

**Ballina Shire  
Business Awards  
2025**

**Ballina Chamber of  
Commerce**

**Awards Categories  
Program**

## 2025 Business Awards Categories and Questions

The 2025 Business Awards Program recognises growth, entrepreneurship and tenacity. We are excited to celebrate business success across New South Wales.

Entering the business awards program is a rewarding experience. It provides an opportunity for businesses to reflect on the goals, strategies and teamwork that have shaped business success as well as the employees and leaders who have worked hard to drive business outcomes and business longevity.

### Categories Local and Regional only

(Winners from the following categories progress from Local Awards to Regional Awards)

1. Excellence in Retail and Personal Services
2. Excellence in Trade, Construction & Manufacturing
3. Excellence in Business & Professional Services
4. Excellence in Health, Care & Wellness Industries
5. Excellence in Agriculture & Primary Industries
6. Excellence in Creative Industries
7. Outstanding Trainee/Apprentice of the Year

### Categories – Local, Regional and State

(All winners in the following categories progress through Local and Regional Awards to State Awards)

1. Outstanding Employee
2. Outstanding Young Business Leader
3. Outstanding Business Leader (20 employees and under)
4. Outstanding Business Leader (21 employees and over)
5. Excellence in International Business
6. Employer of Choice - 20 employees and under
7. Employer of Choice - 21 employees and over
8. Excellence in Innovation
9. Excellence in Sustainability
10. Outstanding Community Organisation
11. Outstanding New Business
12. Excellence in Diversity & Inclusion
13. Excellence in Micro Business (less than 5 employees)
14. Excellence in Small Business (5-20 employees)
15. Excellence in Large Business (21+ employees)
16. Outstanding Visitor Experience
17. Outstanding Visitor Economy Collaboration
18. Outstanding 24-Hour Economy Collaboration
19. Excellence in Sustainable Tourism
20. Business of the Year

## Local & Regional Awards Categories and Questions

### CATEGORY:

1. Excellence in Retail and Personal Services
  2. Excellence in Trade, Construction & Manufacturing
  3. Excellence in Business & Professional Services
  4. Excellence in Health, Care & Wellness Industries
  5. Excellence in Agriculture & Primary Industries
  6. Excellence in Creative Industries
  7. Outstanding Trainee/Apprentice of the Year
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### For Local categories 1 -6 above

#### Entry criteria

Entrants must demonstrate their achievements in business excellence over the past 12 months.

#### Award eligibility check box

- This business has been trading for 12 months or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

#### Questions

1. Explain how you have achieved excellence in your nominated category.  
*Maximum word count: 350*
2. Detail what your business goals and key milestones were for the previous 12 months and how you achieved all or part of them. *Maximum word count: 300*
3. Provide an overview of the key features of your business plan including goals, innovations, strategies and projected outcomes for the future. *Maximum word count: 300*
4. Describe why your product or service offering is unique within your industry and differentiates your business from competitors. *Maximum word count: 400*
5. Demonstrate how your business contributes to the local economy in your region.  
*Maximum word count: 400*
6. Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction. *Maximum word count: 400*

## For Local category 7 (Trainee/Apprentice of the Year)

### Entry criteria

Employers are required to highlight their employees' commitment over the past 12 months to their workplace, the community, and to being an outstanding employee. To be eligible to enter this category, the employee must have been employed by their current employer for a minimum of 18 months at the time of entry.

### Additional T&Cs

In addition to the general T&Cs, the following apply to this category:

- Should the entrant leave the organisation before the Regional or State Gala event, they will not be eligible to receive an award.

### Award eligibility check box

- Neither I nor the employee have been a judge in this category in 2024.
- Neither I nor the employee am a judge in the 2025 Business Awards program.

### Questions

1. Provide a brief profile, including their current role and scope of responsibilities. Maximum word count: 200
2. Outline their measurable achievements and key milestones while with the business. Maximum word count: 300
3. Outline how the employee demonstrates integrity and professionalism in the workplace. Maximum word count: 300
4. Detail specific activities and initiatives they have undertaken that demonstrate a passion for their role and a commitment to the workplace and/or the community. Maximum word count: 400
5. Outline the reasons why they are an outstanding employee. Maximum word count: 400

## Local, Regional and State Categories & Questions

### 1. Outstanding Employee

The Outstanding Employee Award recognises an inspirational employee who has demonstrated a passion for their role and a commitment to their workplace and the community.

