

POWERCOR MELTON BUSINESS EXCELLENCE AWARDS

NOMINATION GUIDELINES



MELTON SHIRE COUNCIL
ECONOMIC DEVELOPMENT



SUBMITTING YOUR NOMINATION

NOMINATION FORM

Submit one copy of your completed Nomination Form by:

5.00pm FRIDAY 25 FEBRUARY 2011.

FINALIST NOMINATION FORM

For businesses shortlisted as finalists in the Powercor Melton Business Excellence Awards, submit two (2) copies of your completed **Finalist Nomination Form**, plus one (1) copy of any supporting documents (including plans, marketing materials, photographs etc...) by:

5.00pm FRIDAY 18 MARCH 2011.

Nomination forms received after the deadline may not be accepted.

Please submit your completed nomination form to:

Powercor Melton Business Excellence Awards
Melton Shire Council
Business Growth & Sustainability Unit

by mail:

PO Box 21
Melton VIC 3337

by email:

economicdevelopment@melton.vic.gov.au

or in person:

Melton Civic Centre
232 High Street
Melton VIC 3337

Melton Civic Centre/Library
193 – 201 Caroline Springs Blvd
Caroline Springs VIC 3023

The Powercor Melton Business Excellence Awards are proudly presented by:



INTRODUCTION

The **Melton Business Excellence Awards** is a prestigious event celebrating the contribution that local business makes to our regional economy, environment and community.

In the past three years, some truly outstanding local businesses have participated in the **Melton Business Excellence Awards**, including:

Witchmount Estate Winery
Melton Toyota
Gourmet Morsels
Mt. Atkinson Olive Grove and Café
Peter Faux Dance Ensemble
UFS Dispensaries
Eyeclarity... and many more!

Taking place on Friday 29th April 2011, the **Melton Business Excellence Awards** will be held at the spectacular Witchmount Estate Winery in Rockbank, and will feature entertainment by Noisy Neighbours.

BENEFITS OF PARTICIPATING

Businesses who participate in the **Melton Business Excellence Awards** will have the unparalleled opportunity to highlight their businesses and its strengths to the local community and beyond.

The **Melton Business Excellence Awards** boasts a number of opportunities for businesses to promote, network and develop their business:

- Exceptional promotional opportunities for businesses, sponsors and Council
- Prestige
- The opportunity to participate in promotional activities that will expose your business to the wider community

Plus, there is the potential for businesses to identify both their strengths and weaknesses and improve business growth and performance by participating in the nomination process.



WHO CAN NOMINATE FOR THE POWERCOR POWERCOR MELTON BUSINESS EXCELLENCE AWARDS?

There are two ways in which a business can qualify to nominate for the **Powercor Powercor Melton Business Excellence Awards**.

LOCALLY REGISTERED BUSINESSES

Businesses who are registered within the Shire of Melton automatically qualify for the **Powercor Powercor Melton Business Excellence Awards**. Businesses who qualify in this way may be asked to produce a copy of their Business Registration Certificate to confirm their business registration address details.

SIGNIFICANT BUSINESS PRESENCE*:

Some businesses that are not registered within the Shire of Melton may still qualify to nominate for the **Powercor Melton Business Excellence Awards**, if they can demonstrate that they have a significant business presence within the Shire.

