



Section 1 * ABOUT THE AWARDS

www.mildurabea.com.au

Mildura Business Excellence Awards Inc.
Telephone 0439 597 229 | Email awards@mildurabea.com.au
PO Box 3103 Mildura Victoria 3502

BACKGROUND

First conducted in 2003, the BEA was developed to recognise the achievements of local businesses, encourage continuous improvement and profile business excellence. If you want to know more visit our website www.mildurabea.com.au

WHY ENTER?

If you are proud of your achievements, and seeking to grow your profile, the 2010 Powercor/PRIME Business Excellence Awards provide an important opportunity for you to reap the many benefits of entering which include:

- Motivation to complete a comprehensive self analysis tool designed to evaluate your strategic planning, marketing, risk management, corporate citizenship and sustainability practices;
- A pathway to achieving higher honours in other state or federal awards programs;
- Recognition of your achievements;
- Publicity for your business or organisation;
- A vehicle to benchmark your business or organisation against your competitors;
- The prestige of an independent third party endorsing your business;
- Identifying individuals and businesses with the potential to inspire and encourage greatness;
- Advancing our reputation as a region; and
- Providing networking opportunities for like-minded businesses across a variety of sectors and industries.

HOW ENTRANTS ARE RECOGNISED

There are five possible levels of recognition.



Finalist

The Finalist is awarded to acknowledge the high standard of an entry that has scored above the minimum percentage of the total possible score as set by the judging panel. As a result there can be more than one finalist in any category.



Merit

The Merit is awarded to an entry that came within a few points of the winner.



Winner

The Winner is awarded to the entrant who is judged to be the most outstanding in its category and has scored above the minimum percentage of the total possible score as set by the judging panel.

Note: Where the minimum score is not achieved, the judging panel reserves the right to not award a winner for that category.



Hall of Fame

When an entrant continues to display excellence and wins the same category in three consecutive award programs they are inducted into the Hall of Fame and may not re-enter the same category for the following two awards cycles.



Encouragement Award

The judges may, at their discretion, present an Encouragement Award when an entrant has not achieved the minimum percentage of the total possible score on their submission however the judges are confident that the applicant has the capability of consistently attaining that standard.

WHAT'S NEW IN 2010

- The addition of the Transport, Logistics and Supply category which recognises freight solution providers
- The removal of appendices/supporting documentation during the application process
- Submission format guidelines including a larger page count
- New Awards Co-ordinator
- New sponsors
- An updated website

THE PROCESS

Though the process has been streamlined in recent years, entering requires a commitment and investment of time and resources. By following these steps you will maximise the return and minimise your effort.

- 1 Identify the most appropriate category for entry (if unsure please contact your Awards Co-ordinator).
- 2 Review the eligibility criteria and familiarise yourself with the entry guidelines.
- 3 Develop an action plan including a timeline of key dates and actions.
- 4 Identify who you need to involve and who can help.
- 5 Start now - by completing an Expression of Interest (EOI) form and register for access to a Mentor.
- 6 Register and attend an information session.

For further information please contact Sue Rudd, Awards Co-ordinator on 0439 597 229 or visit the BEA website www.mildurabea.com.au



Section 2 * ENTERING THE AWARDS

www.mildurabea.com.au




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Information in Section 2 correct as of January 2010.

CHOOSE YOUR CATEGORY

The categories and associated questions are set by the BEA Executive Committee in consultation with industry, representatives of the judging and mentor panels and are aligned, where possible, with other state and federal business awards programs.






