



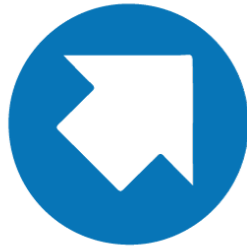
# HUNTER REGION BUSINESS EXCELLENCE AWARDS



## AWARD CATEGORIES

1	<b>Hospitality &amp; Tourism</b>	Restaurants, Cafes, Bars, Takeaway food, Accommodation, Tourism activities, Galleries, Visitor information centres, Cellar doors.
2	<b>Online Business</b>	Web designers, IT services, E-commerce and related online services.
3	<b>Personal Services</b>	Hairdressers/ Barbers, Beauticians, Tattooist, Cleaners, Life coaches etc.
4	<b>Professional Services</b>	Accountants, Solicitors, Business consultants, Engineers, Insurance providers, Media etc.
5	<b>Health Services</b>	Fitness providers, Therapists, Natural health, Healthcare providers, Pharmacies, and Medical services.
6	<b>Trades &amp; Industry</b>	Electricians, Plumbers, Mechanics, Landscapers, Builders, Interior decorators, Manufacturing etc.
7	<b>Financial &amp; Real Estate Services</b>	Financial institution, Real Estates, Mortgage brokers, and Insurance brokers.
8	<b>Not-For-Profit Businesses</b>	Community services, Business chambers and Organisations
9	<b>Home Based Business</b>	Business owners whose principle address is their home
10	<b>General Business</b>	All other businesses
11	<b>New Start Business</b>	Under two years (Note: other applications may be lodged into other categories)
12	<b>Access &amp; Inclusion</b>	Businesses championing disability access and inclusion in the community
13	<b>Customer Service</b>	Individual award
14	<b>Customer Service</b>	Whole Business award
15	<b>Young Entrepreneur</b>	Individual award (Aged under 30)
16	<b>Businesswoman of the Year</b>	Individual award
17	<b>Business Leader of the Year</b>	Individual award
18	<b>Business of the Year</b>	Chosen from winning businesses

**Not sure where to enter? The Businesses described within each Category are suggestions only. If you have a business that you don't know where you should enter, give the Hunter Region Business Hub a call on 02 4936 2557**



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## ENTRY CONDITIONS

The Hunter Region Business Hub treats all entries as commercial in confidence.

1. The business will be based in the Hunter Region.
2. Participants can enter one category between categories 1-10, plus categories 11 New Start Business. You may also enter any or all of categories 12-17. Multiple applications may be made between categories 12-17 (as applicable to each entrant), **but** separate applications need to be made per entry. 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. There is no entry for this category.
5. Previous winners of major categories are not eligible to enter for 2 years after their previous win. Winners of individual categories are not eligible to enter if they have won twice or More over the past 3 years.
6. The deadline for entries is midnight, Sunday 31<sup>st</sup> March 2024, with no exceptions.
7. A panel of individual judges will assess each application, including visits and telephone calls to finalist businesses for final judging. Entrants may be visited in person, online 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 judge's decision is final, and no correspondence will be entered into. However, we are happy to give feedback from judges' notes, if available.

1. The Business profile completed and certified by ticking the relevant terms and conditions box 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 applications are welcomed and can be uploaded/attached to your application in the relevant areas. There is a 2MB limit on attachments.
3. Digital images and logos should be provided with each entry for use on the Awards night and can be uploaded in the relevant area.
4. All entries is lodged online. Here: <http://hrbea.com.au/>



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## 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 & Unique Selling Point	20
8	Innovation and improvement	20
9	Achievements/successes	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.	30
15	Presentation of your business	15
16	Customer service observations	20
TOTAL		185