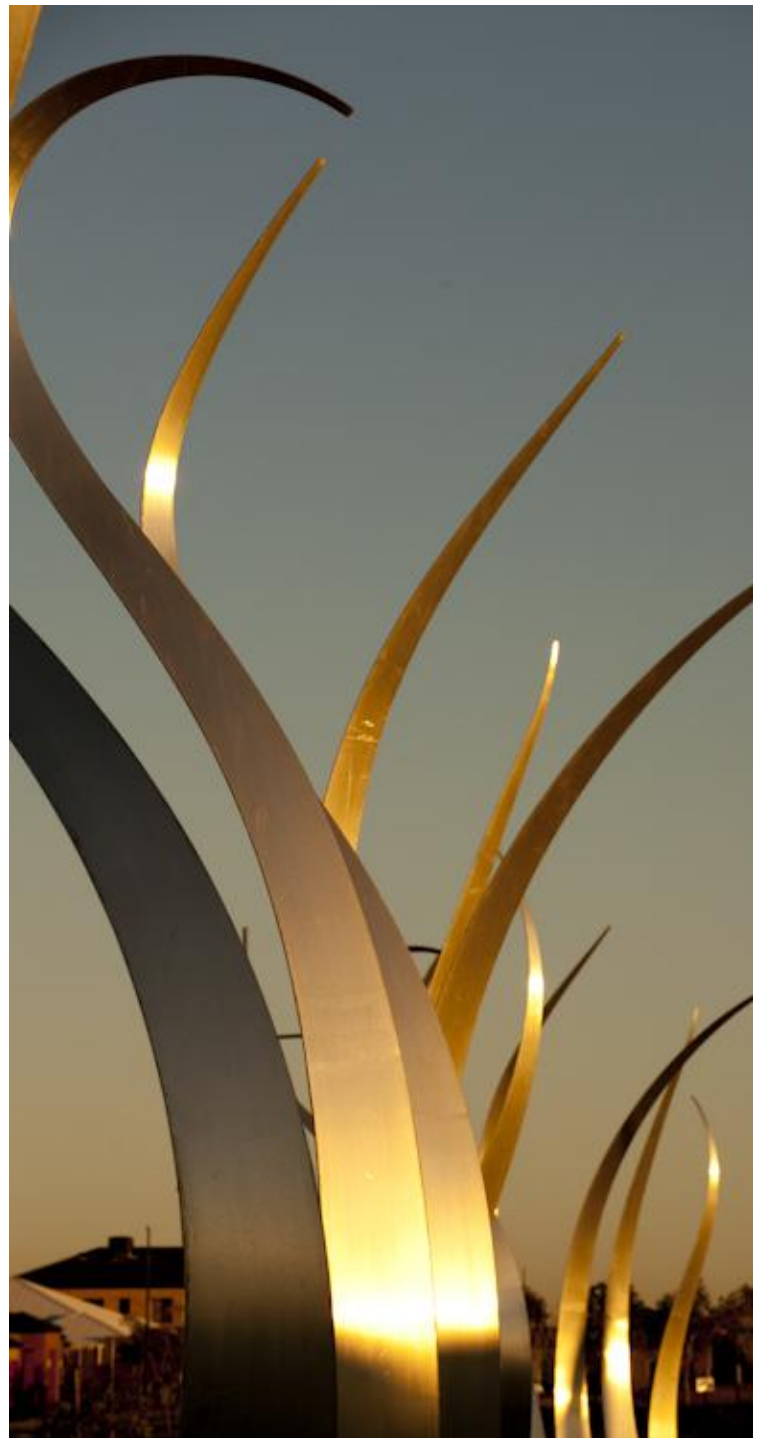
A “significant business presence includes”, but is not limited to:

- having a shop-front, warehouse, factory or other “bricks and mortar” business premise within the Shire of Melton;
- demonstrating that a significant percentage of the business’s operations are conducted within the Shire of Melton (for example, professional or personal service providers that conduct over 51% of their business within the Shire of Melton)
- other exceptional circumstances that arise, and that demonstrate a significant, positive impact on the Melton business environment.

NOT-FOR-PROFIT ORGANISATIONS

Community organisations, training providers, service clubs, and government bodies and authorities are also invited to nominate their business in the **Powercor Melton Business Excellence**

*** Note:** Each case of “significant business presence” will be judged on its own merit, and on the information provided by the nominee. Award organisers’ decisions regarding whether or not a business qualifies to nominate for the Powercor Melton Business Excellence Awards will be final and no correspondence will be entered into.





INFORMATION SESSIONS

Melton Shire Council will hold two (2) information sessions to assist businesses who are interested in, or intending to, submit a nomination for the **Powercor Melton Business Excellence Awards**.

Information sessions run for approximately two hours (usually less), and are an extremely valuable opportunity for potential nominees to gain a valuable insight into the short-listing and judging process, ask questions of **Powercor Melton Business Excellence Awards** organisers and talk to past winners about how entering the **Powercor Melton Business Excellence Awards** has benefited their businesses over the past 12 months.

Generally speaking, participants leave the information session with enough information and knowledge to complete a first draft of their nomination form.

2011/2010 Information Session Dates

Information sessions will be held between 6.00pm – 8.00pm on:

20 October 2010

9 December 2010

To attend an information session, please contact Rose Romeo at Melton Shire Council's Business Growth & Sustainability Unit on 9747 7200. **Bookings are essential.**

NOMINATING YOUR BUSINESS

Nominating your business for the **Powercor Melton Business Excellence Awards** is easy.