Category Awards

Category	2010 Sponsor	Category Description
1	Available	Accommodation up to and including AAA 3 1/2 star rating The focus of this award is on both the facilities and services that enhance the tourism experience - open to accommodation providers catering to the discerning traveller who holds up to and including AAA 3 1/2 star rating. <i>Examples include but are not limited to: motels, hotels, self-catering, cabins and pub accommodation.</i> 2008: No award presented
2	Available	Deluxe Accommodation AAA 4 star rating and over The focus of this award is on both the facilities and services that enhance the tourism experience - would be open to accommodation providers who hold AAA 4 star rating and over. <i>Examples include but are not limited to: apartments, hotels, motels and self-catering accommodation.</i> 2008 Winner: Quality Hotel Mildura Grand
3	SunraysiaDaily	Festivals & Events This category is open to festivals or events which attract visitors from intra and/or inter state, and positively promote the region impacting within the local community and environment. Festivals or events entering this category may be one-off or recurring. <i>Examples include but are not limited to: music festivals and sporting or theatrical events.</i> 2008 Winner: Wentworth Regional Tourism as host of the 2007 Inland Tourism NSW Awards
4	Available	Local Outlet of Parent Company, Franchise or Buying Group This category is open to any business that has element(s) of its operation determined by an external office located outside of the Mildura BEA geographical location. <i>Examples include but are not limited to: fast food chains, retail chains, marketing banner groups and satellite branches.</i> 2008 Winner: Programmed Maintenance Services 2008 Merit: Elders Insurance 2008 Merit: Granite Transformations
5		Home Based Business This category is open to any business that operates from their home. <i>Examples include but are not limited to: internet based, masseurs, consultants and bookkeepers.</i> 2008 Winner: Emaroo Cottages
6	Available	Hospitality Business This category is open to all sectors of the hospitality industry. <i>Examples include but are not limited to: cafés, restaurants and catering businesses.</i> 2008 Winner: Seasons and The new Spanish Bar and Grill
7		Manufacturing, Processing and Construction This category is open to businesses involved in the manufacturing or production of a finished product, ready for the consumer. <i>Examples include but are not limited to: engineering, builders, wineries, food processing and craftsmen.</i> 2008 Winner: Global Roto-Moulding (inducted into the Hall of Fame in 2009 and ineligible to enter this category in 2010)
8		Not For Profit Organisation This category is open to businesses that operate for a purpose other than returns to stakeholders. These businesses may trade in surplus as long as no person(s) or organisation is paid a dividend. <i>Examples include but are not limited to: sporting bodies, educational facilities, charitable organisations and community and welfare groups.</i> 2008 Winner: Mildura Private Hospital & Sunraysia Residential Services Inc.



Cont'd...

Section 2 * ENTERING THE AWARDS

Information in Section 2 correct as of January 2010.

Category	2010 Sponsor	Category Description
9		Primary Producers and Agribusiness This category is open to businesses either offering a service to agriculture, horticulture or primary producers or who are engaged specifically in those industries. <i>Examples include but are not limited to: transport, contracting services, agriculture wholesalers, vineyards, citrus growers and aquaculture.</i> 2008 Winner: Triggs Trellis Supplies
10	Available	Retail This category is open to businesses in the retail sector that deal directly with the consumer. <i>Examples include but are not limited to: gift stores, clothing stores, chemists and food stores.</i> 2008 Winner: Sweet Lily
11		Service Award - Professional This category is open to businesses offering a professional service to the consumer or other businesses. <i>Examples include but are not limited to: accountants, physicians and conference venues.</i> 2008 Winner: Mildura Visitor Information and Booking Centre 2008 Merit: Bidgee Finance Limited
12		Service Award - Trades & Other This category is open to businesses offering a qualified trade or unqualified service to the consumer or other businesses. <i>Examples include but are not limited to: electricians, hairdressers, mechanics and wholesalers.</i> 2008 Winner: Programmed Maintenance Services 2008 Merit: Oasis Auto Service
13	Available	Tour & Transport Operators This category is open to tour and transport operators, who convey passengers (not freight). It is not a transport award, but does recognise a major contribution to tourism through the provision of transport services. <i>Examples include but are not limited to: tour operators, car rental companies, bus and taxi services.</i> 2008 Winner: Sunraysia Discovery Tours
14	Available	Tourist & Caravan Parks This category is open to all tourist and caravan parks offering a tourism experience. <i>Examples include but are not limited to: cabin, caravan and tenting accommodation providers.</i> 2008: No award presented
15	Available	Tourist Attractions This category is open to attractions of regional importance which market primarily to intra and/or interstate visitors, and significantly contribute to the tourism experience. They may be publicly or privately owned, and can operate in conjunction with a natural attraction or on their own. <i>Examples include but are not limited to: parks, historic buildings and sites and family entertainment.</i> 2008 Winner: Trentham Estate Winery
16	Available	Unique Accommodation This category is open to accommodation providers who provide a high degree of personal contact with guests, or to providers developed around unconventional accommodation. <i>Examples include but are not limited to: backpacker accommodation, hosted accommodation, houseboats and B & B's.</i> 2008 Winner: Aaah! Willandra Houseboats 2008 Merit: All Seasons Houseboats
 17		Transport, Logistics and Supply (NEW IN 2010) This category is open to freight specific; transport operators, storage solutions or logistics organisations, which are recognised as forward thinking, customer driven freight solutions providers. While not a specific Transport award, this award recognises the contribution made to the overall task of moving freight via these services. <i>Examples include but are not limited to: owner drivers, freight companies, commercial warehousing providers or third party logistics providers.</i>

Individual Awards - Nominated by their peers, the Individual Awards are highly prestigious and will be awarded annually.

