



# 2020 ENTRY INFO

## Welcome to the 2020 Wheatbelt Business Excellence Awards

Once you decide to enter the Wheatbelt Business Excellence Awards, you immediately begin to procure the rewards. Preparation of your submission gives you a fresh perspective and new insights into future strategies for the growth and development of your business. It also gives you a rare opportunity to stop and reflect how far your business has already come.

The entry process has been deliberately designed to help you focus on key aspects of your business:

- Business Model
- Customer Care
- Business Performance

Regardless of whether your business is named a winner this year or in the future, you'll have a valuable opportunity to benchmark your performance.

The awards are open to all businesses in the Wheatbelt

What the 2020 Wheatbelt Business Excellence Awards can do for your business!

- As a Finalist you gain the prestige and satisfaction through significant public recognition of your achievements.
- Your staff and associates will share in your success and will be motivated to continue to strive for excellence.

- Like past Award Winners, you will enjoy a distinct business advantage through the enhancement of your organisation's image and standing.
- Winners are entitled to use the 2020 Wheatbelt Business Excellence Awards logos on their stationery, labels, packaging and marketing communications.
- All finalists receive a certificate and recognition.

What the 2020 Wheatbelt Business Excellence Awards winners receive

- A free advertisement in local newspapers
- Acknowledgement on radio with a 'congratulations' promo campaign
- Acknowledgement on television with a campaign on GWN7
- Locally procured award trophy
- Free membership and/or renewal with the Wheatbelt Business Network
- Use of the WBEA logo on your business material

## Eligibility criteria

You are eligible to apply if you:

- Are a Wheatbelt based business (as per the Wheatbelt Development Commission map)
- With an ABN
- Meet the Judging Criteria for your nominated category

**10**  
YEARS  
2010-2020

**WBN**  
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For more information visit: [wheatbeltbusinessnetwork.com.au](http://wheatbeltbusinessnetwork.com.au)

## How to Enter

### ENTRY CHECKLIST

- Determine if you are eligible (see below).
- Complete a Submission by addressing the Selection Criteria relevant to your submission. Your Submission must address the performance of your business against the Selection Criteria for the Award(s) applied for. If you believe a specific criterion is not applicable to you, please state the reason(s) in the space allocated for that criterion.  
  
*Tip from the Awards Coordinator – Don't get too caught up in the submission process! Take the opportunity to convey to the judges what you are proud of in your business – don't overthink it. The questions are generic in nature so some will apply to your business more than others. There is no expectation that you submit an academic thesis – it is a local awards program not a PHD so have fun with it!*
- Your submission needs to be succinct and NOT EXCEED THE LISTED MAXIMUMS. Exceeding these maximums while addressing the selection criteria will detract from your submission and result in a lower rating.
- You may include an additional **five A4 pages of supporting documentation** in your application. This could include business brochures, planning documents, advertising, customer feedback.
- Email digital copies of your application** ([CLICK HERE to download the Word document](#)) and **supporting documentation** to [eo@wheatbeltbusinessnetwork.com.au](mailto:eo@wheatbeltbusinessnetwork.com.au) or dropbox it.

**Closing date for submissions has been extended to 5pm, Friday 20th March 2020**

### IMPORTANT DATES

**ENTRIES CLOSE - Friday 20th March 2020**

**BLACK TIE AWARDS DINNER (PLEASE NOTE RESCHEDULED DATE) - Saturday 2nd May 2020 at the Cummins Theatre, Merredin**



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## Award Categories

### Home-based Business

The business is operated either at home (you carry out most of the work at your home) or from home (and business does not own or rent any premises other than your home).

### Start Up Business

The business must have been trading for a maximum of two years at the time of applying, no limit on the number of employees.

### Owner Operator Business

The business must be an owner operator business (up to two owners, with no employees other than themselves).

### Micro Business (1-4 Employees)

The business must employ between one and four employees (full-time or equivalent), other than the owner, at the time of your application.

### Business with 5 – 10 Employees

The business must employ five to ten employees (full-time or equivalent) at the time of your application.

### Business with 11 plus Employees

The business must employ eleven plus employees (full-time or equivalent) at the time of your application (no maximum number).

### Franchise Business

The business must be part of a franchise and carry out all business activities in-line with the requirements of their franchise agreement.

