

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Key Submission Info

- All entries must be submitted via the Awards Force platform. [RCCIWA \(awardsplatform.com\)](https://awardsplatform.com) All entries will be judged via this platform. No in-person interviews will take place.
- All entrants must have won an aligned category at their local business awards, hosted by an RCCIWA Member during the 2024 calendar year. The award category names may differ, however as long as the business meets the criteria of the 2025 WARBEA category they are permitted to enter.
- All businesses must have been trading for a minimum of two years except for those entering the Start Up Business Category.
- All business entrants must be for-profit, non ASX listed companies for all categories except the Excellence in For Purpose category (NFP).
- Please talk to your local awards host (your Chamber, Business network or business association) prior to entering to ensure you are eligible. They will support you in entering the 2025 WARBEA's.
- Please use the information relevant to the time of your local awards cut-off date (ie: if it was June 30<sup>th</sup> 2024 – only provide information to that date).
- Businesses can enter more than one category if they meet the criteria of each category.
- RCCIWA reserves the right to withdraw a category if there are less than 3 eligible entrants for that category.
- There will be no time extension granted for submissions. Close of entry date is fixed at 5pm on Friday February 7<sup>th</sup>.
- Use of AI is permitted when writing your submissions, however we are asking you to acknowledge this in the submission process. Our judges want to get to know you and your business by reading your submission so please ensure it is a true personal reflection of your business.
- Please ensure you read through and accept our 2025 WARBEA's Terms and Conditions when entering.

## Key Dates

- Submissions open 12noon Monday September 9<sup>th</sup> 2024
- Submissions close 5pm Friday February 7<sup>th</sup> 2025
- Finalists announced from Friday February 28<sup>th</sup> 2025
- Tickets open for sale Monday February 17<sup>th</sup> 2025
- Gala Celebration Event at The Westin – Saturday March 29<sup>th</sup> 2025

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Sole Trader

- The business has 0 direct employees apart from themselves as an individual at the time of applying to their local awards.
- This business must have been trading for a minimum of two years at the time on entry to their local awards program
- This business must be for-profit and non ASX listed
- The use of AI in writing your submission is permitted however all entrants that use AI must acknowledge that by ticking the appropriate response when completing their submission.

## Questions

### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (250 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. What makes your business unique, setting you apart from your competitors. (250 words) **5%**

### 2. Practices and Performance 60%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **10%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **15%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your

# 2025 WA Regional Business Excellence Awards

## Awards Application Category Questions



local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **15%**

4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities.

Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**

5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**

### 3. Business Planning 20%

1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**

2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (350 words) **5%**

3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**

4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**

### 4. Positive Impact 10%

1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**

2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. Images and photos can be included and won't be added to the word count. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Business with 1 to 5 Employees

The business must employ from 1 to 5 five staff members (full-time or equivalent) at the time of applying to their local awards.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. What makes your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**
5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**

### 3. Your People 15%

1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
2. What do you do or provide for your employees that is unique? (350 words) **5%**

### 4. Business Planning 20%

1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**

### 5. Positive Impact 10%

1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Business with 6 to 10 Employees

The business must employ 6 to 10 staff members (full-time or equivalent) employees at the time of applying to their local awards.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. What makes your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**

## 2025 WA Regional Business Excellence Awards Awards Application Category Questions



5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**
3. **Your People 15%**
    1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
    2. What do you do or provide for your employees that is unique? (350 words) **5%**
  4. **Business Planning 20%**
    1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
    2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
    3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
    4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**
  5. **Positive Impact 10%**
    1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
    2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Business with 11 to 20 Employees

The business must employ 11 to 20 staff members (full-time or equivalent) employees at the time of applying to their local awards.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. What makes your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**



## 2025 WA Regional Business Excellence Awards Awards Application Category Questions



5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**
3. **Your People 15%**
  1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
  2. What do you do or provide for your employees that is unique? (350 words) **5%**
4. **Business Planning 20%**
  1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
  2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
  3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
  4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**
5. **Positive Impact 10%**
  1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
  2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Business with 21+ Employees

The business must employ a minimum of 21 staff members (full-time or equivalent) employees at the time of applying to their local awards.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. What makes your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**

## 2025 WA Regional Business Excellence Awards Awards Application Category Questions



5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**
3. **Your People 15%**
  1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
  2. What do you do or provide for your employees that is unique? (350 words) **5%**
4. **Business Planning 20%**
  1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
  2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
  3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
  4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**
5. **Positive Impact 10%**
  1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
  2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Aboriginal & Torres Strait Islander Business

