



Guidelines for Entrants

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2009 Western Sydney Awards For Business Excellence

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Introduction

Welcome to Parramatta and Western Sydney's Premier Business Awards; the only awards run by business for business. Currently in their 19th year of success, these Awards showcase dynamic small, medium and large businesses from across Sydney's Greater West and beyond, giving recognition to businesses that strive for excellence and have achieved sustained growth as a result.

The Parramatta Regional Awards for Business Excellence were established in 1991 as an initiative of the Parramatta Chamber of Commerce and now after eighteen years will be known as the *Suncorp Western Sydney Awards for Business Excellence* to become a fully regional program. These awards recognize excellence in those areas of business practice that are shared by all business, such as Sales & Marketing, Staff Development, Innovation and Community Service.

The Minister for Western Sydney David Borger has welcomed the expansion of the Awards for Business Excellence program and urges businesses across Western Sydney to enter.

All companies across Greater Western Sydney are eligible to enter this excellent Awards program and show the rest of the region and beyond that they are strong players in Australia's third largest regional economy.

In 2003 the financial institute Suncorp became Naming Rights Sponsor of the Awards and a strategic plan of extending the promotional reach of the program was implemented, with subsequent moves into the Hills District and Sydney Olympic Park. Finally, in 2004 an overall award, the 'Suncorp Business of the Year' carrying a prize of \$10,000 was introduced.

The Hon Alan Cadman is the Awards Patron and the program is currently sponsored and supported by a number of major businesses in Sydney's Greater West.

The Robyn Phillis Award

In 2002, BPW Parramatta and the Great West Club decided to honour our member Robyn Phillis (1948-2001). A perpetual award named in her honour, plus one year's membership is given to a woman who has made a significant contribution to women's issues in the Parramatta and the Greater West.

Robyn and her husband, Ray, came to Parramatta as Managers of the Commercial Hotel, which they turned into a multi-award winning bistro. Robyn joined BPW and was elected to various positions including secretary and president.

Also, she had a strong commitment to the Parramatta Chamber of Commerce (PCOC) and served on the voluntary Board from 1994 to 2000. She chaired the promotions committee and was an active member of GolfADE (which raises money for charitable causes). She was also secretary of the Parramatta Foundation Celebrations and became involved with the Parramatta Australia Day celebrations, Jazz Festival and Parramatta Princess Quests.

Robyn was a hard worker and had strong commitments to all the organisations that she was involved with and their continued growth, along with her paid employment. She was elegant, fun, graceful, humorous and friendly. These are all attributes that are looked for in the Robyn Phillis Award winner.

2009 Awards and Categories

Awards are offered in the areas of business practice listed below. Entrants may choose more than one Award Category in which they wish to be considered. The judging panel will choose an overall winner to receive the 2009 Suncorp Business of the Year.

All Awards, except the Suncorp Business of the Year, Entrepreneur of the Year and Robyn Phillis Award are assessed according to SME and Large Business Sub-Categories.

For the purpose of this awards program an SME is a business which has less than 20 employees and is not part of a major business or global entity. A Large Business is one with more than 20 employees or is part of a major business or global entity.

1. Excellence in Community Service

2. Excellence in Customer Service

3. Excellence in Sales & Marketing

4. Excellence in Innovation in a New Product, Service or Process

5. Excellence in Administration and Financial Management

6. Excellence in Staff Training and Development

7. Excellence in Contributing to the Environment

8. Excellence in Developing an Export Market

9. Excellence in Starting a New Business

Applies only to a business that has been operating, in any form or under any ownership, for no less than 2 and no more than 4 years

10. ENTREPRENEUR OF THE YEAR AWARDS

a. Young Entrepreneur of the Year

Less than 35 years of age as at the close of entry submissions

b. Entrepreneur of the Year

Open to all age groups

11. Robyn Phillis Award

Presented to a woman who has made a significant contribution to women's issues in Parramatta and the Greater West

12. Suncorp Business of the Year

There is no requirement for a separate entry submission for the Business of the Year award as all entrants are in consideration for this award.

Why enter?