There are three stages in the nomination process. These are:

1. Completing the Nomination Form
2. Completing the Finalist Nomination Form (to be completed only by businesses shortlisted as finalists in the **Powercor Melton Business Excellence Awards**)
3. Judges' visit (only for businesses shortlisted as finalists in the **Powercor Melton Business Excellence Awards**).

Nomination forms must be completed and submitted by **25 February 2011**.

Nominations are then assessed and shortlisted based on the responses provided in the Nomination Form. Businesses that are shortlisted as finalists will be notified by mail, and will be asked to complete a Finalist Nomination Form, to provide further information about their business. The Finalist Nomination Form must be completed and submitted by **18 March 2011**.

Finalists will also be allocated a time for our judges to visit their premises to discuss their nomination and their business further.

Judges will then choose category and special category winners based on both the Finalist Nomination Form and the judges visit. Winners are announced at the Powercor Melton Business Excellence Awards Presentation Gala on **29 April 2011**.



AWARD CATEGORIES

There are 12 categories in the **Powercor Melton Business Excellence Awards**. Businesses are encouraged to select the category that best suits their business. In the event of insufficient nominations, Melton Shire Council reserves the right to merge similar categories to ensure that all nominating businesses are placed in an appropriate category and are eligible to participate in the **Powercor Melton Business Excellence Awards**.

The categories for the 2011 **Powercor Melton Business Excellence Awards** are:

Retail	Agribusiness
Leisure, health and fitness	Tourism
Hospitality and entertainment	Arts
Manufacturing	Services
Trades and construction	Franchise
Home-based or micro business	New & emerging

SPECIAL CATEGORIES

There are four special categories included as part of the **Powercor Melton Business Excellence Awards**. These are:

- Melton Business of the Year
- Mayoral Achievement Award
- Access for All Abilities Award
- Apprentice of the Year

CATEGORY DEFINITIONS

RETAIL

Retail businesses (businesses that sell goods or services directly to the consumer) that are privately owned, or public companies, and that **are not part of a franchise group**. Retail activity can be undertaken by the business in a variety of environments including, but not limited to:

- shop front
- from home
- community or commercial markets
- on-line.

AGRIBUSINESS

Primary producers, horticultural businesses and agribusinesses (including equine) and providers of products and services that support agribusiness (eg. feed, machinery etc...)

ARTS

This category is open to all professional artists including:

- visual and graphic artists
- photographers
- sculptures
- screen printers
- designers
- musicians
- actors
- writers
- singers
- dancers etc...

Galleries, arts teachers and providers of services that support the arts industry are also encouraged to enter this category.

NEW & EMERGING

Businesses, from any industry sector, that have been in operation for less than three (3) years.

TOURISM

A business or service, that aims to attract customers from outside the Shire, targeting visitors from Melbourne, regional Victoria, interstate and international, including, but not limited to:

- wineries
- accommodation
- tour operators etc...

LEISURE, HEALTH AND FITNESS

Professional leisure, health and fitness service and product providers, including:

- gyms and fitness centres
- personal trainers
- health care providers (including doctors, nurses, physiotherapists, occupational therapists, osteopaths etc...)
- health care clinics
- health education services
- massage therapists
- alternative medicine service providers (including naturopaths, homeopathy practitioners, acupuncturists etc...)



SERVICES

Services provided to individuals or businesses, including, but not limited to:

- hairdressers, beauty therapists etc...
- veterinary service
- undertakers
- dry cleaners
- tailors
- upholsterers
- accountants
- real estate agents
- lawyers, solicitors, barristers
- consultants
- architects
- human resource consultants
- public officials etc...

MANUFACTURING AND UTILITIES

Companies and organisations that transform raw materials into finished goods for sale, or intermediate processes involving the production or finishing of semi-manufactures.

Industries include, but are not limited to:

- automotive
- food
- textile, clothing and footwear
- chemicals and pigments
- paper
- rubber and plastic etc...

Utilities include providers of:

- gas
- water
- electricity
- telephone services etc...

HOME-BASED OR MICRO-BUSINESS

Any business that operates from a residential address, irrespective of staff numbers or annual turnover, or any business that employs fewer than three full time (or part time equivalent) employees, irrespective of location or annual turnover.

TRADES AND CONSTRUCTION

TRADES

Occupations in which standards have been set to promote quality work and skill excellence among tradespeople. Tradespeople are trained through apprenticeship.

