

## 2017 Category Questions

### Young Entrepreneur

The young entrepreneur award recognises an inspirational younger person aged between 18-35 years who, through their own commitment and passion, has built and operates a successful business. This award recognises young business leaders who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.

1. How did you identify a market need? 400
2. What problem have you solved for the market/consumer? 200
3. Describe your business/solution competitive advantage. 400
4. Who is your market? 200
5. Describe how you funded your business. 400
6. Provide an overview of your 5 year goals/milestones for your business and how you are working towards these. 400
7. Detail the measurable achievements in your business. 400
8. Describe the key challenges you have faced as a young entrepreneur and how you deal with these challenges. 400
9. Provide examples of how you demonstrate inspiration to other young entrepreneurial people. 400
10. Why do you believe you should win this award? 300

### Business Leader

The Business Leader award recognises the positive contribution made to business by business people and professionals. The award recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders. Individuals entering into this category can be self-employed or employed by a business.

1. Provide a current profile of yourself including your scope of responsibilities, details of your role, any direct reports, your budget, your financial and organisation reporting line. 400
2. Detail your achievements in business in the previous 5 years with clear measurable examples. 400
3. Why do you believe you should be considered as a business leader, with examples of how you have used your leadership skills? 400
4. Provide an overview of your 5 year goals/milestones and how you are working toward achieving each of them. 400
5. Describe the key challenges you have faced as a business leader in the past 5 years and how you overcame each of them. 400
6. Demonstrate how you have helped the community (and or the business community) overcome social or environmental problems. 400

### **Excellence in Small Business**

The Excellence in Small Business award recognises a business, employing less than 20 people that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous 24 months.

1. What is unique about your business and how does it demonstrate excellence? 400
2. Describe your business growth in the previous 24 months. 400
3. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months. 450
4. Explain how these strategies and their outcomes demonstrate “excellence”. 400
5. Detail the measurable results you achieved both financial and non-financial and how these demonstrate “excellence”. 400

### **Excellence in Business**

The Excellence in Business award recognises a business that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over the previous 24 months.

1. What is unique about your business and how does it demonstrate excellence? 400
2. Describe your business growth in the previous 24 months. 400
3. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months. 450
4. Explain how these strategies and their outcomes demonstrate “excellence”. 400
5. Detail the measurable results you achieved both financial and non-financial and how these demonstrate “excellence”. 400

### **Start Up Superstar**

This category recognises a business that has been operating for less than 2 years 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 displays the entrepreneurial spirit.

1. Is this your first start up? (if no please specify other business ventures and their degree of success). 300
2. How did you come up with this business idea? 200
3. What problem (or need) is your business solving? 200
4. What kinds of people, groups, or organisations have that problem? How many are there, where are they, what do they do about it now? 400
5. What is unique about your business and how does it demonstrate excellence? Who will you compete with? How are they different? 400
6. Describe how you funded your business. 200
7. Detail how your business has the potential to scale and achieve financial sustainability. 400
8. Detail and include your current research, customer marketing strategy, logistics and service delivery. 400
9. Provide commercial and technical evidence your team has the ability and competencies to achieve success and detail strategy and the time frame involved. 400
10. What is the most significant result or achievement for both you and the business, in terms of results to date? (sales, customers, revenue, deals, growth). 300

### **Excellence in Innovation**

This award recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

1. Provide details of the innovation or innovative approach in your business. 400
2. Explain how your business monitors and reacts to changes in the market including how your business acquires an understanding of emerging customer needs and market developments. 400
3. Provide examples of how your business has been innovative over the previous 24 months including cost effectiveness, integration and risk minimisation. 400
4. How well has the innovation been received by the marketplace? Provide details of the commercialisation, adoption or take up of the innovation and its sustainability over time. 400
5. How has innovative activity in your business in the previous 12-24 months helped grow or improve your business such as increased size, greater scope, productivity improvements, higher revenue, lower cost? 400
6. Demonstrate how the innovation has or is likely to have a positive impact beyond your business (i.e. to your industry, to the community). 400
7. Did the innovation achieve its objectives and goals? How are these improvements or impacts to the business measured? 400

### **Excellence in Sustainability**

The Excellence in Sustainability award recognises business that are working to reduce the impact of their operations on the environment and/or provide products and services that have positive environmental outcomes.

1. Describe your business environmental sustainability goals. Note that these must be quantifiable targets. 300
2. Describe the initiatives/actions your organisation has undertaken to achieve its sustainability objectives in the previous 12-24 months. 400
3. Describe your sustainability achievements over the last 12 months. 400
4. Describe how you involve staff in your environmental initiatives. 400
5. Provide measurable evidence of how the sustainability objectives your business has achieved have contributed to the business, customers, staff and suppliers such as financial outcomes, staff engagement, marketing benefits, supplier/customer loyalty. 400

### **Excellence in Export**

The Excellence in Export Award recognises leading examples of businesses that are exporting their products internationally and are forging a strong reputation for Australian products and services in international markets. This applies to businesses that are exporting directly or through a third party.

1. Summarise your measurable export success/es in the past 24 months. 350
2. Outline the key points of your international marketing strategy over the past 12-24 months and what role it played in your company's success. 400
3. What strategies (communication/advertising/promotional/partnerships etc.) have you implemented to promote and sustain awareness of your brand/s in overseas markets in the past 12-24 months? 400
4. Briefly explain how your company differentiates its product/service from the competition and how are you maintaining/improving this advantage. 400

### **Excellence in Accessibility**

The Excellence in Accessibility awards recognises a business that is highly accessible for people with all kinds of disabilities. This category also includes businesses that are striving to make their business more accessible for all potential customers and staff.

1. Describe what accessibility means to your business. 400
2. Detail what measures you have taken to make your business accessible. 400
3. Provide examples of customers that have specific access needs that visit your business and how your staff assist them. 400
4. Outline the training your staff have participated in to increase accessibility. 400
5. Explain how your business monitors accessibility levels during the day to day running of your business. 400
6. Explain what your next steps are to make your business more accessible to a wider range of people. 400
7. How does your business 'think outside the box' when it comes to providing access for all people? 400