



# Confidential Entrants Questionnaire 2009

## PART A: ENTRANT DETAILS

***All questions in this section must be answered. It must be signed and dated by the person whose name appears as contact.***

1. What is the registered name of your business/company?

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2. What is the trading name of your business (if different from above?)

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3. What is your ABN? \_\_\_\_\_

4. Please provide the following contact details:

Postal Address

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Street Address

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Email Address \_\_\_\_\_

Web Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Contact – name and position

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Mobile \_\_\_\_\_



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5. Please describe the primary nature of your business and its products, services or outputs.

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6. What is the legal structure of your business?

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7. What is the mission or vision of your business?

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8. How long has current business been trading?

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9. How many Full Time Equivalents staff members did your business employ?

(a) 2007 \_\_\_\_\_

(b) 2008 \_\_\_\_\_

(c) 2009 \_\_\_\_\_

10. Current Turnover: \_\_\_\_\_

11. Growth in Last 12 months as a percentage: \_\_\_\_\_



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## PART B: BUSINESS ANALYSIS AND PLANNING FOR GROWTH

We recommend your answers to questions 12, 13 and 14 be kept to a minimum (eg: 4 or 5 dot points). Supporting material in the form of reports, books, videos, DVDs etc can be provided as appendices.

Clearly mark your answer sheets with the appropriate question number and attach them to the back of your questionnaire.

12. How would you describe the growth of your business in the last 3 years? Please illustrate by using examples such as turnover, profit, number of staff, market share, opening new premises etc.

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13. What are the goals for your business in the next 12-24 months? Outline the key aspects of your business plan relating to projected growth for the coming twelve months.

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14. What strengths and challenges have you identified for your business and how will you address them?

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I confirm that to the best of my knowledge all the information contained within this Awards submission questionnaire, including any attachments, is correct as at the date of entry and honestly reflects the current standing of my business.

The entrant warrants that, at the date of this submission, to the best of their knowledge, the business is solvent and a going concern.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(To be signed by the primary contact of the company)



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### **PART C: CATEGORY SPECIFIC QUESTIONS**

*You must answer the question relating to each category you have chosen to enter. It will assist the judges in assessing your business as a possible overall winner if you provide answers to all relevant categories specific questions.*

*We recommend your answers be kept to be a minimum (eg 5 or 6 dot points) for each question. Supporting material in the form of reports, books, videos, DVDs etc can be provided as appendices.*

*Please tick the award category/categories in which you would like your entry considered.*

***When selecting/answering a category please comment on the dot points under each category which will assist you in completing your entry.***

***You must enter at least one category, however by entering more than one category you will assist the judges in assessing your business for the overall Suncorp Business of the Year Award. The judges may alter the categories or consider your entry in an additional category without prejudice to the original entry.***

#### **1. Excellence in Community Service**

- a. Who are the communities that you help?
- b. Over and above your core business responsibilities, what sets you apart in the delivery of the services from other providers?

#### **2. Excellence in Customer Service**

- a. What are the special things that you do for your customers that they value most highly?
- b. How are these services different from the competition?
- c. Why do you believe your customer service is better and more effective than other businesses in your field?

#### **3. Excellence in Sales & Marketing**

- a. What do you do for your customers in sales and marketing that sets you apart and above your competitors?
- b. How has your current sales and marketing strategy grown and developed over the past two or three years?
- c. What changes and developments have you planned for the next twelve month period?

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

- a. Outline what is new and different about your product, service or process
- b. How does it add new value for the customer?

#### **5. Excellence in Administration and Financial Management**

- a. How does your administration and financial management add unique value to your business?
- b. How does your administration and financial management add unique value to your clients?

### 6. Excellence in Staff Training and Development

- a. How do you keep your staff up to date in their fields of expertise?  
eg training, quality control, performance measurement and maintaining performance levels
- b. What are the special things you are doing on people issues that are best practice?
- c. How do you encourage your staff to take part in a healthy lifestyle?

### 7. Excellence in Contributing to the Environment

- a. What are the special things you are doing on sustainability issues that are best practice?
- b. What is the contribution of your business to the protection or enrichment of the environment?

### 8. Excellence in Developing an Export Market

*If you wish to be considered for the Premier's NSW Export Awards*

*Please see separate application form attached alternatively simply complete the questions below*

- a. What is special about our export product/service?
- b. What is the growth to date?
- c. What is projected growth over the next twelve months?

### 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)*

- a. Describe the opportunity that you identified
- b. How have developed a business to take advantage of the opportunity?
- c. What have been the results?

### 10. Entrepreneur Of The Year Awards

- a. Please state your age as at 7<sup>th</sup> August 2009 if under 35
- b. Describe the opportunity that you identified
- c. How have developed a business to take advantage of the opportunity?
- d. What have been the results?

### 11. Robyn Phillis Award

*(Presented to a woman who is making a significant contribution to women's issues in the Parramatta and the Greater West)*

- a. Academic Qualifications:
- b. Type of Business or Profession:
- c. How long have you worked in this area:
- d. Tell us about the development of your business/profession and its growth:
- e. Do you sit on boards unrelated to your business/profession, please note:
- f. Do you volunteer, please note:
- g. What do you see as the issues affecting women in employment at the moment and please comment (5 or 6 dot points)
- h. What is your contribution to the growth of the status of women in Parramatta & 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.*