#### Entry criteria

Employers are required to highlight their employees' commitment over the past 12 months to their workplace, the community, and to being an outstanding employee. To be eligible to enter this category, the employee must have been employed by their current employer for a minimum of 18 months at the time of entry.

#### Additional T&Cs

In addition to the general T&Cs, the following apply to this category:

- Should the entrant leave the organisation before the Regional or State Gala event, they will not be eligible to receive an award.

#### Award eligibility check box

- The employee has been employed by their current employer for at least 18 months at the time of entry.
  - The employee is not a Regional President, State Councillor or Board Member of NSW Business Chamber Limited.
  - Neither I nor the employee have been a judge in this category in 2024.
  - Neither I nor the employee am a judge in the 2025 Business Awards program.
1. Provide a brief profile, including their current role and scope of responsibilities. *Maximum word count: 200*
  2. Outline their measurable achievements and key milestones while with the business. *Maximum word count: 300*
  3. Outline how the employee demonstrates integrity and professionalism in the workplace. *Maximum word count: 300*
  4. Detail specific activities and initiatives they have undertaken that demonstrate a passion for their role and a commitment to the workplace and/or the community. *Maximum word count: 400*
  5. Outline the reasons why they are an outstanding employee. *Maximum word count: 400*

## 2. Outstanding Young Business Leader

The Outstanding Young Business Leader Award recognises an inspirational business leader, aged 35 or under at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership.

### Entry criteria

Entrants must demonstrate their ability to lead and inspire people, showcasing exceptional leadership skills, while demonstrating how they have effectively utilised resources to achieve successful outcomes and drive innovation over the past 18 months. To be eligible for this category, the individual must have held a senior management or executive-level position within their organisation for a minimum of 18 months at the time of entry.

### Award eligibility check box

- I am aged 35 years or under at the time of entry.
  - I am not an employee, Regional President, State Councillor or Board Member of NSW Business Chamber Limited.
  - I have not been a judge in this category in 2024.
  - I am not a judge in the 2025 Business Awards program.
1. Provide a brief profile, including your current role and scope of responsibilities. *Maximum word count: 200*
  2. Detail specific activities and initiatives you have undertaken to reshape your workplace, industry, or community to create a smarter and more inclusive future, with examples of how you have demonstrated exceptional leadership, effectively utilised resources, and/or driven innovation. *Maximum word count: 400*
  3. Describe the key challenges you have faced as a young business leader and how you overcame them. *Maximum word count: 300*
  4. Provide an overview of your five-year goals and strategies for business growth, detailing how you are working towards achieving them. *Maximum word count: 300*
  5. Outline the reasons why you are an outstanding young business leader. *Maximum word count: 400*

### 3. Outstanding Business Leader – 20 Employees and Under

The Outstanding Business Leader Award recognises an inspirational business leader, aged 36 years or over at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership, while also providing mentorship to others.

#### Entry criteria

Entrants must demonstrate their ability to lead and inspire people, showcasing exceptional leadership skills, while demonstrating how they have effectively utilised resources to achieve successful outcomes and drive innovation over the past 18 months. To be eligible for this category, the individual must have held a senior management or executive-level position within their organisation for a minimum of 18 months at the time of entry.

#### Award eligibility check box

- I am aged 36 or over years at the time of entry.
- I am not an employee, Regional President, State Councillor or Board Member of NSW Business Chamber Limited.
- I have not been a judge in this category in 2024.
- I am not a judge in the 2025 Business Awards program.
- This business has 20 or fewer employees on the payroll in Australia at the time of entry.

