



SCENIC RIM

# 2023 BUSINESS EXCELLENCE AWARDS

NOMINATION PACK

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**SCENIC RIM**  
  
REGIONAL COUNCIL

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# MESSAGE FROM THE MAYOR

THE 2023 SCENIC RIM BUSINESS EXCELLENCE AWARDS PRESENT AN EXCITING OPPORTUNITY FOR US TO RECOGNISE AND CELEBRATE OUR LOCAL ACHIEVERS WHOSE HIGH-PERFORMING ENTERPRISES CONTINUE TO DRIVE OUR REGION'S PROSPERITY AND INSPIRE OTHERS IN OUR GROWING BUSINESS COMMUNITY.

Our region is home to an exceptional array of small and medium-sized businesses, ranging from the traditional to the more contemporary and unique, all of which play a valuable role in strengthening our regional economy. They provide new and ongoing employment opportunities and add to the richness of our lifestyle which makes the Scenic Rim such a great place to live, work and visit.

Results from the most recent Regional Economic Snapshot report indicate that the Scenic Rim's Gross Regional Product (GRP) has been increasing steadily during the past 20 years.

The Scenic Rim has seen strong growth across a number of sectors including agriculture, construction and the professional, scientific and technical services which contributed to an overall 9.8 per cent increase in our Gross Regional Product - currently around \$2.09 billion annually.

The significant economic growth of 9.8 per cent that has occurred in the Scenic Rim - almost double that of Queensland's 4.99 per cent statewide during the same period - is largely due to the hard work and determination of the more than 4,730 local business operators across our region. It is their dedication and resolve that continue to keep our economy moving forward, and these awards provide an opportunity for us to celebrate and thank them.

The 2023 Scenic Rim Business Excellence Awards will be presented in 12 categories. Winners of each of the 10 business categories will then be in the running for the overall Regional Prosperity Award, recognising a business that has achieved outstanding results and demonstrated all-round excellence.

I encourage everyone in our local business community to nominate their team and outstanding individuals who are well worthy of recognition. I also invite you to join me in celebrating the achievements of our local businesses at the awards presentation on 10 November 2023 at The Centre, Beaudesert and look forward to seeing you there.



Cr Greg Christensen



# WHY ENTER THE AWARDS?

THE AIM OF THE AWARDS IS TO SHOWCASE, PROMOTE AND UNITE BUSINESSES WITHIN THE SCENIC RIM BY RECOGNISING EXCELLENCE IN INNOVATION, PRODUCTIVITY AND CUSTOMER SERVICE.

We seek to highlight your ideals and aspirations while applauding your achievements and ability to succeed, whether you are a large, medium or small business, in any economic climate.

Scenic Rim Regional Council is seeking to continue the practice of the dinner and presentation night being a highlight of the business social calendar, bringing together the region's business community.

Here are some reasons to enter:

1. You – and your employees – work hard in your business and deserve to be acknowledged and rewarded.
2. It's a chance to examine your business and evaluate core strengths, strategic focus, performance and achievements.
3. Participation provides an opportunity to showcase your services and products, and awareness of your business, to a broader audience.

## KEY DATES

ITEM	PROPOSED DUE DATE
Nominations open	10 August 2023
Nominations close	22 September 2023
Judging (assessing applications and site inspection)	26 September – 7 October 2023
Awards Gala Dinner Tickets go on sale	11 September 2023
Awards Gala Dinner Tickets sales close	20 October 2023
Awards Gala Dinner – The Centre, Beaudesert	10 November 2023









# AWARD NOMINATION CATEGORIES

## EXCELLENCE IN TOURISM AND ACCOMMODATION

This award is designed to recognise an outstanding operator that delivers an exceptional offering and experience to visitors to the Scenic Rim, promoting to and attracting people to the region and enhancing the reputation of our region as a spectacular destination with much to offer.

## EXCELLENCE IN HOSPITALITY – FOOD AND DINING

This award is designed to recognise outstanding pubs, cafes or restaurants offering an all-round enjoyable dining experience for patrons and maintaining a solid all-round business. Applicants for this category should show particular focus on offering a unique customer experience, a well-crafted and signature product, provide employee training and display a strong understanding of customer service.

## EXCELLENCE IN RETAIL

The Excellence in Retail award acknowledges businesses that stand out in this sector as customer demands and expectations keep rapidly evolving. Applicants should be able to demonstrate that they provide exceptional customer service. If an online retailer, they should provide customers with a quality shopping experience, deliver employee satisfaction and demonstrate a solid understanding of their business and industry. If 'bricks and mortar' they should, in addition to the above, also demonstrate a strong focus on an efficient and effective store fit out.

## EXCELLENCE IN TRADES AND CONSTRUCTION

Designed to recognise businesses that go above and beyond in their field to offer an exceptional end-to-end service for customers. Applicants should highlight the quality of the business's attention to detail in finishing and overall craftsmanship. The business should demonstrate innovative techniques and solutions.

