



HUNTER REGION BUSINESS EXCELLENCE AWARDS 2018

GENERAL & JUDGING CRITERIA

Please answer **all** the questions. Ensure that your answers are relevant to the Category you have entered. Note – if a question is not answered you may be penalised.

Questions 1 to 3 will assist the judges in gaining an overview of your business.

Final judging of your business will be via a visit to your business. If your business is unable to be visited please provide details of **three referees**.

SCORING

Question	Topic	Maximum Points
1	Your Core Business Activities	2
2	Other Supplementary Activities	3
3	Outline of Owners/Principles and Reason for Starting the Business	5
4	Indicate Employment Growth	5
5	Most satisfaction from your Business	5
6	Business Objectives	10
7	Target Market & USP	20
8	Innovation and Improvement	20
9	Achievements/Success	15
10	Greatest Challenge and Lessons Learnt	10
11	Current Main Strength and Weakness	10
12	Service Example	10
13	Why You Should Win	5
14	Visual – Branding and Business Image, Website, Social Media etc.	10
15	Presentation of your Business	35
16	Customer Service Observations	35
TOTAL		200



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THE CATEGORIES

1	HOSPITALITY & TOURISM	<i>Restaurants, cafes, coffee lounges, takeaway food, accommodation, tourism activities, galleries, Visitor Information Centres, cellar doors</i>
2	INTERNET-BASED BUSINESSES	<i>Web developers, IT services, Online shopping and services</i>
3	PERSONAL SERVICES	<i>Hairdressing/beauticians/barbers etc.</i>
4	PROFESSIONAL SERVICES	<i>Media, Engineers, Accountants, Insurance, Solicitors, Business Consultants, etc</i>
5	HEALTH SERVICES	<i>Pharmacies/Health Food Stores, Fitness, Natural Health, and Opticians</i>
6	TRADES AND INDUSTRY	<i>Hardware, Home Decorating, Kitchens, Bathrooms, Nursery, Home Builders, Architects, etc. Builders, Electricians, Plumbers, Metal Fabrications, Motor Mechanics, Panel Beaters, etc</i>
7	FINANCIAL & REAL ESTATE SERVICES	<i>Banks, B/Societies, Real Estates, Credit Unions, Mortgage Brokers, Insurance Brokers, etc</i>
8	NOT-FOR-PROFIT BUSINESSES	<i>Community Services</i>
9	HOME BASED BUSINESS	<i>Business owners whose principle address is at home</i>
10	GENERAL BUSINESS	<i>All other businesses</i>
11	ABORIGINAL BUSINESS	<i>Wholly or primarily owned by an Aboriginal or Torres Strait Islander (Note: a further application may be lodged into another category)</i>
12	NEW START BUSINESS	<i>Under Two Years (Note: a further application may be lodged into another category)</i>
13	NEIS BUSINESS OF THE YEAR	<i>Under the NEIS training program – eligible up to 12 months after completion of the program (Note: a further application may be lodged into another category)</i>
14	CUSTOMER SERVICE AWARD	<i>Individual award</i>
15	CUSTOMER SERVICE AWARD	<i>Whole business award</i>
16	YOUNG ENTREPRENEUR	<i>Individual Award, may come from within categories</i>
17	BUSINESS WOMAN OF THE YEAR	<i>Individual Award, may come from within categories</i>
18	BUSINESS LEADER OF THE YEAR	<i>Individual Award, may come from within categories</i>

Not sure where to enter? The businesses within each Category are suggestions only. If you have a business that you don't know where you should be, give Hunter Region Business Hub a call on 4936 2557.