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## 2025 SCENIC RIM BUSINESS EXCELLENCE AWARDS — BEA00002

**Categories: Tourism; Accommodation; and Hospitality - Food, Beverage, and Dining**

**\* indicates a required field.**

### 1. Business Overview

**Please provide a comprehensive overview of your business?**

You may wish to include:

- The story behind how your business started, its history, staff, and your mission and vision.
- Key services, products, facilities, or visitor experiences you offer.
- Your unique selling point – what makes your business stand out in the tourism, accommodation, or hospitality sector?
- Any significant improvements or innovations implemented during the qualifying period (July 2023 – June 2025).

TIP: When discussing improvements you might consider new offerings, operational systems, guest experiences, facilities, investments, and/or pricing strategies. Clearly identify the problem addressed, the solution implemented, and the measurable results achieved (for example: increase in visitor numbers, website visits, improved customer satisfaction scores, growth in revenue).

TIP: Assume the judges don't know anything about your business, so you need to explain it as you would to a stranger.

**Please provide a comprehensive overview of your business? 500 Words, 20/100 Points \***

Character count: **0 characters**

Word count: **0 words**

Must be no more than 500 words.

**Response required.**

**Please provide visual evidence to support your response. This might include images of your team, premises, facilities, services, experiences, room types, or a location map.**

Attach a file:

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A maximum of 2 files may be attached.

### 2. Marketing

**Describe how you have marketed your business during the qualifying period (July 2023 - June 2025)?**

Your response may consider:

**2.1 Target Markets**

- Identify key target markets. Who are they? Where are they from? What are their demographics, preferences, and behaviours?
- How does your business tailor its offerings to meet the needs and expectations of these audiences?

**2.2 Marketing Strategies and Outcomes**

- Outline marketing strategies or campaigns implemented during the qualifying period.
- Include specific examples, such as events, digital campaigns, traditional advertising, influencer collaborations, etc.

Where possible, provide measurable results—e.g., increased website traffic, improved brand awareness, booking conversions, or social media engagement.

TIP: Judges are looking for how well you know your customers and how you cater to their specific needs. They would also like to know how you market yourself.

**Describe how you have marketed your business during the qualifying period? 500 Word Limit, 20/100 Points \***

Character count: **0 characters**

Word count: **0 words**

Must be no more than 500 words.

Response required.

**Include visual evidence to support your answer. Consider photos of your target audience engaging with your business, screenshots from successful campaigns, or media coverage**

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A maximum of 2 files may be attached.

**3. Customer Service**

**What initiatives have you introduced between July 2023 and June 2025 to enhance the customer experience throughout the entire visitor journey?**

Consider discussing:

- Staff training and development programs that improve service standards.
- How you gather, analyse, and act on customer feedback or post-visit surveys.
- Improvements to business processes or systems that enhance the guest experience.
- A holistic view of the customer journey – from first contact or booking through to post-visit follow-up.

TIP: Judges are looking to understand your commitment to customer service. Do you know your customer needs? Do you seek feedback? Describe your relationship with suppliers. How you deal with feedback.

**What initiatives have you introduced to enhance the customer experience throughout the entire visitor journey? 500 Word Limit, 20/100 Points \***

Character count: **0 characters**Word count: **0 words**

Must be no more than 500 words.

**Response required.**

**Please provide visual evidence to support your answer. Consider including testimonials, online reviews (e.g. Google, TripAdvisor), or screenshots of feedback from customers and/or suppliers.**

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A maximum of 2 files may be attached.

#### 4. Sustainable & Responsible Business Practices

**Describe the actions your business has taken during the qualifying period (July 2023 - June 2025) to operate responsibly and sustainably— economically, socially, and/or environmentally?**

You may wish to include a selection of the following:

##### 4.1 Community Engagement:

- Support for local businesses and suppliers.
- Sponsorships, donations, or partnerships with charities or community groups.
- Participation in school programs, work experience initiatives, or fundraising efforts.

##### 4.2 Economic Contribution:

- Local job creation and employment pathways.
- Active promotion of the Scenic Rim and other local operators.
- Investment in infrastructure or services that benefit the broader region.

##### 4.3 Environmental Responsibility:

- Waste reduction, recycling, and resource management practices.
- Water or energy conservation initiatives.
- Ethical sourcing, animal welfare considerations, or sustainable building practices.

You can use this question to showcase new and additional aspects of your business that may not have been covered in previous responses.

**Describe the actions your business has taken to operate responsibly and sustainably— economically, socially, and environmentally? 500 Word Limit, 20/100 Points \***

Character count: **0 characters**Word count: **0 words**

Must be no more than 500 words.

Response required.

**Provide evidence to support your answer. Consider a letter of support from a community organisation you have worked with during the qualifying period. Alternatively, provide images of your involvement in community events, conservation efforts, environmental upgrades, or sustainable practices in action.**

Attach a file:

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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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**SCENIC RIM**  
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