The business must have at least 51 per cent Aboriginal and/or Torres Strait Islander ownership and be established for commercial enterprise at the time of applying for their local awards.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. What makes your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**

## 2025 WA Regional Business Excellence Awards Awards Application Category Questions



5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**
3. **Your People 15%**
  1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
  2. What do you do or provide for your employees that is unique? (350 words) **5%**
4. **Business Planning 20%**
  1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
  2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
  3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
  4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**
5. **Positive Impact 10%**
  1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
  2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Start Up Business

The business must have been trading for a maximum of two years and a minimum of 12 months at the time of applying to their local awards. The business must be a new business and not a pre-existing business with new owners.

## Questions

### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. What makes your business unique, setting you apart from your competitors. (250 words) **5%**

### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**
5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## 3. Your People 15%

(If you do not have any employees, 5 % each will be added to 2.1, 2.2,2.3)

1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
2. What do you do or provide for your employees that is unique? (350 words) **5%**

## 4. Business Planning 20%

1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**

## 5. Positive Impact 10%

1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Leading with Innovation

The business demonstrates the use and application of innovation in processes, production, operations or marketing that has tangibly improved their business operations and output.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. How has utilising innovation made your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**



# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**
3. **Your People 15%**  
(If you do not have any employees, 5 % each will be added to 2.1, 2.2,2.3)
  1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
  2. What do you do or provide for your employees that is unique? (350 words) **5%**
4. **Business Planning 20%**
  1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
  2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
  3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
  4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**
5. **Positive Impact 10%**
  1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
  2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Excellence in Environmental Sustainability

The business demonstrates genuine commitment to embedding sustainable environmental practices and process in their operations.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. How has a focus on employing sustainable and environmental practices made your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**
1. **Your People 15%**  
(If you do not have any employees, 5 % each will be added to 2.1, 2.2,2.3)
  1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
  2. What do you do or provide for your employees that is unique? (350 words) **5%**
2. **Business Planning 20%**
  1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
  2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
  3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
  4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**
3. **Positive Impact 10%**
  1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
  2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



## Category: Excellence in Tourism & Hospitality

The business sets a benchmark and demonstrates excellence in the tourism and/or hospitality sector.

### Questions

#### 1. Business Overview 10%

1. Provide a general overview of your business, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. (250 words) **0%**
2. Why did you start/buy/operate this business. What was your motivation? (200 words) **0%**
3. What products or services does your business provide? (250 words) **5%**
4. In the Hospitality and Tourism sector what makes your business unique, setting you apart from your competitors. (250 words) **5%**

#### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers? Please give examples of innovative, modern or leading practices that your business employs and the impact they have had? (350 words) **5%**
2. State your business turnover and profitability for the last 12 months (up to when you entered your local awards). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). Please provide an explanation of what have been the major factors in the changes in turnover and profitability. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target customers, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**
5. Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



customers. Give examples of how you have measured and responded to feedback. (350 words) **10%**

## 4. Your People 15%

(If you do not have any employees, 5 % each will be added to 2.1, 2.2,2.3)

1. How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (350 words) **10%**
2. What do you do or provide for your employees that is unique? (350 words) **5%**

## 5. Business Planning 20%

1. What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) **5%**
2. Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) **5%**
3. In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
4. What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**

## 6. Positive Impact 10%

1. What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) **5%**
2. How are you making a positive difference in your local community? Describe how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

**Category: Excellence in For Purpose**

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



Must be a locally based not for profit organisation of any size at the time of applying to their local awards. Please note that the winner of this category is not eligible for the overall 2025 WA Regional Business of the Year.

## Questions

### 1. Organisation Overview 10%

1. Provide a general overview of your organisation, a brief history, and a summary of current operations. Your answer should demonstrate your eligibility for the category you are entering. Please let us know how many volunteers as well as paid employees you have. (250 words) **0%**
2. Why was this organisation started. What was the motivation or need? (200 words) **0%**
3. What services does your organisation provide? (250 words) **5%**
4. What makes your organisation unique in your community. (250 words) **5%**