All Awards Finalists receive media coverage in the lead up to the Awards Presentation Night, as well as recognition on the night itself. Award winners go on to receive further recognition including: -

- Promoting your business as an industry leader
- Create local, regional and global recognition for your company
- Increase your media profile
- Receive recognition from your peers in industry,
- Raise staff morale
- Receive a quality trophy for display
- The right to display the Awards logo in promoting your business
- The business chosen as being Excellent in Developing an Export market will receive an Export Scholarship valued at \$1100.00 from Australian Institute of Export (AIEX)
- All entrants in the Export category will have automatic entry in to the NSW Premier's Export Awards
- The business chosen as the Suncorp Business of the Year will also receive a \$10,000.00 Suncorp Business Transaction Account.

Eligibility

1. The Suncorp Western Sydney Awards for Business Excellence are open to any legally constituted business located in or serving Western Sydney. This may include, but is not limited to, sole trader, partnership, company, incorporated body, a department or division of a business enterprise.
2. All entrants must have an ABN.
3. The Awards are open to businesses of any size, but all entrants must be able to demonstrate that they have:-
 - achieved growth over the past two years or have a sound business plan in place
 - realistic plans for further growth over the next twelve months
 - financial viability
 - maintenance of high standards of business practice
 - community awareness and good corporate citizenship practices
4. With the exception of the Category Excellence in a Start up Business entrants must have been operating for over three years as of the closing date for entry submission.
5. Excellence in a Start up Business applies only to businesses that have been operating, in any form or under any ownership, for no less than two and no more than four years as the closing date for entry submission.
6. Entrants must complete the Awards Entry Questionnaire.
7. Entrants must enter at least one Awards Category. More than one category may be selected.

8. Sponsors and Judges of the 2009 Awards cannot enter.
9. Executive members of the Board of the Parramatta Chamber of Commerce and members of the Awards Committee may not enter.

Please note:

- If you own/operate a franchise business, you can enter only one location of that business
- You may enter a specific department or section of your business for an Award, not necessarily your business as a whole
- Businesses who have received government grants are eligible to enter
- Not for Profits are eligible to enter.

How to enter

Entry to the Suncorp Western Sydney Awards for Business Excellence is free and easy; just follow the steps below to become part of this exciting, and rewarding, business recognition program.

1. REGISTER YOUR INTEREST

Complete and send the Registration of Interest Form.

2. CHOOSE YOUR PREFERRED CATEGORIES

See above for list of Awards Categories.

3. COMPLETE THE AWARDS ENTRY QUESTIONNAIRE

Download the Awards Entry Questionnaire at www.businessexcellenecawards.com.au

4. SUBMIT YOUR ENTRY QUESTIONNAIRE

Send your entry to the Awards Secretariat by COB Friday 7th August 2009.

Inclusion of any additional material that profiles your business (Eg. CDs, DVDs, videos) is optional. Provide copies only and ensure the material is labelled and securely bound.

Street Address: Level 1 Suite 2 8-10 Palmer Street Parramatta

Postal Address: PO Box 139 Parramatta 2124

Fax: 9683 6644

Email: awardsentry@parramattachamber.org.au

5. CELEBRATE WITH US

Winners will be announced at the Awards Presentation Night to be held on Tuesday 1 September 2009 at the Grand Pavilion STC Rosehill Gardens. This exciting evening will be the networking party of the year, jam-packed with food, drink and live entertainment from 6pm to 11pm. Whether you are a finalist or just someone who likes to party and network ... this will be a night not to be missed.

Assistance

Preparing the Awards' entry submission is one of the most valued aspects of the Program. This is viewed as an important business planning and review exercise and requires businesses to assess their internal performance, refocus their strategic directions and identify strengths and challenges that have not been previously apparent.

To register for assistance contact Paula Roden on phone: 9683.6655 or email: awards@parramattachamber.com.au

Promotional Business Lunches

PCOC coordinates Business Lunches in partnership with our sponsors to promote the Program and bring together the Western Sydney business community, government, Sponsors and Partners.

These lunches are all about letting businesses know about the Awards and encouraging them to enter. It is also about promoting and acknowledging excellent businesses especially those in Western Sydney

They are also about thanking our sponsors - this program would not exist without our sponsors.

June 26 Parramatta RSL Club

July 31 Courtyard by Marriott Anderson St Parramatta
Guest Speaker TBC

Delivery of Entry submission(s)

Before sending your entry submission, please check that you have:

- Included a completed Questionnaire
- Addressed **ALL** Part A and Part B Common Criteria
- Addressed **ALL** Part C Specific Criteria relevant to the Award Category(s) you are entering
- Included all appendices.

