business achievements over the last 3 years
2. Sustainability and environmental initiatives and accomplishments
3. Innovative practices you have introduced

**NOTE:** Do NOT state actual results in \$'s, use percentage (%) terms



Bloch Bar: Winner, 2018 Small Business or Division/Department of a Business - 1 to 10 Employees Award proudly sponsored by LBW Business + Wealth Advisors

## TIPS

### Achievements

- Awards
- Organisational restructures
- Changes to your costs and expenses
- Revenue generation
- Capital expenditure
- Financial achievements
- How do you measure against industry competition
- New Employees

### Innovation

- Innovation – examples of new growth, products or services

*\*An innovation is the implementation of a new or significantly improved product (goods or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations*

### Clever & creative sustainable and environmental practices

Describe any efforts to:

- Make your power or lighting more efficient and/or use clean energy;
- Manage or conserve water more efficiently;
- Reduce, reuse and/or recycle your waste;
- Produce or supply goods or services which achieve positive environmental outcomes e.g. reduce carbon emissions, are energy efficient, reduce waste, reduce waste use);
- Track the benefits of your environmental activities (e.g. costs savings, carbon emissions reductions, reductions in water use, improved staff/customer satisfaction, increased awareness among staff/customers/suppliers);
- Engage with staff and/or the community on sustainability and environmental practices through committees/meetings (e.g. education programs about the local impacts of climate change, encouraging the community to adopt sustainable practices);
- Engagement and influence with your suppliers, contractors and partners to reduce waste, conserve water and save energy;
- Describe the processes, including training, for your business to achieve the environmental and/or sustainability outcomes you've achieved.

# CRITERIA

## WRITTEN ENTRY



Sketch & Erch - Winner 2018 Emerging Business - Under 3 Years Award proudly sponsored by The Gordon

## 2. MARKETING

(400-450 words)

Describe your approach to:

1. Marketing (including digital marketing)
2. How you engage your target market

### TIPS

- Target markets for your products and services
- Make sure you show that you have a coordinated approach (informal/formal)
- If you can show success – campaigns
- What media advertising do you do
- Sponsorship
- Apprenticeships/traineeships
- Donations
- eMarketing
- Online
- Plan, do, check, act

# CRITERIA

## WRITTEN ENTRY

### 3. CUSTOMER SERVICE

(400-450 words)

Describe your approach to:

1. Customer service
2. How your business addresses inclusiveness and accessibility
3. How your business addresses corporate social responsibility



Grace Acting Studios, Winner 2018 Customer Service Award proudly sponsored by Westpac

## TIPS

- What is your customer service philosophy?
- How do you/your staff do it, examples?
- How do you manage quantitative measurements?
- Show examples of improvement
- Guest surveys and feedback
- Cultivate service standards
- Effective management
- Staff recognition
- External & internal operational audits
- Handling of customer complaints
- Cultivate customer loyalty
- Provide examples
- How do you seek feedback and if so what do you do with it?
- How do you measure performance?
- How do you deal with unhappy clients? Provide an example of a time you turned an unhappy client into a happy one.
- How do you acknowledge positive feedback?

#### Accessibility and inclusiveness information

- Physical accessibility within your place of business
- Social Inclusion policies
- Accessible information available to your customer

#### Describe the corporate social responsibility practices you engage in to support your community

- Who do you support?
- Which specific groups are you aligned with?
- Social inclusion within your workplace
- Corporate citizenship – support of local community, traineeships, apprenticeships, local suppliers purchases

# CRITERIA

## WRITTEN ENTRY

### 4. PEOPLE AND CULTURE

(400-450 words)

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



Cartland Property Winner 2018 Health Promoting Workplace Award proudly sponsored by Barwon Health

## TIPS

### Human Resources

- Describe your culture – elaborate how that is embodied into your organisation
- Describe your management structure
- Communication
- Recruitment processes / Strategy
- Staff training and development, individual development. Give details – amount of training in house, external, mandated, regulatory
- Monitoring performance and performance reviews
- Staff incentives, benefits and rewards, work functions, engagement with staff
- Health and wellbeing
- Duty of care to employees, customers and neighbours
- OH&S policies, procedures, committee, meetings, bullying, harassment & privacy
- Emergency & fire Policies, procedures & training
- Hazard signage
- WorkCover strategies
- Position descriptions & employment agreements
- Real life examples more beneficial (Can be extended on at site visit if required)
- Describe the policies you have in place to support a healthy workplace. What policies are in place to support a healthy culture and leadership? How staff are made aware of them?

### Health Promoting Workplace

- Describe how you communicate and model your commitment to health and wellbeing for employees
- How is management involved with health and wellbeing? How do they communicate with staff?
- Explain how your workplace provides activities to support health and wellbeing in one or more of the following areas; physical activity, alcohol, smoking, healthy eating, skin cancer, injury prevention, sexual health, oral health?
- Are resources committed to health and wellbeing programs (e.g. staffing, programs, budgets)?
- Describe how you assess the benefits to your employees and workplace
- Has your workplace assessed the health and wellbeing needs of its workers?
- Has your workplace evaluated or measured any past or present health and wellbeing programs?

