

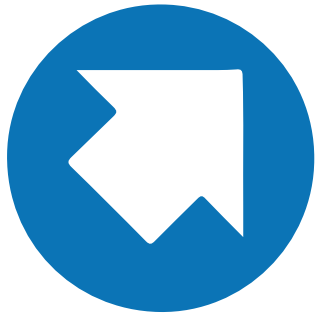
# HUNTER REGION BUSINESS EXCELLENCE AWARDS



## THE CATEGORIES

1	Hospitality & Tourism	Restaurants, cafes, coffee lounges, takeaway food, accommodation, tourism activities, galleries, Visitor Information Centres, cellar doors.
2	Internet-Based Business	Web designers, IT services, E-commerce and related online services.
3	Personal Services	Hairdressing/beauticians/barbers etc.
4	Professional Services	Accountants, Solicitors, Business Consultants, Engineers, Insurance, Media etc.
5	Health Services	Fitness, Therapists, Natural Health, Health Food, Pharmacies and Medical Services.
6	Trades & Industry	Trades such as Electricians, Plumbers, Metal Fabrications, Motor Mechanics, Landscaping, Panel Beaters etc. Industry including Home Builders & Decorators, Kitchens, Bathrooms, Nursery, Hardware, Architects etc.
7	Financial & Real Estate Services	Financial Institution, Real Estates, Mortgage Brokers and Insurance Brokers.
8	Not-For-Profit Businesses	Community Services and organisations.
9	Home Based Business	Business owners whose principle address is their home.
10	General Business	All other businesses
11	New Start Business	Under Two Years (Note: other applications may be lodged into other categories)
12	NEIS Business of the Year	Under the NEIS training program – eligible up to 24 months after completion of the program. (Note: other applications may be lodged into other categories)
13	Customer Service	Individual award.
14	Customer Service	Whole business award.
15	Young Entrepreneur	Individual Award.
16	Business Woman of the Year	Individual Award.
17	Business Leader of the Year	Individual Award.
18	Business of the Year	Chosen from winning business in 2021.

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 02 4936 2557



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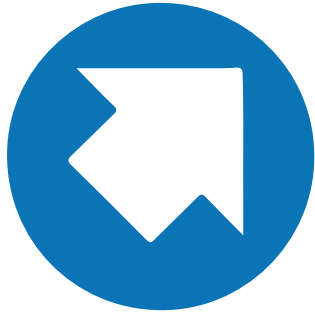
## ENTRY CONDITIONS

The Hunter Region Business Hub gives all entrants its unconditional assurance that all information provided for the purpose of the 2021 Hunter Region Business Excellence Awards, will be treated as absolutely confidential. The judges will be the only people to see the information submitted and will not be divulged for any reason to any other person(s) or organisation(s). Entries are lodged online for added security.

1. The business will be based in the Hunter Region.
2. Participants can only enter one category between categories 1-10 from the provided list, plus entries in categories 14-17. Categories 11 & 12 may also enter another category between 1-10, as well as operating from the same venue (e.g. restaurant within a hotel) then each business may enter but must submit separate applications. The judges reserve the right to transfer any entry to a more appropriate category (subject to discussion with the entrant).
3. Not answering any section/question or an incomplete entry will result in points being deducted and/or the entry being disqualified.
4. All businesses will be eligible to win "Business of the Year" which may be drawn from the existing categories or be so outstanding that the business is chosen in its own right. There is no entry for this category.
5. Previous winners of major categories are not eligible for 2 years after their previous win. Winners of individual categories are not eligible to enter if they have won more than once in the past 3 years.
6. The deadline for entries is midnight, Sunday 1st of August 2021, with no exceptions.
7. A panel of individual judges will assess each application, including visits and telephone calls to finalist businesses for final judging. A business will be visited or telephoned by a "mystery shopper".
8. The ultimate winners will be decided by a combination of points awarded by all judges from the written entries and the "mystery shopper".
9. The judges decision is final and no correspondence will be entered into. However, we are happy to give feedback from judges' notes, if available.

## ENTRY FORMAT

1. The Business profile completed and certified by ticking the relevant terms and conditions box on and dating.
2. The questions are compulsory and must be answered on the official entry form in the spaces provided. Word counts will need to be adhered to. Appendix in support of your application are welcome, these can be uploaded and attached to your application in the relevant areas. There is a 2mb limit on attachments. Please remember the larger the file the longer to upload.
3. Digital Images and logos may be provided with each entry for use on the Awards night and can be uploaded in the relevant area.
4. The entry is lodged online.



# HUNTER REGION BUSINESS EXCELLENCE AWARDS



## 2021 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