#### Questions

Entrant's full name:

Current job title:

Date of birth:

Name of your organisation or business:

1. Provide a brief profile, including your current role and scope of responsibilities. *Maximum word count: 200*
2. Detail specific activities and initiatives you have undertaken to reshape your workplace, industry, or community to create a smarter and more inclusive future, with examples of how you have demonstrated exceptional leadership, effectively utilised resources, and/or driven innovation. *Maximum word count: 400*
3. Describe the key challenges you have faced as a business leader and how you overcame them. *Maximum word count: 300*
4. Provide an overview of your five-year goals and strategies for business growth, detailing how you are working towards achieving them. *Maximum word count: 300*
5. Outline the reasons why you are an outstanding business leader, including the ways in which you provide mentorship to others. *Maximum word count: 400*

## 4. Outstanding Business Leader – 21 Employees and Over

The Outstanding Business Leader Award recognises an inspirational business leader, aged 36 years or over at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership, while providing mentorship to others.

### Entry criteria

Entrants must demonstrate their ability to lead and inspire people, showcasing exceptional leadership skills, while demonstrating how they have effectively utilised resources to achieve successful outcomes and drive innovation over the past 18 months. To be eligible for this category, the individual must have held a senior management or executive-level position within their organisation for a minimum of 18 months at the time of entry.

### Award eligibility check box

- I am aged 36 or over years at the time of entry.
- I am not an employee, Regional President, State Councillor or Board Member of NSW Business Chamber Limited.
- I have not been a judge in this category in 2024.
- I am not a judge in the 2025 Business Awards program.
- This business has 21 or more employees on the payroll in Australia at the time of entry.

### Questions

Entrant's full name:

Current job title:

Date of birth:

Name of your organisation or business:

1. Provide a brief profile, including your current role and scope of responsibilities. *Maximum word count: 200*
2. Detail specific activities and initiatives you have undertaken to reshape your workplace, industry, or community to create a smarter and more inclusive future, with examples of how you have demonstrated exceptional leadership, effectively utilised resources, and/or driven innovation. *Maximum word count: 400*
3. Describe the key challenges you have faced as a business leader and how you overcame them. *Maximum word count: 300*
4. Provide an overview of your five-year goals and strategies for business growth, detailing how you are working towards achieving them. *Maximum word count: 300*
5. Outline the reasons why you are an outstanding business leader, including the ways in which you provide mentorship to others. *Maximum word count: 400*



## 5. Excellence in International Business

The Excellence in International Business Award recognises a business that successfully operates in overseas markets, builds a positive reputation for Australian products and services, and creates opportunities for growth and success.

### Entry criteria

Entrants must demonstrate their achievements over the past 12 months across the key area of export.

### Award eligibility check box

- The business has been trading/operating for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- The business has been trading/operating internationally for two years or more at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Outline your measurable export success over the past 12 months. *Maximum word count: 400*
2. Identify how your business differentiates its products or services from that of your competitors and how you are maintaining and improving this advantage. *Maximum word count: 400*
3. Describe how you are building a positive reputation for Australian products and services in international markets. *Maximum word count: 400*
4. Summarise the key features of your international marketing strategy over the past 12 months and the role it has played in your export success. *Maximum word count: 400*
5. What are your export earnings as a proportion of total sales revenue? *Maximum word count: 200*

## 6. Employer of Choice – 20 Employees and Under

The Employer of Choice Award – Under 20 Employees recognises a business that has implemented strategies and initiatives to create a stimulating and supportive workplace environment.

### Entry criteria

Entrants must demonstrate their achievements over the past 12 months across the key areas of employee recruitment, engagement, and retention. Category criteria are based on initiatives that have had a positive impact on both employees and the business.

### Award eligibility check box

- The business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- This business has 20 or fewer employees on the payroll in Australia at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. What are the initiatives you have undertaken to develop a positive workplace culture within your business? *Maximum word count: 400*
2. Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, including examples. *Maximum word count: 400*
3. Excluding business growth or expansion, what percentage of staff turnover has your business experienced in the past 12 months and what are the reasons for this turnover? *Maximum word count: 300*
4. How does your business empower its workforce to develop their skills, contribute to a positive workplace culture and deepen their engagement with the business and the community? *Maximum word count: 400*
5. Provide measurable evidence that demonstrates how these initiatives make you an employer of choice. *Maximum word count: 400*

## 7. Employer of Choice – 21 Employees and Over

The Employer of Choice Award – Over 20 Employees recognises a business that has implemented strategies and initiatives to create a stimulating and supportive workplace environment.