# CRITERIA

## WRITTEN ENTRY

### 5. FINANCE

(400-450 words)

1. Outline your financial management
2. Outline your risk strategies and practices

**\*Firstly, we do NOT want to see any confidential data!**

*Do NOT state actual results in \$'s, use percentage (%) terms*



Reading Constructors - Winner 2018 Advanced Manufacturing & Industry Award proudly sponsored by Handlings

### TIPS

- What are your financial management procedures?
- Do you meet with your accountant/financial controller regularly?
- Do you set KPI's for your business? Are they measured continuously?
- Do you use an accounting computer system?
- How do you control you debtors/creditors? Do you know your lock up days?
- Budgeting process
- Cash flow management
- Stock control
- Profit
- Debt management
- Re-investment
- Capital expenditure

#### Minimisation of risks – may include:

- **Competitors**  
Personal property security legislation compliance
- **Market shifts**  
Personal credit card information
- **Supply chain loss**  
Fraud/theft
- **Staff skills shortages**  
Insurances (property & personal)
- **Leasing of premises**  
OH&S management
- **Information Technology**  
Data storage, security and recovery

# HOW TO ENTER BUSINESS ENTRY

SITE VISIT  
90 MINS TOTAL



60 MINS PRESENTATION

10 MINS WORKPLACE TOUR  
20 MINS JUDGE QUESTIONS

## 2 . THE SITE VISIT

If your written entry receives a score of 375 or more, you may have the opportunity to present to the judges at a site visit and add additional information and examples to enhance your written entry as well as show them around your business (if applicable).

- The top 50 entrants get a site visit and are considered finalists
- Site visit scores count towards 50% of final score
- A minimum of two judges will attend your site visit
- Provide evidence of what you have submitted in your written entry
- You must address criteria in order 1-5
- Showing the judges around your workplace can be useful to increase their understanding of your entry
- Judges require the final 20 minutes; asking specific questions relating to your entry/presentation

***\*Scores for written entry and site visit will be combined and averaged to determine your final score.***



*"We were honoured to win the Best First Entry Award and had such a fantastic experience throughout the awards process. We went on to win the Second Generation Family Business Award in 2018, which meant a great deal to us, since we're a family run business which has been running for 40 years now. The support we gained from the team and Geelong community was fantastic. The new business it generated for us here at our Sewing School in Mount Duneed was definitely worth the effort of entering. It's helped us to connect with other businesses in Geelong and to review our business processes and marketing strategies in more detail for even greater success. We've set new inspiring goals for our business and introduced new products and services for our new and loyal sewing students. We look forward to entering again this year in 2019."*

**Jacqueline Pigdon  
Maree Pigdon Sewing Centre**

# HOW TO ENTER

## INDIVIDUAL ENTRY

### BUSINESS LEADER OR YOUNG ENTREPRENEUR OF THE YEAR (18-35YRS)

A.  
NOMINATE  
SOMEONE

B.  
ENTER  
YOURSELF

The individual categories can be entered in **2 WAYS**

## A. NOMINATE SOMEONE

- To nominate an individual, please complete the nomination form at [www.gbea.com.au](http://www.gbea.com.au)
- Enter all contact details as per the nomination form
- Answer the following questions as per the nomination form (max 500 words per question)

### Question 1

Provide a snapshot of the individual and a brief description of their entrepreneurial and/or leadership qualities, achievements and skills

### Question 2

Addressing the following examples, please demonstrate how they and/or their business

- Sets and implements strategy
- Defines Culture
- Makes Decisions
- Supports Ethical Leadership
- Supports Inclusion Matters
- Networks
- Leads People – mentoring

Following receipt of this nomination, we will contact the individual to alert them of their nomination and advise them on how to proceed with entering the Awards, if they so wish.

All nominations will remain anonymous.

**Please note:** You do not need to be nominated to enter the Awards. See below how to enter yourself.

## B. ENTER YOURSELF

To enter either or both of the individual categories, please answer the two questions about yourself as above (max 500 words per question)

In addition to answering the 2 questions, please provide the following

1. **A current Curriculum Vitae** – CV including profile photo along with contact details for one additional referee.
2. **A written character reference** from a past or present manager or business contact as appropriate (100 - 500 words max)
  - How you know the applicant and how long you have known him/her
  - State your own qualifications
  - Provide contact details for follow-up questions

### IF SHORTLISTED AS A FINALIST YOU MUST BE AVAILABLE TO ATTEND INTERVIEWS ON FRIDAY 31 MAY

Winners in 2019 will win the following prizes:

- Business Leader of the Year – The winner to receive Bay 93.9 promotion through radio advertising. In addition, the winner will select a charity of their choice to receive \$5000 worth of radio advertising.
- Young Entrepreneur of the Year – A strategy morning with Justin Dry. Justin Dry is an Entrepreneur, Investor and Co-Founder + CEO of Vinomofu, one of Australia's fastest-growing companies. Spend the morning with Justin and gain invaluable insights and tips on building on your success and driving your business forward. Justin Dry is a guest judge for this category.