Category	2010 Sponsor	Category Description
Outstanding Contribution by an Individual		This award recognises the extraordinary personal and professional achievement and contribution by an individual over many years to their industry. Assessment is based on the activities and contribution of the nominee outside the expectation of normal employment, with the emphasis on personal and professional commitment. 2008 Winner: Wilma Bowring
Young Achiever		This award recognises an individual under 30 years of age, and their contribution to the business or industry in which they are employed. Assessment is based on the individual's contribution outside the expectation of normal employment, and demonstration of leadership and/or activities which result in improved business or industry practices or standards. 2008 Winner: Camille Mansell

Cont'd...

Section 2 * ENTERING THE AWARDS

Information in Section 2 correct as of January 2010.

Special Awards

The 2010 Powercor/PRIME Business Excellence Awards provide all entrants with the further opportunity to procure additional recognition via four special awards that are nominated by the Judging Panel, following the allocation of category winners. Entry is automatic and does not require a separate submission.

Category	2010 Sponsor	Category Description
Innovation Award	<p>Supported by</p>  <p>An Australian Government Initiative</p> 	<p>Awarded to the entrant demonstrating the most innovative practices.</p> <p>2008 Winner: Triggs Trellis Supplies</p>
Sustainability Award	 <p>Mildura Rural City Council</p>	<p>Awarded to the entrant demonstrating the most sustainable business practices.</p> <p>2008 Winner: Global Roto-Moulding</p>
Small Business of the Year	 <p>RACV Business Insurance</p>	<p>Awarded in recognition of overall business excellence, from entrants with less than five full-time employees.</p> <p>2008 Winner: Triggs Trellis Supplies</p>
Medium/Large Business of the Year		<p>Awarded in recognition of overall business excellence, from all entrants with five or more full-time employees.</p> <p>2008 Winner: Seasons and The new Spanish Bar and Grill</p>
Powercor Business of the Year		<p>Awarded to the entrant who achieves the highest aggregate score overall.</p> <p>2008 Winner: Quality Hotel Mildura Grand</p>

DATES YOU NEED TO KNOW

NOW	Entries open
NOW	Complete an Expression of Interest (EOI) form and register for the mentor program
February - April	Mentor program
11 February 2010	General information session and review of questions - Mildura
16 February 2010	General information session and review of questions - Wentworth Shire
18 February 2010	General information session and review of questions - Ouyen
23 February 2010	General information session and review of questions - Mildura
30 March 2010	Final Q&A Session - Mildura
29 April 2010	Submissions Due (Late entries will not be accepted)
05 May 2010	Judging commences
26 June 2010	Results announced and celebrated at the Gala Awards Presentation Ceremony
28 June 2010	A Media campaign to profile winners commences



Section 3 * MAKING IT COUNT

Know the Rules

www.mildurabea.com.au

Mildura Business Excellence Awards Inc.

Telephone 0439 597 229 | Email awards@mildurabea.com.au

PO Box 3103 Mildura Victoria 3502

ENTRY GUIDELINES

1 Eligible businesses may enter the 2010 Powercor/PRIME Business Excellence Awards by forwarding a completed submission, as per the entry guidelines.

Should you wish to enter in more than one category a specific submission must be provided for each category entered. An entry will only be assessed in the category which the business has nominated. Entry to Special Awards is automatic and does not require a separate submission.

2 The submission must focus on the achievements or activities that occurred within the qualifying period which is the 2009 calendar year i.e. 1 January 2009 to 31 December 2009.

3 Hard copy entries must be received by the Chair of Judges by close of business Thursday 29 April 2010 via mail to:

Chair of Judges BEA Inc.
2010 Powercor/PRIME Business Excellence Awards
PO Box 3103
Mildura Victoria 3502

Alternatively, hard copy entries may be delivered in person to Mildura Development Corporation, 101 Lime Avenue, Mildura on Wednesday 28 April or by close of business Thursday 29 April 2010.

It is the entrant's responsibility to ensure that adequate time is allowed for the entry to reach Mildura Development Corporation. The organisers accept no responsibility for entries received after Thursday 29 April 2010.

