



CASEY BUSINESS AWARDS

General Information

The City of Casey is pleased to invite all local businesses to enter the Casey Business Awards 2011. These prestigious Awards will be presented at a gala dinner to be held on Thursday, 27 October 2011.

The 2011 Casey Business Awards:

- Recognise and reward outstanding local businesses
- Highlight the achievements of local business
- Provide a benchmark of business standards across the region
- Share best practice, information, and business skills
- Promote and support local business activity
- Provide an opportunity for networking
- Develop further relationships between local businesses, government and industry bodies.

**Customer
Service Centres**
Cranbourne
Centro Cranbourne
Narre Warren
Magid Drive

Narre Warren South
Amberly Park
Shopping Centre

Telephone: 9705 5200
Facsimile: 9704 9544

TTY: 9705 5568
TIS: 131 450

(Translating and
Interpreting Service)

Magid Drive
PO Box 1000
Narre Warren VIC 3805

Email:
caseycc@casey.vic.gov.au
Website:
www.casey.vic.gov.au



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Category Sponsors



Victoria's Largest and Most Vibrant Municipality



How Do I Enter?

Businesses can enter in **up to two** categories. All you have to do is:

- Complete the Entrant Details, including the Declaration and Agreement.
- Answer each question in Section One (general business information).
- Select the award category(s) your business is entering.
- Answer the questions in Section Two, which are specific to the category you are entering.
- Please provide **two** printed colour copies of your entry to:

*Casey Business Awards
Economic Development Department
PO Box 1000
NARRE WARREN 3805*

- Please also provide an electronic version (pdf) of your entry to inBusiness@casey.vic.gov.au.

Entries will be accepted up to close of business, Friday 8 July 2011.

Visit www.casey.vic.gov.au/caseybusinessawards.

Prizes

Not only are the Casey Business Awards a wonderful opportunity to promote your business, but cash prizes totalling \$13,000 are also up for grabs.

Finalists in each nominated category will receive a commemorative certificate.

The winner in each nominated category will receive \$1,000, a trophy, a commemorative certificate and the opportunity to be named as the 'Casey Business of the Year 2011' as voted by the judges. In addition, all applicants are eligible for consideration of the additional judges' awards; the Environmental and Sustainability Award, the Innovation Award and the Commendation Award.

The winner of the Judges' Environmental and Sustainability Award will receive \$1,000, a trophy and a commemorative certificate.

The winner of the Judges' Innovation Award will receive \$1,000, a trophy and a commemorative certificate.

The winner of the Judges' Commendation Award will receive mentoring from VECCI along with twelve month membership.

The Casey Business of the Year 2011 will receive \$2,000, a trophy and a commemorative certificate.

All winners will feature in a post Awards feature; with the Awards media partner The Weekly. All entrants will be given the opportunity to advertise in the special Casey Business Awards feature.

Closing Date

All entries must be received by close of business on **Friday 8 July 2011**.

How the Casey Business Awards Are Judged

Entries are assessed by an independent panel of judges. The judges have been selected from both the public and private sector, and include people with extensive business experience.

Each entry will be assessed on information provided to the questions on the official entry form. However, please feel free to be as creative as possible in the presentation of your application.

Judges will determine whether a site visit is necessary in consideration of your application.

Businesses intending to enter the competition are advised to attend the applicants' information session/s in Building 901, Level 2 Monash University, 100 Clyde Road, Berwick on Tuesday 31 May 2011 at 7.30am or on Thursday 1 June at 6.00pm

It is also advised that businesses refer to and review their business, marketing, professional development and staff training plans when preparing the application form.

Time spent reflecting on achievements and goals will assist in the preparation of the entry.

The City of Casey's Economic Development Department is available to provide advice to any businesses wishing to submit an application in any nominated category.

Announcement of Award Finalists

Casey Business Awards finalists will be announced at a Business Breakfast on Wednesday 21 September 2011. All applicants will be invited to attend.

Announcement of Award Winners

Winners of the 2011 Casey Business Awards will be announced at the Casey Business Awards Presentation Dinner on Thursday 27 October 2011. This gala dinner is a key event and not to be missed.

Information Session/s

The City of Casey's Economic Development staff will conduct information sessions for businesses intending to enter the City of Casey Business Awards. Information sessions are free of charge however registration is essential.

Venue	Date	Time
Monash University Berwick Campus Bldg 901, Level 2, Room 234 100 Clyde Road, Berwick	Tuesday, 31 May 2011	7.30am - 8.30am
Monash University Berwick Campus Bldg 901, Level 2, Room 234 100 Clyde Road, Berwick	Thursday, 1 June 2011	6.00pm - 7.00pm

For further information contact City of Casey Customer Service on 9705 5200.