### Entry criteria

Entrants must demonstrate their achievements over the past 12 months across the key areas of employee recruitment, engagement and retention. Category criteria are based on initiatives that have had a positive impact on both employees and the business.

### Award eligibility check box

- The business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- This business has 21 or more employees on the payroll in Australia at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. What are the initiatives you have undertaken to develop a positive workplace culture within your business? *Maximum word count: 400*
2. Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, including examples. *Maximum word count: 400*
3. Excluding business growth or expansion, what percentage of staff turnover has your business experienced in the past 12 months and what are the reasons for this turnover? *Maximum word count: 300*
4. How does your business empower its workforce to develop their skills, contribute to a positive workplace culture and deepen their engagement with the business and the community? *Maximum word count: 400*
5. Provide measurable evidence that demonstrates how these initiatives make you an employer of choice. *Maximum word count: 400*

## 8. Excellence in Innovation

The Excellence in Innovation Award recognises a business that has implemented innovative solutions for new and existing needs through the introduction or improvement of a product, technology, or application that impacts the wider community.

### Entry criteria

Entrants must demonstrate their achievements over the past 12 months at the time of entry across the key area of innovation.

### Award eligibility check box

- The business has been trading for a continuous period of two or more years and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Outline the innovation implemented and how it has addressed a new or existing need. *Maximum word count: 400*
2. Describe why the innovation is unique within your industry and how it differentiates your business from its competitors. *Maximum word count: 300*
3. Describe how the innovation was received by the market and external stakeholders. *Maximum word count: 300*
4. Demonstrate how the innovation has or is likely to have a positive impact on business or the community. *Maximum word count: 400*
5. Provide measurable evidence of how the innovation has improved the identified need, driven growth and contributed to the success of your business. *Maximum word count: 400*

## 9. Excellence in Sustainability

The Excellence in Sustainability Award recognises a business that has demonstrated its commitment to sustainable business practices and is working to reduce the impact of its operations on the environment.

### Entry criteria

Entrants must demonstrate their achievements in environmental sustainability over the past 12 months at time of entry. The category criteria are based on initiatives and projects within the business that are not related to its core offering.

### Award eligibility check box

- The business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Outline your business sustainability goals and objectives including measurable targets. *Maximum word count: 300*
2. Outline the initiatives you have implemented to achieve sustainable practices within your business. *Maximum word count: 300*
3. Describe your sustainability achievements over the past 12 months including environmental outcomes. *Maximum word count: 300*
4. Describe how you involve your workforce and external stakeholders in your sustainability initiatives. *Maximum word count: 400*
5. Detail measurable evidence explaining how your business sustainability practices have improved business operations, driven growth and/or contributed to the success of your business. *Maximum word count: 400*

## 10. Outstanding Community Organisation

The Outstanding Community Organisation Award recognises an organisation that works to improve the social, cultural, or environmental wellbeing of the community.

### Entry criteria

Entrants must demonstrate their commitment over the past 12 months to being an outstanding community organisation. This category is open to social enterprises and not-for-profit organisations that have been trading for a period of over 24 months at the time of entry.

### Award eligibility check box

- The organisation has been trading for a continuous period of two or more years and is not bankrupt or trading insolvent at the time of entry.
- The organisation has not entered the categories of Outstanding New Business, Excellence in Micro Business, Excellence in Small Business or Excellence in Large Business.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Explain the social purpose of your organisation and how it contributes to the social, cultural, or environmental wellbeing of the community. *Maximum word count: 300*
2. Provide an overview of your organisation, including the product or service you deliver within the community. *Maximum word count: 200*
3. Provide an overview of the key features of your business development strategy and projected outcomes for the future. *Maximum word count: 300*
4. Demonstrate how your organisation contributes to the local economy in your region. *Maximum word count: 400*
5. Outline the key challenges your organisation has faced over the past 12 months and explain how you have managed the impact of these challenges. *Maximum word count: 400*

## 11. Outstanding New Business

The Outstanding New Business Award recognises a start-up that has effectively driven growth and is able to demonstrate potential to achieve future success.

