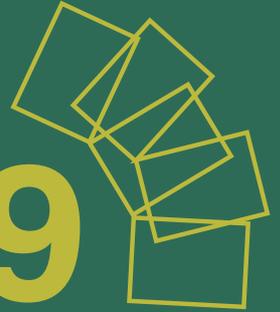




Fremantle Chamber of Commerce  
Presents

FREMANTLE | 19  
BUSINESS AWARDS



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**2019 FREMANTLE BUSINESS AWARDS  
ENTRANT AND NOMINATION PACK**

Friday, 7 June 2019



Fremantle Chamber  
of Commerce



## AWARD NOMINATION PROCESS

**“Fremantle sits on the precipice of significant opportunity. The Fremantle Business Awards brings together and rewards our most unique, distinctive and inventive business leaders.”**

We invite you to be an active part of our connected business community and nominate yourself or an outstanding Fremantle Business today. Nominations close by 5pm on 30 April 2019.

### ELIGIBILITY TO ENTER

- Entrants to have engaged in business activities within the greater Fremantle region for at least 12 months prior to the application.
- An entrant can be nominated in as many categories as they like.
- Entrants that have won a category for 3 consecutive years will be ineligible to enter that category for a 2-year period. However, entrants are eligible to enter a different category or categories.
- Entrants must have a current ABN.

### SUBMISSION REQUIREMENTS

- Submissions must be completed on the PDF form attached.
- Additional information in the form of attachments (e.g. marketing brochures) is permitted.
- At least 5 high-resolution images (minimum of 300ppi), should accompany the application. These images will be used for visual display on the night of the Awards Ceremony.
- Entrants must provide a high-resolution company logo in digital format (minimum of 300ppi) at time of submission.
- All questions must be answered under the heading provided. Entrants must state the question then answer within the submission. Unanswered questions will attract zero points.
- Entrants are encouraged to include images and visual aids such as graphs to support the application.
- Please submit one cover page and entry form per category entered.

### FEES & REGISTRATION

Registration is via the Fremantle Business Awards website ([www.fremantlebusinessawards.com.au](http://www.fremantlebusinessawards.com.au)) and the application form attached.

A \$215.00 registration fee applies per entry. This fee includes 1 x complimentary ticket per entry to this year's Awards Ceremony, valued at \$155.

### CLOSING DATE

Registration and submissions must be finalised by close of business **5pm Tuesday, 30 April 2019**.

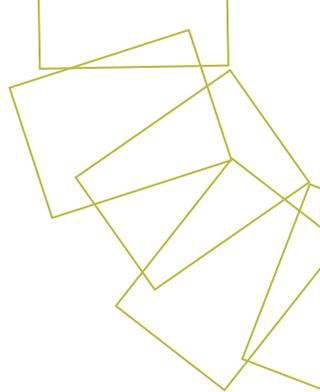
### CONFIDENTIALITY

The information contained in submissions will remain strictly confidential and will only be accessible by the Fremantle Chamber of Commerce elected judging panel for the individual entry category.

### CORE QUESTIONS (100PTS)

The questions below comprise the core business questions that all entrants are required to complete. You will then be required to address the specific questions for your chosen category(ies) that you are entering.

- Q1. Describe your business, providing an outline of your business, brand, and the products or services you provide. **20pts**
- Q2. Describe your target market(s) and outline the competition within your industry. Include your point of difference and the innovative ways your business remains competitive. **40pts**
- Q3. Outline your current business objectives, including how you plan to meet the current and future demands of your industry and market. **40pts**



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## PEOPLES CHOICE AWARDS

**An award showcase of what makes Fremantle unique and thrive. The People's Choice Awards promote the best experiences to be had in our stunning Port city. This year we look at our best drawcards – Fremantle's best café, Fremantle's best bar, our best artisanal/ craft food or drink and our best Italian. Bravo!**

These categories may change from year to year. Participating businesses are encouraged to promote their participation via their social media networks with dedicated hashtag #FBA2019. Voters will be encouraged to place their votes based on the following set of criteria:

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### BEST CAFÉ/COFFEE

- Q1. Describe how your business differentiates itself in terms of quality of coffee and food?
- Q2. What stands out in your service, venue or product that makes you worthy of the people's choice award?

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### BEST BAR

- Q1. Describe how your business differentiates itself in terms of quality of beverages and food offerings?
- Q2. What stands out in your service, venue or product that makes you worthy of the people's choice award?

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### BEST ARTISANAL PRODUCT

(Food, local craft beverage, etc.)

- Q1. Describe how your business differentiates itself in terms of quality of product?
- Q2. What is the Inspiration, history or motivation behind the product development that makes it worthy of the people's choice award?