## EXCELLENCE IN AGRICULTURE

This award is open to primary industry enterprises engaged in agriculture, horticulture, agribusiness and agricultural services. Applicants should be able to demonstrate exceptional practices, innovations and advancements in the industry.

## EXCELLENCE IN TRANSPORT, LOGISTICS, MANUFACTURING AND MINING

This award recognises businesses engaged in transport, logistics, manufacturing or mining that are able to demonstrate best practice, continuous improvement, creativity and innovation in their sector.

## EXCELLENCE IN PROFESSIONAL SERVICES

Designed to recognise professional services offering business-to-business solutions and customised, knowledge-based services. The professional service sector cuts across many industries including franchising and the legal and accounting services industries, building and construction (e.g. architects,



town planners, engineering consultants), business (e.g. recruitment consultants, human resource management consultants, market researchers, PR consultants, events managers and many more).

### **EXCELLENCE IN COMMUNITY SERVICES**

This award recognises and celebrates the work of organisations in the community services sector, who have demonstrably made a positive difference to people, families, and communities through innovative and creative practice.

### **MOST OUTSTANDING NEW BUSINESS**

This category recognises a business that has been operating for less than two years (businesses operating prior to 30 June 2021, are not eligible for this category) that delivers a product/service/idea/invention with credible potential.

This award recognises early-stage start-ups that have a solid chance of market success, and strongly display the entrepreneurial spirit. Businesses will be required to have been operating for a minimum of 12 months to be able to nominate in this category.

### **EXCELLENCE IN BUSINESS (20+ STAFF)**

The Excellence in Business award recognises a business with 20 or more staff, that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over the previous 12 months.

### **TRAINEE/APPRENTICE OF THE YEAR**

Designed to recognise individuals who are currently completing an apprenticeship or traineeship and are demonstrating excellence in all areas of their training, approach to the job and skills growth.

### **REGIONAL PROSPERITY AWARD**

The Regional Prosperity award is awarded to the most outstanding category winner. It recognises a business that has achieved outstanding results, exhibited sound management and demonstrated all-round excellence.



# BUSINESS AWARD NOMINATION QUESTIONS

BUSINESSES ARE REQUIRED TO ADDRESS THE FOLLOWING QUESTIONS WHEN NOMINATING THEIR BUSINESS FOR ONE OF THE AWARD CATEGORIES. NO MORE THAN ONE A4 PAGE IS TO BE SUBMITTED PER QUESTION.

## 1. BUSINESS OVERVIEW

Please provide an overview of your business. When answering this question, you may like to include:

- A description of your business (i.e. industry sector and the products and/or services you offer).
- The origins of the business.
- A description of the principals and their expertise.
- The mission and/or vision for your business and how you measure your progress.

## 2. MARKETING

Explain how you market your business. When answering this question, please consider:

- Who is your target market and how does your product or service meet their needs?
- Describe what you have done to formulate your marketing plan?
- How do you market and promote your business.
- How do you measure the effectiveness of your marketing strategy?

## 3. CUSTOMER SERVICE

Describe how your business provides exceptional service to its customers. When answering this question, you may like to mention:

- How do you maintain and measure the quality of your customer service?
- Have you got customer service feedback mechanisms?
- Do you have a complaints procedure?
- Do you regularly discuss customer service issues with your staff?
- Attach any independent reviews or customer testimonials on your business.

## 4. ECONOMIC CONTRIBUTION

How does your business contribute to the local economy? When answering this question, you may like to consider:

- How does your business benefit the local community?
- How many individuals from the region does the business employ?
- What products and services does your business purchase locally?

## 5. PERFORMANCE/GROWTH

Tell us about the performance of the business. When answering this question, you may like to provide details on:

- Growth in number of employees
- Product and/or service diversification
- Number of business locations
- Meeting or exceeding budget predictions









# TOURISM, ACCOMMODATION AND HOSPITALITY NOMINATION QUESTIONS

THESE CATEGORIES ARE DESIGNED TO RECOGNISE THE OUTSTANDING ACHIEVEMENTS OF THE REGION'S TOURISM INDUSTRY, PROVIDING THE OPPORTUNITY TO PUBLICLY ACKNOWLEDGE AND SHOWCASE SCENIC RIM'S FINEST TOURISM OPERATORS.

No more than one A4 page is to be submitted per question.

Nomination questions align with the Queensland Tourism Awards.

## 1. INTRODUCTION

Please provide an overview of your product, experiences and services, include the nature and history of the business.

- Set the story of your product/experience/service and give the judge insight into the product/experience/service on offer.
- Highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.
- Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry (locally, regionally and nationally) through.



## 2. BUSINESS DEVELOPMENT

What have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and world events?

- How have you improved the product/experience/service? Consider what strategies, innovations and/or developments the business has introduced or updated. This question seeks to understand what strategies were implemented for business Development opportunities..