### Entry criteria

Entrants must demonstrate their commitment to being an outstanding start-up over the past 12 months. This category is open to businesses that have been trading for less than 24 months at the time of entry.

### Award eligibility check box

- This business has been trading for a period of less than two years and is not bankrupt or trading insolvent at the time of entry.
- This business has not been purchased or acquired and is not part of a franchise.
- The business has not entered the categories of Outstanding Community Organisation, Excellence in Micro Business, Excellence in Small Business or Excellence in Business.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Provide an overview of your business, including the product or service you offer, how you identified the market need and who your target customers are. *Maximum word count: 200*
2. Provide an overview of the key features of your business development strategy and projected outcomes for the future. *Maximum word count: 300*
3. Describe why your product or service offering is unique within your industry and differentiates your business from competitors. *Maximum word count: 300*
4. Detail the measurable growth and key milestones you have achieved since launching your business. *Maximum word count: 400*
5. Describe the key challenges your business has faced as a new business and how you overcame them. *Maximum word count: 400*

## 12. Excellence in Diversity and Inclusion

The Excellence in Diversity and Inclusion Award recognises businesses that address the needs of a diverse community, including seniors, people from Culturally and Linguistically Diverse (CALD) backgrounds, and people with disability. An inclusive business facilitates the needs of all its employees and customers.

### Entry Criteria

Entrants must demonstrate their commitment over the past 12 months to address the needs of a diverse community. This category is open to businesses that have been trading continuously for two or more years.

### Award eligibility check box

- The organisation has been trading for a continuous period of two or more years and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Outline your current staff level and diversity – including employees with disability, older people (over 55), women, young people (18-24 years), Aboriginal and Torres Strait Islander people and people from CALD backgrounds. *Maximum word count: 200*
2. Identify and describe your positive and/or proactive inclusive practices within the business that go beyond regulatory compliance. *Maximum word count: 350*
3. Describe your HR and employment hiring practices that demonstrate your commitment to being an inclusive employer. *Maximum word count: 350*
4. Identify and describe how your business has created an accessible and inclusive environment that is welcoming for customers with a disability, seniors, and people from CALD backgrounds. *Maximum word count: 400*
5. Explain why your business embarked on being more accessible and inclusive and describe what further actions you will take to become more accessible and inclusive to employees and customers. *Maximum word count: 400*



## 13. Excellence in Micro Business

The Excellence in Micro Business Award recognises a business that has effectively driven growth and can demonstrate the specific strategies implemented to achieve business success and/or resilience.

### Entry criteria

Entrants must demonstrate their achievements in business excellence over the past 12 months at the time of entry. This category is open to businesses with fewer than five employees at the time of entry, that have been trading for more than 24 months.

### Award eligibility check box

- This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- This business has fewer than five employees on the payroll in Australia at the time of entry.
- This business has not entered the categories of Outstanding Community Organisation, Outstanding New Business, Excellence in Small Business or Excellence in Business.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. *Maximum word count: 300*
2. Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected future outcomes. *Maximum word count: 400*
3. Describe what makes your product or service unique within your industry and how it differentiates your business from its competitors. *Maximum word count: 400*
4. Demonstrate how your business contributes to the local economy in your region. *Maximum word count: 400*
5. Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction. *Maximum word count: 400*

## 14. Excellence in Small Business

The Excellence in Small Business Award recognises a business that has effectively driven growth and can demonstrate the strategies implemented to achieve business success and/or resilience.

### Entry criteria

Entrants must demonstrate their achievements in business excellence over the past 12 months. This category is open to businesses with five to 20 employees at the time of entry, who have been trading for more than 24 months at the time of entry.