Trades include, but are not limited to:

- carpenters
- painters
- plasterers
- electricians
- plumbers
- cabinet makers
- mechanics
- butchers
- bakers
- masons etc...

CONSTRUCTION

Businesses involved with the construction of housing, roads, buildings, fit-outs and the providers of equipment and services to these industries.

FRANCHISE

A franchise is a business arrangement in which knowledge, expertise and often a trade mark or trade name are licensed to an operator, generally for an initial fee and a yearly payment.

HOSPITALITY AND ENTERTAINMENT

Businesses include, but not limited to:

- bars
- pubs
- clubs (including gaming and social clubs)
- restaurants
- cafes
- caterers
- live music/performance venues etc...





SPECIAL CATEGORIES

BUSINESS OF THE YEAR

Winners of individual category awards are eligible to be awarded the prestigious Piowercor Melton Business of the Year award.

Judges will select the business that demonstrates outstanding achievement and contribution in all areas of business development, environmental sustainability and good corporate citizenship.

MAYORAL ACHIEVEMENT AWARD

All category **finalists** are eligible to receive the Mayoral Achievement Award, presented to the business that the Mayor feels has demonstrated excellence across a number of areas including business development, environmental sustainability and good corporate citizenship.

APPRENTICE/TRAINEE OF THE YEAR

A person who enters into an agreement with an employer to learn a skilled trade or qualification, through a special training period combining practical training with related off-the-job technical instruction.

This category is open to any Melton resident who is currently completing a recognised apprenticeship in Victoria (any year).

ACCESS FOR ALL ABILITIES AWARD

All category finalists are eligible to receive the Melton Disability Advisory Committee Access for All Abilities award. This award will be presented to the business that the judging panel believes has demonstrated excellence in providing access to all members of the community. The award will consider all aspects of access including employment and training policies, access to business premises, business premises layout and maneuverability and customer service.

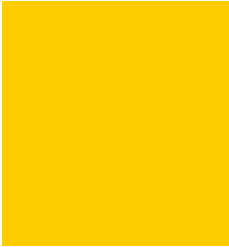




NOMINATION GUIDELINES

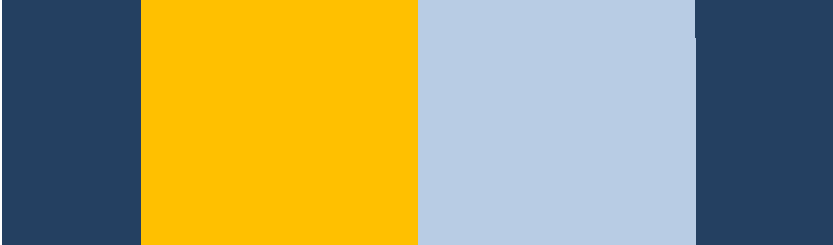
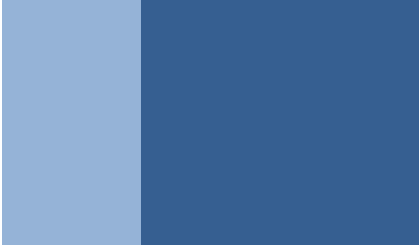
The following guidelines are designed to give you an overview of what the organisers and judges of the **Powercor Melton Business Excellence Awards** will be looking for when assessing your nomination, and will help you when completing your *Powercor Melton Business Excellence Awards Nomination Form* and *Powercor Melton Business Excellence Awards Finalist Nomination Form*.

It is recommended, however, to obtain a full overview of the nomination and judging process, that businesses who are intending to nominate for the **Powercor Melton Business Excellence Awards** attend one of the information sessions held by Council, prior to completing their nomination form. Two information sessions will be held in 2010 – 2011, details of which can be found on **page 4** of these guidelines.



NOMINATION FORM

GUIDELINES



NOMINATION FORM

QUESTION 1: BUSINESS OVERVIEW

- What is the history/background of your business?
- How long has your business been in operation?
- What products or services do you offer?
- Who are your customers?
- Why is your business an asset to the Shire of Melton?

This 500 word summary is your opportunity to “sell” your business to the **Powercor Melton Business Excellence Awards** organisers and judges. This section gives you the opportunity to provide a general overview of the work you do, and should summarise your main business so that the judges have a complete, general overview of your operation.

QUESTION 2: KEY FEATURES OF YOUR BUSINESS

What are the key features of your business that make you stand apart from your competitors?