## 3. MARKETING

What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery/resilience.

Why were these strategies chosen and what was the result?

- Begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market.
- Provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers.

- Outline why these marketing strategies were selected by aligning with your target markets attributes as well as, where able, local, regional or state marketing plans.
- Detail how these new/different/unique marketing activities have been successful.

## 4. CUSTOMER EXPERIENCE

How do you provide quality visitor experiences and demonstrate inclusive practices?

- This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.
- You should consider how you provide quality customer experiences in the alternatives ways in which you operate.
- Consider how your business monitors and assesses customer service to ensure continued quality delivery.
- Consider how you actively encourage feedback and how feedback is used to improve the visitor experience.



# APPRENTICE/TRAINEE OF THE YEAR NOMINATION QUESTIONS

APPLICATIONS FOR THE APPRENTICE/TRAINEE AWARD ARE WELCOME FROM EITHER THE INDIVIDUAL OR THEIR EMPLOYER. TO BE ELIGIBLE, THE INDIVIDUAL IS TO BE CURRENTLY COMPLETING, OR HAVE COMPLETED THEIR QUALIFICATION IN 2022/23.

## NOMINATE YOURSELF

In no more than two A4 pages, please state why you should win an award for excellence. You may wish to include:

1. A brief outline and description of the qualification you are enrolled in.
2. Why you chose this course/ apprenticeship.
3. Description of skills learnt (specifically relevant to the chosen field of learning).
4. Your career aspirations and how you plan to achieve them.
5. How your training has contributed to the development of your oral and written communication, team participation, goal setting and time management skills.
6. Achievements or interests in other activities outside of your training (E.g. community or sporting groups).

## ADDITIONAL INFORMATION

Please provide the following additional information:

- Letter of reference from your employer which covers your commitment, skills, abilities and teamwork.

- Other supporting material (awards, certificates etc).
- Copy of your certificate of completion or qualification if available.

## NOMINATE AN APPRENTICE/TRAINEE

In no more than two A4 pages, please state why you believe this Apprentice/Trainee should win an award for excellence. When addressing this question, you may wish to consider:

- A brief outline and description of the qualification the apprentice/trainee is enrolled in.
- Tasks performed as part of the apprenticeship/traineeship.
- The individual's capabilities.
- Significant achievements of the individual.
- How the individual has grown throughout their training.
- What makes this individual stand out from others?

## ADDITIONAL INFORMATION

Please provide any additional information E.g. Awards, certificates.





## HOW TO ENTER

Complete the application via the SmartyGrants platform:  
**[scenicrim.smartygrants.com.au](https://scenicrim.smartygrants.com.au)**

We recommend drafting all answers in a word document, then copy the text from the Word document, transferring across to the Smartygrants platform and saving all supporting attachments on desktop prior to submitting online.

If you have any questions regarding nominations and submissions, please contact **[prosperity@scenicrim.qld.gov.au](mailto:prosperity@scenicrim.qld.gov.au)** or call **07 5540 5111** and ask for Regional Prosperity team.

Closing date:

**5pm on 22 September 2023**

## JUDGING

The awards will be judged by an independent business expert who will comprehensively review all nominations, select finalists based on performance against criteria and conduct site visits and interviews of the finalists.

Judges may, at their discretion, re-classify an application if it is considered appropriate.



# CONDITIONS OF ENTRY

BY ENTERING THE 2023 SCENIC RIM BUSINESS EXCELLENCE AWARDS, YOU AGREE TO ABIDE BY THE FOLLOWING CONDITIONS OF ENTRY:

All entrants must operate or be employed in the Scenic Rim Local Government Area.

- All nominations must address all relevant questions to be considered a valid entry, and submit a fully completed nomination form.
- Business Award nominees must select the category they are entering. Businesses are eligible to enter more than one category.
- All nomination forms submitted will be commercial-in-confidence and only used for the judging process.
- A minimum of two nominations must be received in order for the category to progress to the finalist stage.

- It is the responsibility of all applicants, nominees and nominators to ensure they have selected the correct category and submitted the application for that category by the closing date.
- Staff will do their best to ensure all eligible entries are secured and processed for judging purposes; and do not take any responsibility for any lost or misdirected entries submitted by post, delivery, email or other electronic means.
- All nominees agree to be bound by the terms of Council's privacy statement.
- Council reserves the right to cancel, combine or not offer an award category at its discretion.
- Claims made in your entry must be true and correct.
- All entrants must be compliant with all relevant local, Queensland and federal laws and regulations.
- Sponsors may enter the awards, but may not enter the category that they are sponsoring.

Nominees agree to be photographed and interviewed by Council for coverage of the Awards and for future promotional activities.

Submit a nomination online at:  
**[scenicrim.smartygrants.com.au](https://scenicrim.smartygrants.com.au)**

Find out more at:  
**[www.scenicrim.qld.gov.au/BEA](https://www.scenicrim.qld.gov.au/BEA)**









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