Application Form

<i>Business Name</i>	
<i>Name of Contact</i>	
<i>Name of person completing the application</i>	
<i>ABN</i>	
<i>Business Location Address</i>	
<i>Postal Address (if different from above)</i>	
<i>Phone (Business)</i>	
<i>Mobile</i>	
<i>Email</i>	
<i>Website</i>	
<i>Contact details of person completing application</i>	
<i>Number of full time employees</i>	
<i>Number of part time employees</i>	
<i>Number of casual employees</i>	
<i>Total number of employees</i>	
<i>Type of Business</i>	

Category Selection

Please select the award category your business is entering.

Remember you may enter in up to two categories only.

Category	2011 Award sponsored by:
<input type="checkbox"/> Home-based Business of the Year Award	Stockland
<input type="checkbox"/> Retailer of the Year Award	FS Learning Management Group
<input type="checkbox"/> New Business of the Year Award	R J Sanderson & Associates
<input type="checkbox"/> Manufacturer of the Year Award	VECCI
<input type="checkbox"/> Hospitality and Tourism Award	Casey College of Beauty Therapy
<input type="checkbox"/> Business and Professional Services Award	First National Real Estate
<input type="checkbox"/> Health and Personal Services Award	St John of God Hospital Berwick
<input type="checkbox"/> Trades and Construction Award	The Weekly
<input type="checkbox"/> Social Enterprise Award	TBM Training

Additional Awards

The judges will present four additional Awards based on the information provided by each entrant. All entrants are eligible for consideration of the judges' awards.

Environmental Sustainability Award
(2011 Award sponsored by Thiess Services Pty Ltd)

Innovation Award
(2011 Award sponsored by Monash University)

Commendation Award
(2011 Award sponsored by the City of Casey and VECCI)

Category winners are also eligible to be named the 2011 Casey Business of the Year (2011 Award sponsored by the City of Casey)

Declaration

Business Name: _____

I (full name) _____

Declare that I am authorised by the above named business to provide the information in this entry and that the information is accurate.

I declare that there are no legal matters arising from the running of the business* (see Duty of Disclosure).

I declare the business is operating profitably and is not insolvent.

I declare that I have read the Terms and Conditions of the Casey Business Awards 2011 and understand that my entry is subject to those Terms and Conditions.

Authorised Signature: _____

Date: _____

Terms and Conditions 2011

1. Businesses must be located or conduct their primary business within the City of Casey.
2. Businesses must have been trading for a minimum of twelve months. In the case of an entrant to the New Business Award, the applicant must have been trading for a period of NO less than 12 months and NO more than three years.
3. Persons entering the awards must be authorised to do so by the business.
4. All category entrants are eligible for the judges' awards: Environmental Sustainability Award, Innovation Award and Commendation Award. Category winners are also in contention to be named the 2011 Casey Business of the Year by the judges.
5. A home-based business is defined as a business that is primarily operated from the home of its owner/manager.
6. Sponsors, Councillors, Council employees and members of the judging panel and their families are ineligible to enter.
7. Other parties can nominate a business, who will then be sent an entry kit. Nominations do not count as an entry nor are they a requirement of entry.
8. Publicly-listed businesses and government agencies are ineligible to enter.
9. All entries must be received by close of business **Friday 8 July 2011**.
10. Entries received after this time will not be accepted.
11. Hard copy entries can be submitted to:

Casey Business Awards 2011
City of Casey
Economic Development Department
PO Box 1000
Narre Warren 3805

And electronic version to email inbusiness@casey.vic.gov.au

12. Entrants must permit judges access to their business for an announced site visit or an off-site meeting where appropriate.
13. No alterations to applications will be permitted after the date of submission.
14. Entries will not be returned so duplicates of all original material should be retained.
15. The judges' decisions are final and no correspondence will be entered into.
16. The City of Casey reserves the right to take photographs, use film and audio and use any part of the entry for media and promotional purposes without consultation.
17. All costs associated with entry, including attendance of the awards presentation dinner will be the responsibility of the entrant.

Applicant Questions

Section One – Your Business in General

All entrants must answer each question. Please keep your answers to a suggested maximum of 150 words per question.

1. Description

Describe your business operations, including an overview of your products and services, customers/markets, premises, background, number of employees, etc.

2. Achievements in the past five years

What goals and milestones has your business achieved in the past five years? E.g., increased sales, expanded production, increased employment, moved to new location, won a new contract, etc.

3. Plans for development in the next five years

Describe where you see your business in the next five years and how you intend to achieve this.

4. Promotion and marketing

How do you market and promote your business? Include examples of marketing and promotion material, etc. How do you measure the success of these?

5. Multimedia

Outline how your business has created, developed and implemented innovative processes or practices in combining media applications.

6. What differentiates your business from your competitors?

What strategies have you employed to ensure your business stands out from your competitors?