4 Entrants must submit the completed entry form together with two copies of their submission (one original plus a copy). A receipt of submission will be forwarded to the entrant after the closing date.

5 To substantiate statements of financial viability, a declaration of authenticity will need to be signed by a financial officer, accountant, tax adviser or the like who have viewed your response to Section 2 Business Planning.

6 Winners are encouraged to announce their BEA success in their marketing activities. The Awards Co-ordinator will provide appropriate logos and the correct representation of the awards following the Gala Awards Ceremony.

Exclusion Note

Businesses inducted into the Hall of Fame are ineligible to enter the same category for the next two award cycles, but may enter other relevant categories.

SUBMISSION FORMAT GUIDELINES

Applications in Categories 1 through 17 as a guide should be between 15 to 30 single sided (maximum of 15 double sided) A4 pages. Individual Award Categories should be no more than 8 pages.

Important Note: From 2010, Appendices/supporting documents are not required to be submitted with the awards application and will not be judged, however supporting documentation can be sighted by the judges during the site visit.

The submission must be formatted as follows:

Page Size

A4 (297 x 210 mm)

Font

Font for questions, answers and tables must be no smaller than 12 point Times New Roman or Arial. Font for captions can be smaller than 12 point Times New Roman or Arial.

Format

All text should be 1½ line spacing (Microsoft Word) or equivalent, with the following exceptions:

- Text contained within a multi-column table may be single line spaced as long as tables do not represent more than 8 pages of the total submission.
- Question text and captions may be single line spaced.

All pages should be numbered.

Layout

State the question then your answer.

Pages

The submission must have no more than 30 printed pages (single sided) or 15 pages (double sided) including text, graphs and images (note this does not include the cover page).

Entrants are discouraged from using plastic sleeves.

Dividers

Are optional. If used they must be **blank** i.e. they must not carry images, logos, watermarks or text. They may however be numbered. eg. Question 1...

Answer all sections and all questions parts. If you do not feel the question is relevant explain why, do not leave it blank. Unanswered questions attract zero points.

Assessment is based on demonstrated excellence in business practice against specific relevant criteria, not on the format of the application. Glossy applications or extensive graphics are not expected, however all questions need to be responded in a concise and legible style.

Continued overleaf...

ESTABLISHING ELIGIBILITY

To be eligible to enter the 2010 Powercor/Prime Business Excellence Awards the business described within the submission must:

- 1 be located within the Mildura Rural City Council borders or Wentworth Shire Council borders; and
- 2 have been trading for a minimum of 12 months

ASSISTANCE IS AVAILABLE

Information Sessions

Free information sessions are run to provide entrants with a greater understanding of the BEA process and what is expected in the submissions. The information sessions also allow entrants to ask questions and seek clarification about any element of the awards program.

Mentor Program

Entrants have access to FREE one-on-one guidance from our professional mentors. Simply register your interest and we do the rest. Further details of the program including the person and time allocated to you will be confirmed within a few days of registering.

Sponsored by: Southern Cross Business Advisors



Your Local Awards Co-ordinator

Guidance on the process of entering and any aspect of your application is available from your local awards expert - Sue Rudd. Email to awards@mildurabea.com.au or call 0439 597 229

Copies of Documentation

Want a hard copy? Prefer the ease of an electronic copy?

All entry documentation is available for you on the BEA website: www.mildurabea.com.au. Alternatively call Sue Rudd, the Awards Co-ordinator on 0439 597 229 or pop into Mildura Tourism at 62 Madden Avenue in Mildura or the Mildura Development Corporation, located at 101 Lime Ave, Mildura.

More Information

Lots of additional information can be located on our website www.mildurabea.com.au.

Places to find Inspiration

Refer to the website www.mildurabea.com.au to find a list of other websites that may provide some inspiration.

OTHER THINGS YOU SHOULD KNOW

Judging

A team of two judges independently read and score the submissions in a particular category before collaborating as a panel for the final decision. In addition, all entrants are visited or contacted in person by a judge. The judging process is overseen by the Chair of Judges.

To ensure consistency and fairness in judging, the entry guidelines must be strictly met.

Site Visits

The purpose of the site visit is to verify claims made within the submission (for example sighting of a risk management policy), and testing of the overall presentation and experience. The site visit will be prearranged, and the judges have a proforma from which they score each business.