### Award eligibility check box

- This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- This business has five to 20 employees on the payroll in Australia at the time of entry.
- This business has not entered the categories of Outstanding Community Organisation, Outstanding New Business, Excellence in Micro Business or Excellence in Business.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. *Maximum word count: 300*
2. Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected future outcomes. *Maximum word count: 400*
3. Describe what makes your product or service unique within your industry and how it differentiates your business from competitors. *Maximum word count: 400*
4. Demonstrate how your business contributes to the local economy in your region. *Maximum word count: 400*
5. Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction. *Maximum word count: 400*

## 15. Excellence in Large Business

The Excellence in Large Business Award recognises a business that has effectively driven growth and can demonstrate the specific strategies implemented to achieve business success and/or resilience.

### Entry criteria

Entrants must demonstrate their achievements in business excellence over the past 12 months. This category is open to businesses with 21 or more employees at the time of entry, who have been trading for more than 24 months at the time of entry.

### Award eligibility check box

- This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- This business has 21 or more employees on the payroll in Australia at the time of entry.
- This business has not entered the categories of Outstanding Community Organisation, Outstanding New Business, Excellence in Micro Business or Excellence in Small Business.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. *Maximum word count: 300*
2. Provide an overview of the key features of your business plan including goals, innovations, strategies, projected outcomes for the future. *Maximum word count: 400*
3. Describe what makes your product or service unique within your industry and how it differentiates your business from competitors. *Maximum word count: 400*
4. Demonstrate how your business contributes to the local economy in your region. *Maximum word count: 400*
5. Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction. *Maximum word count: 400*

## 16. Outstanding Visitor Experience

The Outstanding Visitor Experience award recognises a business that understands the importance of visitor engagement for a region's economy\* and reputation. The business needs to articulate how they promote the region while as well a offering an exceptional visitor experience.

### Entry criteria

Entrants must demonstrate how their business showcases the region/community and how their offering is unique within their industry.

### Award eligibility check box

- This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business & Tourism Awards program.

### Questions

1. Provide an overview of your business and your target market/s. *Maximum word count: 200*
2. Describe what makes your service offering unique within your industry and how it differentiates your business from competitors. *Maximum word count: 300*
3. Describe your customer service strategy and how your business implements this strategy to ensure visitor satisfaction. *Maximum word count: 300*
4. Demonstrate how your business attracts and engages visitors to the region, including measurable targets. *Maximum word count: 400*
5. Provide an overview of the key features of your strategy and plans for the visitor economy over the next 12 months. *Maximum word count: 400*

*\*The visitor economy encompasses the direct and indirect contributions to the economy resulting from a person (a visitor) travelling outside their normal place of residence. ([NSW Visitor Economy Strategy 2030](#))*

## 17. Outstanding Visitor Economy Collaboration

The Outstanding Visitor Economy Collaboration Award recognises innovative projects undertaken in the past 12 months by a Local Business Chamber, Local Government, Visitor Information Centre, Tourism Industry Association, or groups of operators (two or more) that aims to maximise their economic impact on the local and/or regional visitor economy.

### Entry criteria

Entrants must demonstrate how their project showcases the region/community, including how the collaboration and alignment of tourism operators, business and the community contributed to the project's success.

Projects may include but are not limited to:

- new product or innovative product development
- upgrades or enhancements to tourism infrastructure or services
- generating knowledge and/or insight to improve decision making
- creating partnerships to advance industry performance
- a marketing or awareness campaign, and
- an initiative to address a sector specific challenge.

### Award eligibility check box

- The business/ organisation entering the project has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business/organisation has not been a judge in this category in 2024.
- A representative of this business/organisation is not a judge in the 2025 Business Awards program.

### Questions

1. Briefly describe the project undertaken by your organisation. Include information on how the project was identified, how it addressed a new or existing need and, and outline its primary goals and objectives. Maximum word count: 300
2. What strategies have been used to foster collaboration and engagement among stakeholders? Maximum word count: 300
3. Describe how the initiatives from the project have contributed to the growth of the visitor economy. Maximum word count: 300
4. Describe any sustainable elements or long-term benefits resulting from the project. How is the organisation ensuring the project legacy continues beyond completion? Maximum word count: 400
5. Provide measurable evidence of how the project met the identified need and contributed to the growth of the visitor economy. Maximum word count 400.