Is it your:

- Unique or innovative product?
- Outstanding customer service?
- Competitive pricing?
- Skill and knowledge of your industry or product?
- Prime location?

Judges will be looking for specific information about what makes your business stand out in the crowd

QUESTION 3: PLANS AND STRATEGIES

This section asks you to identify the plans and strategies you have in place to drive your business towards future growth. These plans demonstrate that you have a good understanding of where your business is placed in the market, what opportunities are available in the long and short term, and how you will capitalise on these opportunities to grow your business.

NOTE: you do not have to provide a copy of these plans or strategies with your Nomination Form, however, if you are shortlisted as a finalist in the **Powercor Melton Business Excellence Awards**, our judging panel may ask to see these plans and strategies when they visit your business.

QUESTION 4: WHY NOMINATE?

It's important for our judges to understand why you have chosen to nominate your business in the **Powercor Melton Business Excellence Awards**.

What are you hoping to get out of the nomination and judging process?

Are you looking for recognition for the work you have put into your business? Accolades for your achievements and successes?

Do you want feedback about how your business is tracking?

Would you like to reward your staff for their contribution to your business success?

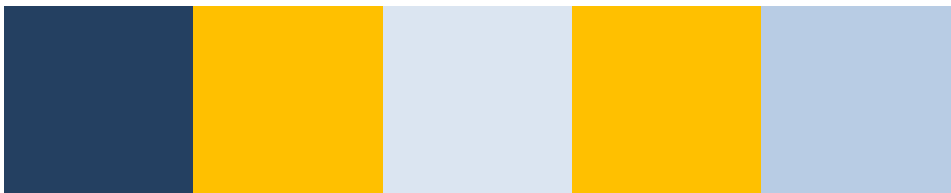
Are you looking for another way to market your business and get your brand out to the wider community?

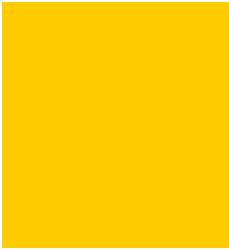
Are you interested in the opportunity to assess your business and identify areas for improvement?

There are many and varied reasons for wanting to nominate your business in the **Powercor Melton Business Excellence Awards**, and our judges are interested in hearing all of them.

QUESTION 5: WHERE DID YOU HEAR ABOUT THE POWERCOR MELTON BUSINESS EXCELLENCE AWARDS?

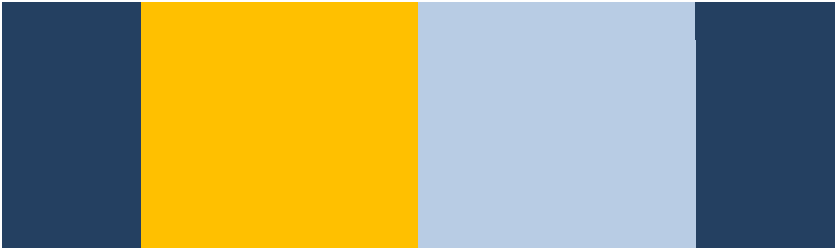
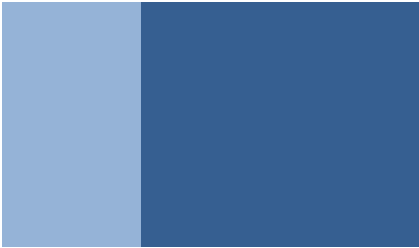
This is a data collecting question that will enable the organisers of the Powercor Melton Business Excellence Awards get an understanding of where and how businesses are hearing about the awards.





FINALIST NOMINATION FORM

GUIDELINES



FINALIST NOMINATION FORM

Businesses who have completed a Nomination Form, and who have been shortlisted as a finalist in the **Powercor Melton Business Excellence Awards** will be asked to complete a Finalist Nomination Form, to provide further information about their business to our judging panel. A time for our judges to come out and visit your business will also be allocated at this time.

The Finalist Nomination Form must be completed and submitted by 18 March 2011. Only signed forms that have been submitted by this date will be accepted.

SECTION 1: ACHIEVEMENTS, STRENGTHS & OPPORTUNITIES

What are the main achievements of your business? Achievements can include, but are not limited to:

- Increased sales
- Increased employment
- Increased turn-over
- Industry recognition
- Awards and prizes earned in areas such as management, customer services, overall excellence etc...
- Community involvement
- Improved productivity
- Expansion of goods or services offered
- Expansion of premises
- Capital expansion etc...