Deliver/Courier:

Awards Secretariat
2009 Suncorp Western Sydney
Awards for Business Excellence
Suite 2 Level 1
8-10 Palmer St
PARRAMATTA 2150

Post:

Awards Secretariat
2009 Suncorp Western Sydney
Awards for Business Excellence
P O Box 139
PARRAMATTA 2124

DO NOT post to this address

OR Email: awardsentry@parramattachamber.com.au

Closing date COB Friday 7th August 2009

Judging Process

1. The Awards are judged by a panel of business and community leaders, selected by the Awards Steering Committee.
2. In reviewing your entry submission, the judges seek a clear understanding of your business and look for demonstrated excellence, innovation and entrepreneurial talent.
3. Judges may request a visit to your business to clarify, verify or expand upon information in your Entry.
4. Judges may invite finalists to submit further information or material.
5. Judges may in certain circumstances alter the entrant's selected categories, without prejudice to the entry itself.
6. Judges may make additional awards in exceptional circumstances.
7. Judges reserve the right to not make an Award in a specific category if they believe the entries do not reflect excellence.
8. The decisions of the judges are final and no further correspondence will be entered into.

The process involves:

Entry submission

Businesses will qualify for consideration on the merit of their entry submission. Please provide a thorough yet succinct response to both the General and Specific Criteria relevant to your chosen Award Category. Insufficiently answered or incomplete entries will not qualify.

Basic financial information is required as part of the judging process and is treated in strictest confidence. Your entry submission may not qualify if this information is not included.

If deemed necessary, the judging panel may refer your entry to a more relevant Category you will be notified if this occurs.

Site Visit

Judges may choose to visit all or some of the entrants to determine the Finalists. These site visits will be coordinated by the Judging Panel and take place at a mutually agreeable time. Judges will also determine Winning and Highly Commended companies, based on this site visit.

Results Determination

Entrants will be advised if they are a Finalist in mid August 2009.

Winning and Highly Commended businesses will be announced at the Gala Presentation Evening in Tuesday 1st September 2009

Upon notification, all Finalists will be asked to provide certain items for the promotion of the companies and the Awards program. This promotion involves the production of 2009 Awards Presentation Night Program, media coverage, other promotional material and the audio visual production at the Gala Presentation Dinner. The items include:

- Company logo in BOTH eps and jpg formats
- A maximum of six high-resolution photographs that depict the company/staff, what the company does and the product or service that is the focus of the entry submission.
- Approval of a company profile developed by the Awards Secretariat from the information provided in the relevant section of your entry submission.

Recognition and Promotion

These Awards will attract extensive media interest.

- All Finalists will be profiled in the official Awards publication produced and distributed at the Gala Presentation Evening as well as receive a framed certificate.
- Winning and Highly Commended businesses will be announced and presented with a trophy at the Gala Presentation Evening in the presence of the NSW members of Parliament, Sponsors and other dignitaries. Other prizes may be awarded at the discretion of the Sponsors.
- Winning and Highly Commended businesses are listed/profiled in media reports.
- Winners, Highly Commended and Finalists will be entitled to refer to their success in promotional and advertising material, after announcements are made. The official 2009 Awards logo will be available to all winners, highly commended and finalists after the Gala Presentation Night.

Confidentiality

All entry submissions will be considered commercial-in-confidence and will only be accessible to the Awards secretariat, the Judging Panel and SWSABE personnel contracted to assist the judging process. Judges and contractors are required to sign a Confidentiality Agreement before receiving entry submissions and declare any possible conflicts of interest.

Any details of businesses used for media purposes will be authorised by companies prior to publication. All entry submissions are returned to the entrant after the conclusion of the Awards.

Disclaimer

SWSABE accepts no liability regarding any loss of patent rights or commercial returns arising from participation in the 2009 Western Sydney Awards for Business Excellence.

Judging Panel decisions are final and no correspondence will be entered into.

Any contact information provided is voluntary and protected by the *Privacy and Personal Information Act 1998* (NSW). This information may be used to contact you regarding WSABE programs, or disclosed to third parties providing services to the WSABE Program and for internal purposes.

Photographs taken by or on behalf of WSABE at any associated event may be used for WSABE promotional and/or media purposes.