## 18. Outstanding 24-Hour Economy Collaboration

The Outstanding 24-hour Economy\* Collaboration Award recognises innovative projects undertaken in the past 12 months by a Local Business Chamber, Local Government, Visitor Information Centre, Tourism Industry Association, or groups of operators (two or more) that aims to maximise their economic impact on the local and/or regional 24-hour economy.

### \* What is the 24-hour economy?

When we talk about a 24-hour economy, the focus is on how we make our economy just as vibrant, productive and diverse in the night as it is throughout the day. The night-time economy consists of all the activities that take place as the traditional 'business day' ends. There are three distinct nighttime periods (see below), each with their own set of dynamics and community needs. The night-time economy is made up of a broad range of industries. These include core businesses such as restaurants, cafes, pubs, bars, theatres, festivals, markets and live music and non-core or supporting businesses, including transport, retail, service industries, educational establishments and gyms.

Daytime: 0600 – 1800 Evening: 1800 – 2100 Night-time: 2100 – 0200 Late night: 0200 - 0600

### Entry criteria

Entrants must demonstrate how their 24-hour economy project showcases the region/community, including details of how the collaboration and alignment of tourism operators, business and the community contributed to the project's success.

Projects may include but are not limited to:

- cultural festivals & night markets
- technology integrations
- late night retail activations
- collaborative promotions, marketing campaigns or loyalty program
- night entertainment zones
- evening culinary experiences
- safety & accessibility improvements
- night-time art exhibitions, and
- food & wine precinct creation

### Award eligibility check box

- The business/ organisation entering the project has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business/ organisation has not been a judge in this category in 2024.
- A representative of this business/ organisation is not a judge in the 2025 Business & Tourism Awards program.

## Questions

1. Briefly describe the 24-hour economy project undertaken by your organisation. Include information on how the project was identified, how it addressed a new or existing need and, outline its primary goals and objectives. Maximum word count: 300
2. What strategies have been used to foster collaboration and engagement among stakeholders? Maximum word count: 300
3. Outline how the initiatives from the 24-hour economy project have contributed to the growth of the visitor economy. Maximum word count: 300
4. Describe any sustainable elements or long-term benefits resulting from the 24-hour economy project. How is the organisation ensuring that the project's legacy continues beyond completion? Maximum word count: 400
5. Provide measurable evidence of how the 24-hour economy project met the identified need and contributed to the growth of the visitor economy. Maximum word count 400.

## 19. Excellence in Sustainable Tourism

The Excellence in Sustainable Tourism\* Award recognises a tourism business that has demonstrated its commitment to sustainable business practices both internally and in customer interactions. The award recognises efforts to minimise environmental impacts from its operations.

### Entry criteria

Entrants must demonstrate their achievements in sustainable tourism\* over the past 12 months. The category criteria are based on initiatives and projects within the business that are not related to its core offering.

### Award eligibility check box

- The business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2024.
- A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Outline your business sustainability goals and objectives, including measurable targets (consider your business operations, inputs, supply chain and customer experience). *Maximum word count: 300*
2. Describe the initiatives you have implemented to achieve sustainable practices within your business and your customer interactions. *Maximum word count: 300*
3. Describe your sustainability achievements over the past 12 months, including environmental outcomes. *Maximum word count: 300*
4. Describe how you involve your workforce, external stakeholders, and customers in your sustainability initiatives. *Maximum word count: 400*
5. Detail measurable evidence explaining how your business sustainability practices have improved business operations, customer experience and driven growth and/or contributed to the success of your business. *Maximum word count: 400*

\* Sustainable tourism is defined as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. (United Nations Environment Program and World Tourism Organisation, [Making tourism more sustainable A Guide for Policy Makers, 2005](#))



## **20. Business of the Year**

Business of the Year is open to all winners of the following categories:

- Excellence in International Business
- Employer of Choice - 20 Employees and Under
- Employer of Choice - 21 Employees and Over
- Excellence in Innovation
- Outstanding Sustainability
- Excellence in Diversity & Inclusion
- Excellence in Micro Business
- Excellence in Small Business
- Excellence in Large Business

This award recognises a business that demonstrates achievements and excellence over and above all other entrants. This award will be judged by a panel of three judges, each of whom has not judged any other award entries