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### BEST OF - ITALIAN

(Complete, part menu, or key dish; traditional or contemporary influenced etc.)

- Q1. Describe how your business differentiates itself in terms of quality of beverages and food offerings?
- Q2. What stands out in your service, venue or product that makes you worthy of the people's choice award?

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## LEADERSHIP CATEGORY AWARDS

These two leadership awards recognize those businesses taking Fremantle into the future.

### SUSTAINABILITY INITIATIVE - MAYOR'S AWARD (100PTS)

The Sustainability Initiative Award recognises companies or individuals who have implemented initiatives in the field of sustainability.

- Q1. Detail the practices, initiatives and actions your organisation has undertaken to achieve its sustainability objectives in the previous 12-24months. **40pts**
- Q2. Describe how the outcomes from your sustainability projects have positively benefited your business, your stakeholders and/or general community. Attach quantitative evidence where possible, such as more efficient use of fossil fuels and other resources. **60pts**

### MARKETING FREMANTLE (100PTS)

The Marketing Fremantle Award pays tribute to organisations that are contributing to the profile of Fremantle through strategic marketing of their business and their role in creating Fremantle as a destination.

- Q1. What strategies do you use to promote or link your business to the Fremantle region as a destination? This can include national and international profile development. **60pts**
- Q2. Describe your organisation's process and achievements in marketing and communicating the uniquely Fremantle experience, and attach visual evidence. **40pts**

## EXCELLENCE CATEGORY AWARDS

This group of awards provide for the recognition of excellence in Fremantle - businesses that define excellence in their industry and are making their mark in new territories, technology or growth.

### MARINE, ENGINEERING & DEFENCE INDUSTRY EXCELLENCE (100PTS)

The Marine and Defence Industry Excellence Award recognises the outstanding achievements of the Australian marine and defence related industries including excellence in engineering, manufacturing, products and services.

- Q1. What advancements have you put in place to adapt to the changes of such a competitive industry? This can include technological, operational, safety, sustainability and efficiency initiatives. **40pts**
- Q2. Summarise your business success and achievements to date. Attach quantitative results where possible such as financial results, (use percentages and ratios rather than actuals), sales such as percentage growth or market share, number of customers, customer satisfaction. **60pts**

### EXCELLENCE IN PROFESSIONAL SERVICES (100PTS)

The Excellence in Professional Services Award highlights those who provide professional services to the Fremantle business community and further afield. They have identified their customer's needs and adapted their practices and procedures to set their businesses apart.

- Q1. Detail the achievements in regard to service excellence during the past year. Attach quantitative results where possible such as levels of client satisfaction, and any other indicators such as professional or industry awards. **60pts**
- Q2. Provide evidence of how these achievements have positively contributed to your business, profession or business sector. **40pts**

### EXCELLENCE IN INNOVATION (100PTS)

The Excellence in Innovation Award rewards organisations that have achieved outstanding success through the introduction or improvement of an idea, method, technology, process or application.

- Q1. Describe the importance of innovation to your overall business strategy, and how innovation, as a product, process or service is included in your business plan and policies. **60pts**
- Q2. Detail the project/s implemented that highlight business innovation and the commercial outcomes achieved as a result of this innovation. **40pts**

### OUTSTANDING NEW BUSINESS (100PTS)

The Outstanding New Business Award recognises an organisation, in operation for between 12 and 24 months, that has achieved significant success and growth through this time.

- Q1. Describe the motivation for you to create the business and the steps you took to establish the business. **40pts**
- Q2. Summarise your business success and achievements to date. Attach quantitative results where possible such as financial results, (use percentages and ratios rather than actuals), sales such as percentage growth or market share, number of customers, customer satisfaction etc. **60pts**

## INDIVIDUAL BUSINESS CATEGORY AWARDS

The Individual Business Category Awards recognise outstanding local businesses who excel in niche fields and work to promote Fremantle as a unique and liveable city.

### OUTSTANDING CREATIVE, SPORTING & COMMUNITY ENTERPRISE (100PTS)

The Outstanding Creative, Sporting and Community Enterprise – this award recognises outstanding achievements across creative, sporting & community industries that bring economic benefit to Fremantle.

- Q1. Describe the values and objectives of your organisation in relation to creative, sporting & community enterprise. Outline how these objectives and values were developed and explain how they are embedded within the business. **40pts**
- Q2. Detail the projects that you implemented during the year. Describe the direct and positive impacts on your stakeholders, business and/or general community. **60pts**

### OUTSTANDING EVENT (100PTS)

The Outstanding Event award recognises outstanding achievement in the delivery of a successful free or ticketed commercial event that provides economic benefit for the Greater Fremantle community.