Tell us what you've done well and how those achievements have positively impacted on your business.

This section also gives you the chance to tell us how you are different from your competitors. What have you done that they haven't? What do you offer, that they don't? What sets you apart from everyone else in your industry?

Achievements don't necessarily have to be grand or have earned a lot of media exposure or critical acclaim. Achievements of any size can be included, from putting on extra part time staff to expanding into the overseas market.

STRENGTHS

What makes your business strong? What advantages does your business have that set it apart from your competition and will enable you to achieve the goals and objectives outlined in your business and marketing plans?

You should take this opportunity to tell us about the key factors that have contributed to the success of your business.

The kinds of strengths the judges will be looking for include, but are not limited to:

- Planning
- Structure
- Innovative product, design or service
- Staff
- Opportunities for growth
- Staff incentives, performance reviews and rewards and recognition
- Customer service
- Branding or product recognition

OPPORTUNITIES

What are the major opportunities for your business for the next 12 months?

How will you make the most of these opportunities?

How will you measure your performance against these opportunities, and determine whether or not you have successfully capitalised on them?

The judges are also interested in understanding how you keep up-to-date with the opportunities that exist within your industry or sector. Do you subscribe to industry publications, attend conferences or training? Are you a member of any industry organisations or groups that keep their memberships informed of trends and movements within your industry or sector?

Do you understand the short term opportunities that exist locally, nationally and internationally (where applicable) for your business in terms of:

- Growth
- Research and development
- Technology
- Export opportunities
- Training
- Industry support.



SECTION 2: MARKETING & PROMOTION

Does your business have promotional and marketing materials that are used to “spread the word” of your business to the local community and beyond?

Do you have a website? What is the website predominantly used for? (eg. Product or service information, on-line sales, quotes and referrals, showcasing new or existing products etc...)

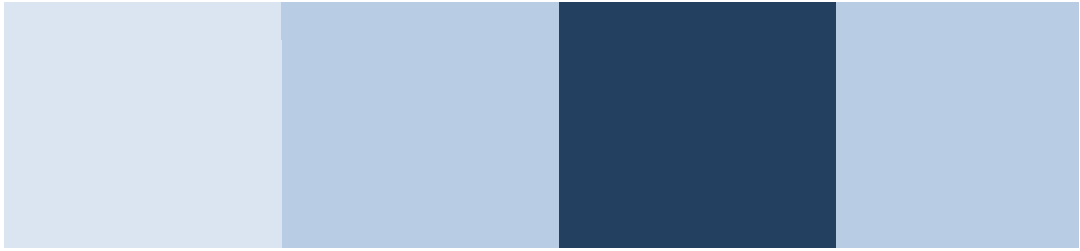
In this section, it is important to outline what kind of activities you undertake to promote and brand your business. Judges are looking for businesses that utilise a number of media in their promotional campaigns, including but not limited to:

- Print media
- Electronic media
- “branding”
- website
- pamphlets
- direct mail out
- database development
- special offers
- newsletters
- collateral

Do you capitalise on “good will” or “word of mouth” referrals (such as offering incentives or rewards to referring or repeat customers), and have you explored innovative promotional strategies or promotional avenues?

Do you participate in any cooperative marketing activities through chamber groups, business clusters or supply chain networks?

Wherever possible, please supply samples of your marketing materials as part of your nomination package. Make sure to include your website address, if applicable.



SECTION 3: CUSTOMER SERVICE AND ACCESS FOR ALL ABILITIES

CUSTOMER SERVICE

Excellent customer service can mean the difference between having a good business and having a great business. This section gives you the opportunity to let our judges know about the kind of customer service you provide, how your business operates and sets itself apart from competitors in your field.

How are you committed to providing excellent customer service to your customers, suppliers and stockists?

Do you have a VIP, repeat business, referral or customer loyalty program that you implement to recognise and reward returning customers?

How do you collect information and feedback about your business, product or customer service? Do you implement strategies or improvements based on this feedback?

Do you offer training or professional development to your staff? What areas do you offer training in? (eg. customer service, visual merchandising, industry specific training etc...)

Do you have a customer service charter or policy?

