

Waverley Business Awards 2024

General Guidelines

The Waverley Brightest and Best Local Business Awards celebrate the contributions of our local business community in making Waverley a vibrant place to live, work and shop. Through these awards, Waverley Council acknowledges the importance of a sustainable business community that is dynamic, robust, and fosters job creation and business opportunities.

The awards are open to all businesses that operate in the Waverley LGA, regardless of size. Whether based in a commercial centre, village, or at home, all Waverley businesses can enter and self-nominate. Franchise and chain stores are eligible but will be judged on the achievements and presentation of the individual local store only.

Please refer the **Terms and Conditions** for the Brightest and Best Business Awards for more information relating to eligibility, judging, privacy, prizes and more.

How to Enter

1. **Register Your Account:** Go to <https://waverley.awardsplatform.com> to create your account.
2. **Select Your Award Category:** Choose the Award category or categories that best suit your business.
3. **Complete Your Nomination Form:** Fill out the nomination form thoroughly, providing detailed responses to each criteria.
4. **Submit Your Entry:** Save your entry in progress and submit it before nominations close on **September 9 2024 by 11:59 PM.**
5. **Attach Supporting Documents:** At the end of your application, attach images and an optional video link that support your examples.

Judging Process

1. **Panel Assessment:** All Awards will be assessed by a panel of representatives from Waverley Council and/or community members. Judges may eliminate incomplete entries or disqualify entries that do not meet the Terms & Conditions of Entry. Nominations close **9 September 2024** and judging will take place on a nominated date in September.
2. **Finalist Selection:** Up to 6 **businesses** may be selected as finalists in each category and notified on **3 October 2024.**
3. **Mystery Shopper Evaluation:** A Mystery Shopper will contact via phone/web or visit in-person each finalist during **October 2024** to score and determine the winner in each category.
4. **People's Choice Award:** Public voting will open in October, and once all finalists have been announced.
5. **Awards Night:** Winners & runners-up will be announced at the Awards Night held at Bondi Pavilion on **25 November 2024.**

Nomination Criteria – All Categories

(excluding Sustainability Excellence, Young Entrepreneur of the Year, Business Woman of the Year & People's Choice)

All applications will be evaluated based on the following key criteria, along with a specific question tailored to each category:

- **Elevator pitch:** Provide a brief, memorable description of your business.
- **Customer Service Excellence:** Describe how your business demonstrates excellence in customer service.
- **Marketing and Communications:** Explain how you increase customer growth, engagement, and brand awareness through your marketing practices.
- **New Trends and Technologies:** How does your business adapt to new trend or technologies.
- **Community and Inclusion:** Describe how you engage the local community and ensure accessibility and inclusivity.
- **Specific Question:** A specific question tailored to each category.
- **Customer Interaction:** Share a memorable, thoughtful, or amusing interaction with a customer.

Nomination Criteria – Sustainability Excellence

All applications will be evaluated based on the following key criteria:

- **Sustainability Excellence:** How is your business making a positive environmental impact?

Nomination Criteria – Young Entrepreneur of the Year

All applications will be evaluated based on the following key criteria:

- **Elevator pitch:** Provide a brief, memorable description of your business.
- **Innovation:** Detail the most innovative strategy, product, or service you have implemented.
- **Entrepreneurial Journey:** Describe your journey as an entrepreneur.
- **Success:** Identify the two most crucial aspects of a successful entrepreneur.
- **Industry Impact:** Explain how your entrepreneurial efforts contributed to or influenced your industry or community.
- **Why Should You Win:** Why are you the ideal choice for Young Entrepreneur of the Year.

Nomination Criteria – Business Woman of the Year

All applications will be evaluated based on the following key criteria:

- **Elevator pitch:** Provide a brief and memorable description of your business.
- **Empowerment:** Describe how you have empowered other women in your industry or community.
- **Leadership and Contribution:** Highlight how you have demonstrated leadership and significantly contributed to your industry or community.

- **Innovative or Creative Approach:** Detail the most innovative or creative strategy, product, or service you have implemented.
- **Success:** Identify the two most crucial aspects of a successful business woman.
- **Why Should You Win:** Why are you the ideal choice for Business Woman of the Year.

Nomination Criteria – People’s Choice

The People’s Choice Award will be determined by public voting. Voters will have the option to explain their choice by answering the following question when voting:

In 50 words or less, tell us why this business is your local favourite in 2024?

This feedback may be used for the winner on the Awards Night.

Attachments

At the end of each application, you will be encouraged to attach images that support the examples you used in your application. You also have an optional video link you can attach if required.

Important Dates

- **Nominations Close:** 9 September 2024
- **Finalists Announced:** 3 October 2024
- **Mystery Shopper Evaluation:** October 2024
- **People’s Choice Public Voting:** October 2024
- **Awards Night:** 25 November 2024

For further information, questions, or assistance with selecting an Award category, please contact us at business@waverley.nsw.gov.au.

How to Guide: Best Practices for Award Applications

Applying for the Awards is an opportunity to showcase your achievements, gain recognition, and stand out in your industry. Here’s a brief guide to help make your application standout:

1. **Understand the Criteria:** Read carefully and identify the key points that need to be addressed.
2. **Be Clear and Concise:** Answer the questions directly, stay on topic, and use clear, straightforward language.
3. **Provide Specific Examples:** Support your examples with detailed information, highlight specific achievements, and include measurable outcomes such as data, links, and customer testimonials.
4. **Engage the reader:** Use storytelling techniques to make your application more engaging.
5. **Be Authentic:** Share genuine stories that reflect your business’s journey, demonstration your passion and commitment to excellence.
6. **Focus on Unique Selling Points:** Highlight what sets your business apart and makes your business unique.

7. **Reflect Professionalism:** Ensure your application is respectful, professional, and well-written free from errors.
8. **Leverage Resources:** Collaborate with your team to gather diverse insights and ensure a comprehensive application.
9. **Understand What Judges Look For:**
 - **Clarity:** Clear and direct responses that fully address the question.
 - **Relevance:** Specific examples that directly relate to the criteria.
 - **Achievement:** Outcomes that demonstrate significant achievement.
 - **Innovation:** Unique approaches and innovative strategies.
 - **Engagement:** How well the response engages, communicates and/or tells a story.
 - **Professionalism:** Well-written, error-free, and professional tone.
 - **Authenticity:** Genuine insights and personal touches that reflect true passion and commitment.

By following these best practices and understanding what our judges look for, you can create a strong and compelling award application.