### 2. Practices and Performance 45%

1. What business practices have you implemented that make a positive difference within your business and for your customers/clients/visitors? Please give examples of innovative, modern or leading practices that your organisation employs and the impact they have had? (350 words) **5%**
2. State your turnover for the last 12 months (up to when you entered your local awards) and explain your funding model. Are you fully or partially funded and what revenue streams to you have. Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (350 words) **10%**
3. Describe your major achievements, and key milestones in the past 12 months to when you submitted your application for your local awards. You are welcome to include graphs and graphics which won't be included in your word count. (350 words) **10%**
4. Describe your target cohort/customers/clientele, how you market to them and how you measure the effectiveness of these activities. Marketing examples can be added as separate files and won't be included in the word count. (350 words) **10%**
5. Explain how your organisation has achieved excellence in service delivery. Give examples of how you have measured and responded to feedback. (350 words) **10%**

## 2025 WA Regional Business Excellence Awards Awards Application Category Questions



### 3. Your People 15%

3. How do you create a positive workplace culture that ensures high levels of employee (volunteer or paid) engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured employee satisfaction. (350 words) **10%**
4. What do you do or provide for your employees that is unique? (350 words) **5%**

### 4. Planning 20%

1. What tools and technology do you use to support planning, monitor progress and measure success? (350 words) **5%**
2. Describe any improvements or changes you have implemented over the past 12 months to improve your organisations operations. (350 words) **5%**
3. In a challenging environment that requires not for profit organisations to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) **5%**
4. What are your short, medium and longer term goals for your organisation and what specific actions are you taking to ensure you achieve them? (350 words) **5%**

### 5. Positive Impact 10%

3. What actions are you taking to ensure that your organisation minimises its impact on the environment? (350 words) **5%**
4. How are you making a positive difference in your local community? Describe how your organisation contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. **5%** (350 words)

## Specialist Category Questions

# 2025 WA Regional Business Excellence Awards Awards Application Category Questions



Please note that you are eligible to enter more than one category. Please tick the categories below if you would like to enter any of the specialist categories. Some require an additional Question which you will need to answer. Please note these additional categories are for businesses that have been trading for more than two years and are a for-profit non ASX Listed business.

## Category: Aboriginal & Torres Strait Islander Business

1. The business must have at least 51 per cent Aboriginal and/or Torres Strait Islander ownership and be established for commercial enterprise at the time of applying for their local awards.
2. Yes I wish to enter this additional category
3. No additional questions for this category

## Category: Leading with Innovation

1. The business demonstrates the use and application of innovation in processes, production, operations or marketing that has tangibly improved their business operations and output.
2. Yes, I wish to enter this additional category
3. Additional Question (700 words)

Please note that your total from your category size nomination will be count for 60% of your total score and the answer to this questions will count for 40%.

Explain in detail what how utilising innovation made your business unique, setting you apart from your competitors. Please describe how you are utilising innovation,(and what type of innovation) in your business operations, giving examples of improvements this use had made to your business. How do you keep informed of what is available in terms of innovation for your business. Please add graphics or charts to demonstrate the impact the use of innovation has made in your business. These will not be added to your word count. (700 words. 40%)

## Category: Excellence in Environmental Sustainability

1. The business demonstrates genuine commitment to embedding sustainable environmental practices and process in their operation.
2. Yes, I wish to enter this additional category
3. Additional Question (700 words)

Please note that your total from your category size nomination will be count for 60% of your total score and the answer to this questions will count for 40%.



## 2025 WA Regional Business Excellence Awards Awards Application Category Questions



Explain in detail what how you have embedded sustainable environmental practices and processes into your business, setting you apart from your competitors. Please include the actual processes and procedures you have implemented in your business operations, giving examples of the positive impact this has made on the environment. Please add graphics or charts to demonstrate your businesses commitment to environmental sustainability including a timeline of when you have introduced what practices if you have that information. These will not be added to your word count. Please add any other information on ways your support broader environmental sustainability in your community. (700 words. 40%)

### Category: Excellence in Tourism & Hospitality

1. The business sets a benchmark and demonstrates excellence in the tourism and/or hospitality sector.
2. Yes, I wish to enter this additional category
3. Additional Question (700 words)

Please note that your total from your category size nomination will be count for 60% of your total score and the answer to this questions will count for 40%.

For the Hospitality and/or Tourism sector what makes your business unique, setting you apart from your competitors. Please explain in detail how your business sets a benchmark in Hospitality and/or Tourism and what products, experience and/or service relevant to this sector your business offers. Please detail how you keep informed of trends or innovative practices in your sector to ensure your business continues to grow and be a business of choice for visitors and customers. Please include any charts or graphs as well as any testimonials to support your answers which will not be included in your word count. (700 words. 40%)