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## 2025 SCENIC RIM BUSINESS EXCELLENCE AWARDS — BEA00002

**Categories: Retail; Agriculture, Trade and Construction; Health and Wellbeing; New Business**

**\* indicates a required field.**

### 1. Business Overview

**Please provide a clear and engaging overview of your business that helps judges understand who you are and what you do?**

You may wish to include:

- Your industry sector, key products, and/or services.
- How and when your business was established.
- Key team members and their expertise
- Your mission and vision, or the purpose that drives your business.
- How you define and measure success (e.g. KPIs, growth, customer metrics).
- Your unique selling point – what sets you apart from competitors.

TIP: When answering this question assume the judges don't know anything about your business.

**Tell us about your business? 500 Word Limit, 20/100 Points \***

Character count: **0 characters**

Word count: **0 words**

Must be no more than 500 words.

**Upload photographs that represent your business. Consider images of your team in action, product display or service you provide.**

Attach a file:

[Upload new file](#)

[Select stored file](#)

A maximum of 2 files may be attached.

### 2. Marketing

**Explain how you marketed your business during the qualifying period July 2023 – June 2025?**

Consider including:

- A description of your target market(s) – who they are, what they need, and how you meet their expectations.
- An outline of how your marketing plan was developed.
- The marketing channels you have used (e.g. social media, website, print, events, partnerships).

- How you track marketing success, such as growth in leads, sales, visibility, or customer engagement.

TIP: The judges want to know you understand your target market. Tailor your answer to highlight your marketing strengths.

**How have you marketed your business? 500 Word Limit, 20/100 Points \***

Character count: **0 characters**

Word count: **0 words**

Must be no more than 500 words.

**Consider examples that support your response, such as screenshots or images from a marketing campaign, social media post, digital or print advertising, or marketing strategy document.**

Attach a file:

[Upload new file](#)

[Select stored file](#)

A maximum of 2 files may be attached.

### 3. Customer Service

**Describe how your business delivers outstanding customer service?**

You may want to cover:

- How you measure and maintain customer service quality.
- How customer feedback is collected and used to improve your services.
- Your approach to complaints management.
- How you train staff and regularly review service performance.

TIP: Judges are looking to understand your commitment to customer service. Do you seek feedback and how do you deal with feedback? Or perhaps you have a positive relationship with your suppliers?

**Describe how your business provides exceptional service to its customers? 500 Word Limit, 20/100 Points \***

Character count: **0 characters**

Word count: **0 words**

Must be no more than 500 words.

**Provide examples that support your answer. Consider including customer reviews and testimonials (screenshots of Google reviews or Facebook Reviews are accepted); an email or newsletter with customers; or example of how you have responded to a customer enquiry or issue.**

Attach a file:

[Upload new file](#)

[Select stored file](#)

A maximum of 2 files may be attached.

### 4. Economic Contribution

**How does your business contribute to the local economy and community in the qualifying period between July 2023 and June 2025?**

You might include:

- Employment of local staff or engagement with Scenic Rim suppliers.
- Business growth (e.g. new products/services, expanded operations, staff increases, improved financial performance).
- Community contributions (e.g. sponsorships, donations, partnerships with schools or events).
- Long-term, inclusive, or sustainable initiatives that support our region's development.

\*Confidential information is not required

TIP: If your business has overcome a significant challenge—such as economic hardship or natural disasters—this is a suitable place to tell that story.

**How does your business contribute to the local economy? 500 Word Limit, 20/100 Points \***

Character count: **0 characters**

Word count: **0 words**

Must be no more than 500 words.

**Please provide a letter of support or reference, for example, you could include a letter from a community group you sponsored, a local supplier you work with, or a charity group you donate to. Alternatively, you could attach a chart/graph/table showing customer numbers/revenue/staff or increase in services.**

Attach a file:

[Upload new file](#)

[Select stored file](#)

A maximum of 2 files may be attached.

**Grant Information**

Contact Scenic Rim Regional Council  
Phone: 07 5540 5111  
Email: [mail@scenicrim.qld.gov.au](mailto:mail@scenicrim.qld.gov.au)

**Technical Assistance**

Contact SmartyGrants  
Phone: 03 9320 6888  
Email: [service@smartygrants.com.au](mailto:service@smartygrants.com.au)  
Technical help guide for applicants



Grants, Funding  
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