The Scoring System

Every entry is scrutinised and the judges work to a strict scoring system. Geographic location, size of company or size of budget are not deciding factors. The return on a campaign with a \$1,000 budget can be more effective, in relevant terms, than a campaign with a budget of \$100,000. It's what you do with it and the results you achieve that count.

Presentation

Submission presentation does not feature in the scoring system. However, presentation reflects pride. The more concise and relevant the entry, the easier and clearer it is for the judges to score.

Supporting documentation and appendices will no longer be accepted for the 2010 Awards. Instead applicants will be able to show supporting documentation to the judges during the site visit.

Confidentiality

All information submitted is strictly confidential. All persons who may come in contact with your submission, such as the Awards Co-ordinator and judges, are each required to sign a confidentiality agreement.

The BEA Executive Committee have also adopted a conflict of interest policy which is available via the BEA website www.mildurabea.com.au

All application copies are available for collection from Mildura Development Corporation, 101 Lime Avenue Mildura between Monday 12 July and Thursday 29 July 2010. Any applications not collected by close of business Friday 30 July 2010 will be destroyed in the interest of entrant security.

Entry Closing Date

Please ensure your submission is received by close of business on Thursday 29 April, 2010. Late entries can not be accepted. Please plan to get your submission in early.

Grievances

The decision of the judging panel of the 2010 Powercor/PRIME Business Excellence Awards is final. Any grievance should be forwarded to the attention of:

The President
Mildura BEA
PO Box 3103
Mildura Victoria 3502

DISCLAIMER

The Mildura Business Excellence Awards Inc., the BEA Executive Committee, organising coordinators, event managers, members of the Judging Panel, members of the Mentor Panel, sponsors and the like cannot be held responsible for any damages and/or loss of materials that are submitted as part of an entry. Photos and CD's must be copies or duplicates and not originals.

By entering the 2010 Powercor/PRIME Business Excellence Awards, you authorise the use and/or reproduction of images and the 100 word description provided in relation to any editorial/advertising purposes initiated in conjunction with the 2010 Powercor/PRIME Business Excellence Awards.

Your contact details may also be supplied to agencies engaged on behalf of the award organisers for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.

By signing the entry form entrants agree not to bring a claim against any judge or the Mildura Business Excellence Awards Inc. organising coordinators or event managers in relation to feedback on their submission.



EXPRESSION OF INTEREST FORM

www.mildurabea.com.au

Mildura Business Excellence Awards Inc.
Telephone 0439 597 229 | Email awards@mildurabea.com.au
PO Box 3103 Mildura Victoria 3502

YES, I am interested in entering the 2010 Powercor/PRIME Business Excellence Awards.

- Do you require a copy of the 2010 Entry Kit? YES, please forward me a copy NO, I already have a copy
- Would you like to register for access to the free mentor program? YES NO

DETAILS OF BUSINESS

Business Name _____

Contact Person 1 _____

Position in Organisation _____

Contact Person 2 _____

Position in Organisation _____

Business Address _____

Postal Address _____

Telephone 1 _____ Telephone 2 _____ Facsimile _____

Email _____ Website _____

CATEGORY AWARDS

Please select the category which you are considering entering (refer to the Entry Guidelines for detailed descriptions of each category).

- | | |
|--|--|
| <input type="checkbox"/> Accommodation up to 3½ Stars (AAA Rating) | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Deluxe Accommodation 4 Stars & Over (AAA Rating) | <input type="checkbox"/> Service Award - Professional |
| <input type="checkbox"/> Festivals & Events | <input type="checkbox"/> Service Award - Trades & Other |
| <input type="checkbox"/> Local Outlet of Parent Company, Franchise or Buying Group | <input type="checkbox"/> Tour & Transport Operators |
| <input type="checkbox"/> Home Based Business | <input type="checkbox"/> Tourist & Caravan Parks |
| <input type="checkbox"/> Hospitality Business | <input type="checkbox"/> Tourist Attractions |
| <input type="checkbox"/> Manufacturing, Processing & Construction | <input type="checkbox"/> Unique Accommodation |
| <input type="checkbox"/> Not for Profit Organisation | <input type="checkbox"/> Transport, Logistics and Supply (NEW IN 2010) |
| <input type="checkbox"/> Primary Producers & Agribusiness | |

Select this box to authorise the Mildura Business Excellence Awards office to contact you via the details provided with information regarding the Business Excellence Awards.

Please return this form to the Awards Co-ordinator either by email, facsimile or post.