Justin Dry

# SUBMITTING YOUR ENTRY

**ENTRIES CLOSE 4PM FRIDAY 3 MAY 2019**

## SUBMITTING YOUR BUSINESS ENTRY

- Official entry guidelines and Conditions of Entry are available at [www.gbea.com.au](http://www.gbea.com.au)
- All business entries must be uploaded to our website [www.gbea.com.au](http://www.gbea.com.au) (WORD format for word count purposes)
- **4 hard copies**, accompanied by an official Business entry form available for download at [www.gbea.com.au](http://www.gbea.com.au) delivered or posted to;  
Geelong Business Excellence Awards  
Geelong Chamber of Commerce  
Level 2, 10 Moorabool Street  
Geelong VIC 3220

## SUBMITTING YOUR INDIVIDUAL ENTRY

### OPTION A

If you are nominating someone you are required to answer questions 1 and 2 and complete all contact details in the nomination form at [www.gbea.com.au](http://www.gbea.com.au)

Upon receipt of this nomination, we will contact the individual to alert them of their nomination and advise them to provide additional information required to enter the awards i.e. their CV and character reference

### OPTION B

If you are entering yourself upload a WORD document with your answers to question 1 and 2 at [www.gbea.com.au](http://www.gbea.com.au)

Upload a current CV including photo and contact details of an additional referee

Upload written Character Reference (100-500 words max)



# KEY DATES IN 2019

<b>27 FEBRUARY</b>	Awards VIP Launch (invitation only) at Provenance Wines
<b>4, 7, 13 &amp; 18 MARCH</b>	Insight Sessions – Learn how to enter and what’s new for 2019!
<b>18, 20, 25 &amp; 28 MARCH</b>	Writing/Presentation Skills workshops – Come and along and put pen to paper! These workshops enable you to ask any outstanding questions and start your entry
<b>1 - 29 APRIL</b>	Drafts of your submission can be emailed to <a href="mailto:gbea@geelongchamber.com.au">gbea@geelongchamber.com.au</a> to be reviewed and suggestions given – First year entries only
<b>3 MAY AT 4PM</b>	<b>Entry Closing Date</b>
<b>14 MAY</b>	Judges meet to review written entry scores. Once scores have been decided upon we will be in touch to let you know if you are a finalist and to book you into your site visit! All business who do not receive site visits will be given constructive feedback about their entry and some areas of learning
<b>31 MAY</b>	Business Leader & Young Entrepreneur interviews
<b>27 MAY – 21 JUNE</b>	Site Visits
<b>26 JUNE</b>	Judging panel meet to select category winners and finalists for Business of the Year
<b>4 – 5 JULY</b>	Finalists for Business of the Year MUST be available to present again to judging panel
<b>25 JULY AT 6PM</b>	Join us at the Awards Presentation Dinner at The Pier Geelong! Tickets on sale in May 2019.
<b>8 AUGUST</b>	Sponsor & Winner Cocktail Party

# TOP TIPS

FROM THE  
CHAIRMAN

*“The most commonly asked question is **how do I find time to write the entry?**”*

## MY TOP TIPS ARE....

- 1** Write each section on a **separate day** and finish with the business summary. In a week you will have a good chunk of your entry written.
- 2** Write down **your top 10 points** for each question.
- 3** **Check your word count** - if you only have space for 5 or 6 of your points in each criteria, keep the remainder up your sleeve to strengthen the site visit.
- 4** **Use helpers** - you don't need to write it yourself. Speak to The GBEA team if you are looking for writing assistance.
- 5** **Bullet point your answers** only - it's not a thesis.

**Simon Flowers**

**LBW Business + Wealth Advisors**

**Deakin University Geelong Business Excellence Awards Chairman**

## GET YOUR IDEAS DOWN ON PAPER TODAY!

### NOTES:

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# WE ARE EXCITED TO JOIN YOU IN CELEBRATING YOUR JOURNEY AND ARE HERE TO HELP

## CONTACT DETAILS

**Alex Hamilton**

Business Awards Manager

**Kim Udvardy**

Business Awards Coordinator

03 5222 2234

[gbea@geelongchamber.com.au](mailto:gbea@geelongchamber.com.au)

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

*“Through entering the Deakin University Geelong Business Excellence Awards, Supatramp saw the opportunity to gain valuable feedback about our business. The process was invaluable as it allowed us to perform a 360 degree review of our business in addition to receiving external feedback on what we were doing well and what we could improve on. As a two-time category winner of the GBEA (2017 Medium Business & 2018 Hospitality & Tourism), Supatramp were thrilled to be awarded the 2018 Business of the Year in recognition of being an industry leader in safe, fun, family indoor entertainment. As winners of such a prestigious award, we have seen a significant increase in recognition from fellow businesses and the community both locally and internationally. This recognition has flowed through to both investors looking at possible franchise stores and to all of our team members, who make the business the success it is.”*

**David Schwarz**

Supatramp, 2018 Business of the Year



# THANK YOU TO OUR PARTNERS



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**Major Media Partner**



**Print Media Partner**



**Award Partner**



**PROVENANCE  
WINES**

**Award Partner**



print design websites

Geelong

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