7. Involvement in the local community

Describe how your business contributes to the local community. E.g. employing local residents, membership of local business groups, service clubs, sponsorship, supporting community groups, work placements/internships for graduating students etc.

8. Commitment to environmentally-sustainable practices

Describe the practices your business undertakes to operate in an environmentally-sustainable and responsible manner. E.g. energy conservation, water conservation and waste management. How do you optimize your business objectives and coordinate with those of your contracted supply chain?

9. Professional development / staff development

Describe how you (and your staff) keep up-to-date with industry developments, new skills, new techniques, etc.

10. Risk management

What risk management measures does your business have in place? E.g. OHS, IT security, fraud prevention, loss prevention, quality control, cash flow fluctuations, etc

11. Access for all

Describe your efforts to make your business accessible and welcoming to all potential customers and employees, both physically and culturally. E.g. low service bench space, wide corridors etc. Do you educate your staff to recognize a person who may have impairment/s and how to employ appropriate measures of communicating effectively?



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Section Two - Category Specific Information

Please answer the questions specific to the Award category(s) your business is entering **ONLY**. Please keep your answers to a suggested maximum of 300 words per question. **You may wish to substitute this page with your own.**

1. Home-Based Business of the Year Award

(Sponsored by Stockland)

How do you overcome the isolation that can be experienced by home-based businesses? How do you balance home requirements and business demands? How does your business provide customers with a special experience and services which exceed their expectations?

2. Retailer of the Year Award

(Sponsored by FS Learning Management Group)

How does your business work with other local businesses to market and package the local product? What strategies does your business use to increase repeat patronage?

3. New Business of the Year Award (Business must have been operating for a period of no less than 12 months and no more than three years)

(Sponsored by R J Sanderson & Associates Pty Ltd)

How does your business provide customers with a special experience and services which exceed their expectations? How does your business gather customer feedback to implement improvements?

4. Manufacturer of the Year Award (including food manufacturing)

(Sponsored by VECCI)

How does your business strengthen relationships with both your suppliers and your customers? How does your business maintain quality across your product range? How does your business implement continuous improvement measures into your processes?

5. Hospitality and Tourism Award (e.g. cafes, restaurants, accommodation, caterers, recreation venues and tourist attractions)

(Sponsored by Casey College of Beauty Therapy)

What efforts does your business take to use and promote locally grown and produced food and wine? How does your business ensure your products remain consistent in quality? How do you market your business and what do you consider is the measure of your business success?

6. Business and Professional Services Award (e.g. lawyers, accountants, business support services)

(Sponsored by First National Real Estate)

How does your business gather customer feedback to implement improvements?

How is your business using information technology and systems to ensure efficiency?

7. Health and Personal Services Award (e.g. hospitals, care facilities, allied health services)

(Sponsored by St John of God Hospital, Berwick)

How does your business gather customer feedback to implement improvements?

What systems and structures do you have in place to create a health promoting environment?

What percentages of your services are utilized by the local community? Do you work collaboratively with local businesses in areas of complementary services?

8. Trades and Construction Award

(Sponsored by The Weekly)

What strategies does your business have in place to ensure on-site quality control? How does your business take advantage of being located within or near the growth corridor? How does your business maintain quality across your product range? How do you implement continuous improvement efforts to increase your bottom line? What actions do you implement to optimise the use of land, minimise energy use through good design and pursue its best use?

9. Social Enterprise Award

(Sponsored by TBM Training)

What tools, techniques or approaches have you employed that ensure your business success? What strategies do you implement, to ensure your initiative has future reach potential and remains self sustaining? How does your business provide customers with a special experience and services which exceed their expectations? What actions do you employ to influence and work with partner organisations and the private sector?

Duty of Disclosure

It is important that all relevant information is disclosed to Council.

This includes any legal proceedings or prosecutions or similar matters involving the business or involving its directors or staff arising out of the running of the business.

This is irrespective of whether a conviction has been recorded, (so fines and penalty notices need to be disclosed).

These matters may include but are not limited to, criminal matters, breach of OH&S legislation, Local Laws prosecutions, Health Act (e.g. food handling, nuisance) prosecutions, Building and Planning matters, Work Cover, Animal Welfare, Work Cover and EPA prosecutions or legal action involving the business and Council.

Council is only interested in matters that relate to the business, not personal speeding fines or similar. If all matters are not disclosed then any award to the business may be cancelled and the business and those associated with it may be excluded from participating in future Awards.

Thank you for taking the time to enter the Casey Business Awards 2011.
Your application is now complete.

- Please provide **two** printed colour copies of your entry to:

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Economic Development Department
PO Box 1000
NARRE WARREN 3805

- Please also provide an electronic version (pdf) of your entry to inBusiness@casey.vic.gov.au.

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Sponsors

The City of Casey would like to thank all Casey Business Awards 2011 sponsors for their generous support.

Major Sponsors



Category Sponsors