### Aboriginal Business

Aboriginal Business of the Year is judged from all the entrants who have addressed the Criterion and are owned or managed by an Aboriginal/ Indigenous person/s.

### Not for Profit

Recognises business practice within a non profit organisation. The award is open to all Wheatbelt incorporated non profit organisations.

### Young Entrepreneur of the Year

Young Entrepreneur of the Year is judged from all entrants of categories who have addressed the Criterion and the owner/s are under 30yrs of age in the calendar year.

### People's Choice

Nominated by any customer/s, reviewed by the judges, with a finalist group announced and voted on by the community over a set period of time (community does not have to be a resident in the Wheatbelt).

### Excellence in Innovation

Excellence in Innovation is judged from all entrants of categories who have addresses the Criterion and has achieved measurable success and/or made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

### Business Of The Year

Business of the Year is judged from the winners of categories who have addressed the Criterion. The Business with the overall highest aggregate shall be announced Business of the Year.

### DPIRD Wheatbelt Agri-Food and Beverage Value add Business

This award is sponsored by Department of Primary Industries and Regional Development. The business must use raw produce to create a processed food or beverage.



## Entry Tips

The information set out below is designed to provide a simple guide for you to complete your application and be one that the judges will find comprehensive, informative and interesting.

You will need to download and use the Word document provided as a template ([CLICK HERE to download the Word document](#)) It will automatically download to your computer to the downloads directory. This document has the questions and spaces for answers. *TIP: Use the word count to ensure your answers do not exceed the allowable maximum.*

In addition to your application, you can supply up to 5 x A4 pages as supporting documentation for any graphs, charts, diagrams or images.

When you have completed all the sections, re-read what you have typed to ensure you've covered every aspect of your business.

Have someone from within the business read through your submission to see if you've missed anything. Then have a friend or colleague who knows your business to also have a read through. Take on all their comments and if worthy, try to incorporate their suggestions.

Once you have finished collating everything, please **Email your application document and supporting documents to Caroline at [eo@wheatbeltbusinessnetwork.com.au](mailto:eo@wheatbeltbusinessnetwork.com.au)**

The judging process will not initially include a site visit, but will be left at the discretion of the judge if he/she feels it necessary (home based business excepted). When writing a submission, keep the following in mind:

- Keep it clear and concise.
- Demonstrate growth, include financial ratios, percentages or statements.
- Look at the judging criteria and address each point.

- Show why your business should be the winner. What makes it special?
- Tell a story and capture the business character.
- Keep the information relevant to the past year.

## Formatting Suggestions

To ensure the supporting documents provided with your submission are easy to read, consider the following suggestions:

- Use size 11 font, using either Arial, Tahoma or Calibri font type.
- Use clear headings.
- Keep paragraphs short.
- Make sure the document is well spaced and not cramped on the page
- Use graphs, pictures and diagrams.
- Submit the answers to the questions using the word document and then email it and the supporting documents (max 5 x A4 pages) to Caroline at [eo@wheatbeltbusinessnetwork.com.au](mailto:eo@wheatbeltbusinessnetwork.com.au).
- Ensure any supporting documents are clearly identified with your name, business name, phone number and email address.

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## Judging

Judging is conducted by a panel, selected by WBN. The Judging Panel reserves the right to move entrants into other appropriate categories. Judges are looking for demonstrated quality in submissions and base their decision solely on the documentation provided. Supporting material such as brochures and samples should only be included where you believe it will assist the submission.

## Submissions

Email digital copies of your application and supporting documentation to:

➤ [eo@wheatbeltbusinessnetwork.com.au](mailto:eo@wheatbeltbusinessnetwork.com.au)

OR

➤ Dropbox it if attachments are too large

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## Application Support

Contact the WBN and we can provide you with support for your application.

**Lisa O'Neill**

M 0429 879 430

E [mbd@wheatbeltbusinessnetwork.com.au](mailto:mbd@wheatbeltbusinessnetwork.com.au)

**Caroline Robinson**

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E [eo@wheatbeltbusinessnetwork.com.au](mailto:eo@wheatbeltbusinessnetwork.com.au)

**Rachael Thomas, Business Manager**

PH 042 8855 224

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