- Q1. Describe how the event is suited to, and benefits, the Fremantle region including local business and the general community. **40pts**
- Q2. Summarise how and why the event is successful, including how the event is planned and facilitated. Describe how the event visitor is encouraged to attend the same or similar future events. **60pts**

### BEST RETAIL (100PTS)

Best Retail in Fremantle – this retail business differentiates products and services from your competitors and provides a unique customer experience.

- Q1. Describe how you differentiate your product or service delivery compared to your competitors to provide a unique customer experience. **40pts**
- Q2. Detail the achievements in regard to retail excellence during the past year. Attach financial or qualitative evidence of this achievement. **60pts**

### BEST ACCOMODATION (100PTS)

Best Accommodation in Fremantle – This award recognises an organisation in the Tourism industry that has achieved excellence over its competitors. This award highlights the organisation that has built their service offerings around the needs of their target market and delivered the service to a high standard.

- Q1. Describe how you differentiate your product or service delivery compared to your competitors to provide a unique customer experience. **40pts**
- Q2. Detail the achievements in regard to retail excellence during the past year. Attach financial or qualitative evidence of this achievement. **60pts**

### BEST ATTRACTION (100PTS)

Best Attraction in Fremantle – This award recognises tourism operators who provide a unique or exceptional visitor experience.

- Q1. Describe the importance of the 'visitor experience' to your overall business strategy. How is the visitor's experience included in your business plans and policies? **40pts**
- Q2. Describe how you innovate and/or differentiate your tourism products and services from your competitors to provide a unique or exceptional visitor experience. Attach evidence of this and how you generate repeat visitation. **60pts**

## GENERAL HINTS AND TIPS

### THE JUDGES ARE LOOKING FOR A SOUND BUSINESS THAT:

1. Makes an ongoing contribution to the Fremantle community.
2. Has awareness of their marketplace.
3. Has industry knowledge.
4. Has measurable goals and outcomes.
5. Promotes high quality standards in their products or services.
6. Demonstrates flair, innovation and passion.

### SUBMISSION CONTENT:

7. **Captivate your audience:** This is your opportunity to tell the story of your business. Your submission should be compelling and interesting. The judges should have a comprehensive impression of your business after reading your submission.
8. **Visual aids:** Judges enjoy a visual picture of your business so feel free to use images to support your submission.
9. **Provide evidence:** Utilise both qualitative and quantitative data to support your entry, including financial ratios, percentages or statements where appropriate.
10. **Include emotion and personality in your submission:** Judges want to feel your passion. Show how much your business means to you and your customers.

### ANSWERING THE QUESTION:

11. **Get all your staff involved:** This not only helps ease the workload, it also builds staff enthusiasm and ownership of the project.
12. **State the question and then your answer:** It is a good idea to bold the question and use a different colour to distinguish it from the answer.

13. **Answer every question in full:** Only provide the information you have been asked for. Keep your answers concise and relevant to the question being asked. Incomplete responses to questions will result in the judge giving a low score.
14. **Information:** Don't be afraid to repeat information as each question is scored in isolation – If it's relevant, include it.
15. **Highlight your achievements:** Don't assume that the judges are aware of your company, its products or successes.
16. **Follow the stipulated guidelines:** Points may be deducted for those submissions that don't comply with the guidelines.
17. **Score weighting:** Each question is weighted, make sure you pay particular attention to the big scoring questions.
18. **Prepare each section in bullet point form first then flesh it out:** That way you ensure you cover all points of the question.

### PRIOR TO SUBMISSION:

19. **Cover page:** Please attach the cover page which includes your business name, contact details, and category entry.
20. **Be organised:** Try to submit your submission at least a week before the deadline to relieve the stress & pressure. Don't leave your submission to the last minute! Past judges have reported that some submissions start off well and lose momentum towards the end. Allow yourself enough time for proof reading.
21. **Proofread:** Have someone read your submission and critique your responses to the questions. It is always a good idea to get someone who doesn't know your business to read your submission.

### MENTORING SESSIONS

The Fremantle Chamber will be hosting a series of mentoring sessions for entrants presented by previous winners and judges of the Business Awards. These sessions aim to assist entrants with their submission queries and how to create an award-winning submission. Mentoring sessions will be confirmed at a later date please visit [www.fremantlebusinessawards.com.au](http://www.fremantlebusinessawards.com.au) or contact [info@fremantlechamber.com.au](mailto:info@fremantlechamber.com.au) or (08) 9335 2711 to register your expression of interest to attend.

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[www.fremantlechamber.com.au](http://www.fremantlechamber.com.au)