How do you:

- provide information so customers know about your business and services?
- deal with customers when they come to you for service or advice, either over the counter or by telephone or email?
- accurately take and process orders when customers place them with you?
- provide necessary follow-up information that customers require?
- make it clear and easy for customers to pay you when each transaction is concluded?
- address any complaints the customer may have with you or your product/service?
- ensure that your business has a service culture focused on the customer.



ACCESS FOR ALL ABILITIES

In this section, you should describe how your business enables access for all abilities in the provision of services or its bricks and mortar location. How does your business cater for people who:

- are blind or have a vision impairment
- have learning difficulties or an intellectual disability
- are deaf or have a hearing impairment
- have a temporary or permanent physical disability who may use a wheelchair or walking frame or crutches
- have long term illnesses
- have a mental illness or psychological difficulties
- have acquired brain injury etc...

Access for all abilities also includes catering for:

- parents or carers of young children particularly those with strollers or prams
- older people
- delivery people
- shoppers or customers with jeeps, trolleys and heavy bags.

What your business does to improve accessibility doesn't have to be extravagant or expensive. It can be as simple as providing easier entry to premises or improving staff training. Things such as ramp access, wide aisles, clear labelling and signage, physical assistance in store if people are unable to navigate or manoeuvre within the business premises,

and placing goods at easily accessible heights can go a long way towards making the shopping experience easier for people across the community.

Does your business have an Equal Employment Opportunities policy?

Do you employ or engage (eg. Volunteers) people who have disabilities?

Access for all abilities is a particularly important category and a lot of weight will be given to the rating of this question.

An Equal Employment Opportunity policy will be highly regarded.





COMMUNITY PARTICIPATION

Judges are looking for businesses that not only contribute to the local economy of the Shire, but also to the community as a whole, in particular, they are looking for good corporate citizens. Businesses that support community events, not-for-profit organisations and other community initiatives will be highly regarded.

Support and contribution can be in the form of cash contributions or in-kind support such as donating time or materials, or by promoting events via promotional activities without charge to the community organisation or event.

You can also include involvement that comes in the form of being part of committees or working parties for various local initiatives or events.

Judges will also be interested to learn if you are a member of any service or business groups such as Rotary, Lions, Apex etc... that participate in, and support community activities.

You can even include information about any charities or schools etc... that you assist in the form of fund raising, donating of goods or services, promotion etc...

The judges will also look for businesses that place particular importance on the following activities:

- employing local residents
 - using local suppliers
 - using local trades people
 - participating in local events and initiatives.
-



ENVIRONMENT

In this section, describe how your business operates in an environmentally sustainable and responsible manner.

Do you employ environmentally sound practices in the following areas:

- waste management?
- recycling?
- paper use?
- energy outputs/utilities?
- biodegradable or recycled packaging?
- water conservation?

Do you participate in any cooperative energy reduction programs, such as Village Green?

What other environmentally sustainable initiatives do you employ? (this might include building design and location, tree planting, engaging environmentally sensitive policies and procedures, carbon off-setting etc...)

FURTHER INFORMATION

You may wish to provide further information as an appendix to your completed Finalist Nomination Form. This can include relevant information not address in the questions, but which you feel will assist our judges in assessing your nomination and forming a better picture of your business.

Your appendix cannot be longer than five (5) pages.

IMAGES

Please supply three, hi-res images, on a disk, with your completed Finalist Nomination Form (jpeg format only). Images can be of your product, staff, business premises, completed jobs etc...



NEED HELP?

You might be a first time entrant in the **Powercor Melton Business Excellence Awards**, or you may have nominated your business in the past – either way, it's always handy to get some advice on how to complete your nomination form, and give your business the best chance possible of being shortlisted as a finalist.

We invite all business owners and operators considering entering the **Powercor Melton Business Excellence Awards** to an informative, fun workshop that will enable you to prepare the best nomination possible for your business.

WORKSHOP 1

DATE: Wednesday 20 October 2010
TIME: 6pm – 8pm
RSVP: 18 October 2010

WORKSHOP 2

DATE: Thursday 9 December 2010
TIME: 6pm – 8pm
RSVP: 6 December 2010

VENUE: Civic Room 1&2
Melton Civic Centre
232 High Street
Melton VIC 3337

RSVP: e: rosar@melton.vic.gov.au
p: 9747 7200



FURTHER INFORMATION

For further information regarding nominations for the
Powercor Melton Business Excellence Awards, please contact:

Esther Clark
Economic Development Officer
Melton Shire Council
P: 9747 7134
E: estherc@melton.vic.gov.au