Email awards@mildurabea.com.au | Facsimile 03 5021 0588 | PO Box 3103 Mildura Victoria 3502



ENTRY AND DECLARATION FORM

Businesses

www.mildurabea.com.au

Mildura Business Excellence Awards Inc.
Telephone 0439 597 229 | Email awards@mildurabea.com.au
PO Box 3103 Mildura Victoria 3502

ENTRY

DETAILS OF BUSINESS

Business Name _____

Contact Person _____

Position _____

Business Address _____

Postal Address _____

Telephone _____ Facsimile _____

Email _____ Website _____

Year Business Commenced Operation _____

Number of Full Time Equivalent Employees (including owner operator) _____

Note: To calculate Full Time Equivalent (FTE) = total casual plus part-time hours worked per week / 38 + total full-time employees.

Do you also engage seasonal staff? Yes No If so how many? _____

Brief description of business - to be used in marketing materials and at the Gala Awards Ceremony (100-150 words) **You may provide electronically.**

CATEGORY AWARDS

Please indicate your selected category of entry. More detailed descriptions are available within section 2 of the Entry Kit or on our website www.mildurabea.com.au

- | | |
|--|--|
| <input type="checkbox"/> Accommodation up to 3½ Stars (AAA Rating) | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Deluxe Accommodation 4 Stars & Over (AAA Rating) | <input type="checkbox"/> Service Award - Professional |
| <input type="checkbox"/> Festivals & Events | <input type="checkbox"/> Service Award - Trades & Other |
| <input type="checkbox"/> Local Outlet of Parent Company, Franchise or Buying Group | <input type="checkbox"/> Tour & Transport Operators |
| <input type="checkbox"/> Home Based Business | <input type="checkbox"/> Tourist & Caravan Parks |
| <input type="checkbox"/> Hospitality Business | <input type="checkbox"/> Tourist Attractions |
| <input type="checkbox"/> Manufacturing, Processing & Construction | <input type="checkbox"/> Unique Accommodation |
| <input type="checkbox"/> Not for Profit Organisation | <input type="checkbox"/> Transport, Logistics and Supply (NEW IN 2010) |
| <input type="checkbox"/> Primary Producers & Agribusiness | |

If your business is successful in receiving an award, who will be accepting the award on behalf of the business?

(Print full name) _____

I, _____ (print full name) am authorised to submit this application, and understand the process required, have read the disclaimer and will abide by the decision of the Judging Panel.

Signed _____ Date _____

Continued overleaf...

DECLARATION

DECLARATION OF CLAIMS/AUTHENTICITY

I, _____ (print full name) Of _____ (insert company name)
located at _____ (insert business address) do solemnly declare that:

- 1 The information provided in section 2 of this submission provides a true and accurate reflection of the business activities, and that all legal obligations such as Work Cover, Taxation and Employer obligations within the qualifying period of 1 January 2009 to 31 December 2009 have been met.
- 2 That at the date of this declaration the business entering the 2010 Powercor/PRIME Business Excellence Awards is not facing bankruptcy, or if a Company/Corporation has not become subject to external administration within the meaning of Chapter 5 of the Corporations Law, not know of any cause or event which would cause embarrassment to the Company nor reflect adversely on the 2010 Powercor/PRIME Business Excellence Awards.
- 3 I acknowledge that this declaration is true and correct, and I make it with the understanding and belief that a person who makes a false declaration is liable to the penalties of perjury.

Signature _____ Position _____
Company _____
Telephone _____ Date _____

Witness

Entrant Signature _____ Print Name _____
Position _____ Date _____



QUESTIONS

All Business Categories

www.mildurabea.com.au

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SECTION 1 OVERVIEW AND HISTORY (0 POINTS - ESTABLISHES ELIGIBILITY)

Provide a general overview of the nature and history of your operation. You must demonstrate your eligibility for entry in this category as outlined in the category description.

Note: 1 The answer to this question should be no more than one page. 2 Submissions that do not demonstrate eligibility may be penalised.

SECTION 2 PRODUCT OR SERVICE (30 POINTS)

- a) Briefly describe your product / service mix? (5)
- b) What special experience do you offer that makes your business distinctive? (10)
- c) What services and facilities do you offer to enhance customer / client experience? (10)
- d) What sets you apart from your competitors? (5)

Tips:
This is giving you an opportunity to show how unique and innovative you are. Photographs or customer quotes may assist to reinforce your answer.

