



2023 VIC PARK BUSINESS AWARDS

APPLICATION PACK

The 2023 Vic Park Business Awards are here! The awards celebrate the amazing achievements of businesses in the Town and the contributions they have made to the local community.



Proudly supported by



For more information visit vicpark.info/business-awards



Award categories

Perth Legal Collective **Business of the Year**

Celebrating a business that has excelled in the past year, demonstrating outstanding leadership, innovative thinking and that has contributed to the Vic Park community.

PDC Health Hub **Best New Business**

Presented to a successful business that has opened up in the last 18 months.

Total Digital Solutions **Excellence in Marketing**

Recognising a local business with demonstrated excellence in marketing through an innovative or unique campaign or marketing plan. (Please note, this award is not open to marketing professionals).

Archer St Physiotherapy Centre **Excellence in Tourism and Hospitality**

Awarded to a business in the tourism and hospitality industries that has made an overall contribution to both the local and/or wider tourism industry.

Maxima Training Group **Excellence in Access and Inclusion**

A celebration of a business which has been inclusive in their employment practices and/or has focused on making their business accessible to all individuals.

SwanCare **Community Connection Award**

Presented to a business which is community minded and has contributed to the community to benefit others.

Holyoake **Excellence in Innovation**

This award recognises businesses who have innovated or adapted to market changes, adopting new types of business models or technology to deliver quality products or services.

Rotary Club of Victoria Park **People's Choice**

The winner of this award is voted for by the Vic Park community. All businesses who submit an application will be in the running for the People's Choice Award.

Triumph ERP Software **Excellence in Professional Service**

This category is open to organisations that deliver exceptional professional services and business development. It is open to service providers in all sectors, for example health, financial, property, legal, engineering, planning, creative, surveying, events, learning etc.





Benefits of entering

By entering the Vic Park Business Awards, you get the opportunity to:

- ✓ Gain recognition for your achievements at a local level.
- ✓ Showcase your business to the wider community, raising its profile and reputation.
- ✓ Promote yourself as a business leader if you are an award winner.



For more information visit vicpark.info/business-awards



Process

- 1** Read this application information pack very carefully as it includes important information about the judging process, eligibility and award categories.
- 2** To apply for an award, fill out the online application form or visit the Town of Victoria Park administration building for a hard copy. Online form: **vicpark.info/business-awards**

Town of Victoria Park
Administration Building
99 Shepperton Road,
Victoria Park 6100
- 3** All businesses who submit an application form for an award are automatically eligible for the Business of the Year Award. The application graded with the highest weighted score by Judges will be awarded Business of the Year, so if you would like to participate in this category, make sure you fill out a form for any of the other award categories.
- 4** When filling out the form, make sure you answer all questions and stick to the word count. To apply for multiple awards, fill out and submit separate forms.
- 5** Make sure to submit a high-resolution copy of your business logo with your application.
- 6** Once you have submitted your application, you will receive a confirmation email. Hard copy forms can only be returned to the administration building. When returning hard copy forms, please address all correspondence in regards to the awards to Place Leader (Economic Development).
- 7** All applications will be judged by a panel, with finalists announced in the lead up to the Business Awards Ceremony.
- 8** The winner of each category will be announced at the awards ceremony.





Key dates

- ✓ Applications for Business Awards open: **24 July 2023**
- ✓ Applications for Business Awards close: **11pm, 4 September 2023**
(5pm cutoff for hard copy forms)
- ✓ Tickets for Business Awards on sale: **8 September 2023**
- ✓ Business Awards Ceremony: **3 November 2023**



Eligibility

Entry to Vic Park Business Awards is open to all businesses within the Town of Victoria Park local government area. Businesses must have been in operation for longer than six months. Not-for-profits are not eligible to apply.



Application tips

- ✓ Answer the question – read the questions carefully and ensure your answers are direct and clear
- ✓ Consult the assessment criteria at the end of this pack
- ✓ Demonstrate a clear business plan and strategic direction
- ✓ Demonstrate measurable goals and outcomes
- ✓ Demonstrate passion and care for your local community
- ✓ Demonstrate knowledge of your target market and industry



Judging process

- 1** All submitted applications will be judged by a panel of experts.
- 2** Each entry is judged individually by each panel member. Each entry will be given a weighted score, with each judge's score being added together to give an overall score for the application.
- 3** Judging will happen through an online portal. A follow up meeting will be had with the judging panel to finalise the winners.
- 4** A commendation may be awarded for an award category where the difference between the top two weighted scores is 0.1 or less.
- 5** Judges reserve the right to award joint winners or no winners of a category.
- 6** Finalists may be announced once judging is complete. Winners will be announced on the night of the awards ceremony.
- 7** The entry with the greatest weighted score will be awarded Business of the Year.

FAQs

If I win an award, do I have to be in attendance at the ceremony to accept it?

No. If you win, you don't have to be at the awards ceremony to accept the award. However, given there is likely to be a photographer and media at the event, we strongly suggest that you attend to maximise the media coverage for your business.

What kind of information do I need to put in my answers?

Entries will be judged based on the quality of your answers. If the question has more than one part to it, try to answer all the parts. Use specific examples to substantiate your answer if possible.



Conditions of entry

- 1 Businesses applying for an award must be located within the Town of Victoria Park local government area.
- 2 Businesses applying for an award must have been in operation for longer than 6 months.
- 3 Businesses applying for an award must be registered with the ATO as a business and hold a current ABN. Not-for-profits are not eligible to apply.
- 4 Awards presented will be to the business or person named on the application form.
- 5 No alterations to applications will be permitted after the date of submission, although submissions may be withdrawn prior to the announcement of the winners.
- 6 Your privacy is protected and all entries are regarded as confidential.
- 7 Entries must be submitted through the online process or handed into the Town of Victoria Park administration building. All required questions must be answered and be of the correct word limit to be eligible.
- 8 Finalists may be announced prior to the Business Awards Ceremony. Winners will be announced on the night.
- 9 The judging panel reserves the right to ask further questions of applicants or businesses if details need to be clarified.
- 10 Businesses that have applied or won an award category for three (3) consecutive years will be ineligible to enter that category for a 2-year period. They are however, eligible to enter a different category or categories.



Assessment criteria and weightings

This table outlines how judges assess applications.

	Application question assessment criteria	Question weighting
1.	Did the business provide a general overview of what they do, including a brief history and summary of their current operations?	10%
2.	Did the business describe their products and/or services (including considering what makes their business unique and sets them apart from their competitors)?	15%
3.	Did the business provide an overview of their financial performance over the past 12 months, including how they monitor performance? Businesses that have been open for shorter than 12 months should demonstrate how the financial performance of their business has grown since they opened.	15%
4.	Did the business describe their goals for the next 2 years? Did they include details of their business plan or strategic plan (businesses were asked to supply this if they had it), and how they plan to achieve these goals?	20%
5.	Did the business describe their target customer, how they market to them and how they measure the effectiveness of these activities?	10%
Category questions Did the business provide details that answered their chosen category question?		30%



TOWN OF
VICTORIA PARK

victoriapark.wa.gov.au

#VICPARKBIZ