SECTION 3 BUSINESS PLANNING (35 POINTS)

- a) Describe the key features of your business plan, for example goals, strategies and outcomes. (10)
- b) Describe how your business measures productivity and / or business success. (5)
- c) Demonstrate your financial viability. If your business has not experienced growth, explain. Utilise current and 2008-2009 financial year figures. (5)
- d) Describe the risk issues you have identified for your business and the specific risk mitigation strategies you have put in place. (10)
- e) Demonstrate your involvement in and contribution to the development of your industry. (5)

Tips:
Part a) Explain what you were trying to achieve ie your business vision, how you went about it and the related outcomes.

Parts b & c) Your response would benefit from the inclusion of graphs illustrating these results within your answer or a profit & loss statement that can be sited at the site visit. ***Note:** graphs, charts and reports do not have to contain hard data, percentages are acceptable measures.

Part d) Risk management relates to all parts of your business including risk to the visiting public, specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works.

Part e) Demonstrate your involvement at local, state and / or national level. Examples could include cooperation with local and state authorities, business accreditation, active membership of industry associations, leadership in industry forums and involvement in trade shows.

SECTION 4 MARKETING (25 POINTS)

- a) Who are your target markets and why? (5)
- b) Describe your marketing strategies for each target market and detail the success and outcomes of those strategies. (10)
- c) How do you use your distinctive difference to attract your target markets? (5)
- d) Demonstrate how customers / clients are provided with an accurate and responsible depiction of what to expect from the product / service. (5)

Tips:
Part a) Consider all arms of marketing for example: sales, advertising, public relations, word of mouth and e-marketing where appropriate. Your objective should be to demonstrate a clear plan, supported by market research and the results achieved.

Part b) Consider displaying your target markets and the strategies and outcomes for each in a table format.

Part c) It is important that you are honest about setting customer expectations.

Continued overleaf..

SECTION 5 CUSTOMER SERVICE & PROFESSIONAL DEVELOPMENT (30 POINTS)

- Explain how you achieve and maintain quality customer service throughout your organisation. (10)
- Explain how you identify and provide for customers and staff with specific needs. (10)
- Explain how you identify and determine professional development needs and describe the training / skill development programs undertaken. (10)

Tips:

Part a) Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback. What is your most effective initiative implemented to improve customer service?

Part b) Specific needs could include language, physical, intellectual and other special needs.

Part c) Could include the objectives of staff / self training / skill development programs, how they were measured, the extent of uptake and outcomes for the business. Consider owners and managers as well as staff.

SECTION 6 SUSTAINABILITY & INNOVATION (30 POINTS)

- Describe and demonstrate your commitment to environmental sustainability. (10)
- Describe how your business benefits and respects the regional economy, its community values and culture. (10)
- Describe any innovations that have taken place during the qualifying period to improve your business and the specific benefits achieved. (10)

Tips:

Part a) Pay particular attention to energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs.

Part b) Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents and partnerships with community-based organisations. The use of local products and services could include food and beverage suppliers, service providers, tradespeople, and local building material. If local products and services are not available, explain briefly.

Part c) Include innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine maintenance and repairs. *Your answer to this question will be used to assess you for the innovation award.

SITE VISIT (50 POINTS)

As part of the awards process a judge will organise to meet with you in person. The purpose of this visit is to provide an opportunity for you to learn more about the awards and enable the judge to gain a more personal experience during which they will assess the following:

- The overall standard of physical appearance of the business and appropriate presentation. (10)
- The quality of service/product and professionalism provided by the staff and management. (20)
- Linkages to claims re business practices made within the submission. For example judges would anticipate sighting plans and evidence that you have referred to within your submission. (20)

Tips:

Following are examples of documentation/evidence you could be asked for during the site visit to your establishment:

- Business/Strategic plan
- Risk Management plan
- Marketing plan
- Copy of Financials
- Proof of environmentally friendly practices eg; Waste management plan
- Marketing material such as brochures
- Copies of customer feedback forms

SUBMISSION SCORE 150 POINTS

SITE VISIT 50 POINTS

TOTAL SCORE 200 POINTS



ENTRY AND DECLARATION FORM

Individual Awards

www.mildurabea.com.au

Mildura Business Excellence Awards Inc.
Telephone 0439 597 229 | Email awards@mildurabea.com.au
PO Box 3103 Mildura Victoria 3502

ENTRY

NOMINATING PARTY

Contact Person _____ Title _____
Business Name _____
Business Address _____
Postal Address _____
Telephone _____ Facsimile _____
Email _____ Website _____

NOMINEE

Contact Person _____ Title _____
Business Name _____
Business Address _____
Postal Address _____
Telephone _____ Facsimile _____
Email _____

INDIVIDUAL AWARDS

Please indicate your selected category of entry. More detailed descriptions are available within section 2 of the Entry Kit or on our website www.mildurabea.com.au

- Outstanding Contribution by an Individual
- Young Achiever Award

DECLARATION

I, _____ (print full name) have sought permission of the Nominee _____ (print full name) to lodge this submission. To the best of my knowledge the materials submitted are a true and accurate reflection of this individual's achievement.

Signature _____ Date _____



QUESTIONS

Outstanding Contribution by an Individual

www.mildurabea.com.au

Mildura Business Excellence Awards Inc.
Telephone 0439 597 229 | Email awards@mildurabea.com.au
PO Box 3103 Mildura Victoria 3502

Outstanding Contribution by an Individual

This award recognises the extraordinary personal and professional achievement and contribution by an individual over many years to the Mildura region. Judges consider in particular the activities and contribution of the nominee outside the expectations of normal employment.

Important Notes:

- The award will not be made to the same person twice.
- Nominations are acceptable from any party except the nominee.
- The answer to each question must not be more than two pages.
- The nominee's Curriculum Vitae and no more than five letters of recommendation may be included.
- The award will be presented at the discretion of the judges, based on the submissions received.
- This award will not necessarily be recognised annually.

The judges will take into account the following aspects of the contribution when assessing a nomination.

QUESTION 1

Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career, including a description of their current employment, if applicable. (10 points)

Tips: Extracts from their curriculum vitae may prove useful.

QUESTION 2

Provide examples of the nominee's personal service over and above the nominee's paid employment to the local and, if relevant, state and national industry. (10 points)

Tips: The emphasis should be on personal and professional commitment.

QUESTION 3

Provide specific examples of activities resulting from the nominee's contribution that have significantly benefited the industry. (10 points)

Tips: Examples could include: conceptual development, operation, administration, management, regional promotional activity, research, advocacy, representation, improvement of industry standards and participation in industry organisations.

QUESTION 4

Outline the degree of personal involvement, the success resulting from that involvement and the long-term benefits to the industry as determined by the ongoing nature of achievement or success. (20 points)

TOTAL 50 POINTS

Previously awarded to Lloyd Thomson (2004), Don Carrazza (2005), Marian Leuhman (2006) and Wilma Bowring (2008)



QUESTIONS

Young Achiever Award

www.mildurabea.com.au

Mildura Business Excellence Awards Inc.
Telephone 0439 597 229 | Email awards@mildurabea.com.au
PO Box 3103 Mildura Victoria 3502

Young Achiever Award

This award recognises an individual, less than 30 years of age as at 26 June 2010, working in an industry and their contribution to the development of a vibrant and professional industry.

Important Notes

- The award will not be made to the same person twice.
- Nominations are acceptable from any party except the nominee.
- The answer to each question must not be more than two pages.
- The nominee's Curriculum Vitae and no more than five letters of recommendation may be included.
- Copy of documentation such as drivers licence, passport, etc should be included to verify age.
- The award will be presented at the discretion of the judges, based on the submissions received.
- This award will not necessarily be recognised annually.

The judges will take into account the following aspects of the contribution when assessing a nomination.

QUESTION 1

Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career, including a description of their current employment. Please include some form of documentation that verifies entrant is less than 30 years of age as at 26 June 2010. (10 points)

Tips: Extracts from their curriculum vitae may prove useful.

QUESTION 2

Provide specific examples of activities resulting from the nominee's performance that have demonstrated leadership and how they have the potential to be a future leader in their industry. (20 points)

Tips: Examples could include: new initiatives in the areas of operation, administration, management, research. Activities resulting in the improvement of industry standards, participation in industry organisations and representation are other good examples. The emphasis should be on personal and professional commitment.

QUESTION 3

Outline the degree of personal involvement, the success resulting from that involvement and the long-term benefits to the industry as determined by the ongoing nature of achievement or success. (20 points)

TOTAL 50 POINTS

Previously awarded to Murray Pinnington (2004), Zhoe Faulkhead (2005), Simon Lever (2006) and Camille Mansell (2008)