



## Share N Learn Overview Notes

### Business Awards

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#### Categories

Key Takeaway: Most now have a “popular choice” category – which is done by public vote. A great way to generate interest and get the whole community involved.

- Most awards do categories by number of employees – ie sole trader, 2 to 5, 6 to 10 etc
- Some do categories by industry as well as by size eg: Mining Services, Tourism, hospitality
- Many have individual awards eg: Business Person of the Year, Young Business Person of the year. The finalist and winners for these are selected from all nominees
- The Business of the Year award is chosen from all business category winners
- Some have employee awards eg: Apprentice/Trainee, indigenous employee, customer service superstars etc
- More of our members have introduced a public vote award which is a great way to include a wide range of businesses, get the community involved and recognise a business without them have to complete a submission
- Hall of Fame for Business of the Year winners, usually awarded after 3 consecutive years of winning and then they can no longer enter the awards program

#### Attracting Nominees and Judging

Key Takeaway: Referring businesses assists with increasing nominations

- Host a Business Awards Launch Business After Hours at the Business of the Year winner from previous year, about 4 to 5 months out from your awards event. The previous year’s winner talks about how great it was, what winning meant to them etc.
- Some CCI’s use a referral system for nominees – ie; they get their executive committee or board to nominate/suggest worthy businesses, and then the Chamber writes to that business letting them know they have been put forward. The business still has to actually consent to nominating and do their submission.
- Nominees do not need to be members – this needs to be communicated widely in all promotional material. Interestingly, holding business awards always sees a spike in new members joining as they are always impressed by the awards process and event itself.
- Nominations, applications, and finalist sections – many of our members have these three stages in attracting submissions. Marketing for nominations, then marketing for those nominated to complete a submission, then announcing finalists prior to the event.
- Albany CCI – market the nominations more than the event and get the public to nominate local businesses and received on average, 250 nominations. All nominated businesses then get marketed to submit an application. It is another great way to generate interest and eventually applications.
- Awards Force is a platform that can be used for judging - entrants submit entries and then judges log on and judge against criteria. Both the Broome CCI and the KBCCI use

this platform and it is a great way to organise and coordinate constant judging. It also enables you to utilize external people as judges who do not know the businesses. [www.awardsforce.com](http://www.awardsforce.com)

- Some source Judges from outside the region so that judging process removed from organisation and the community.
- Some members use previous winners, previous chamber Presidents and representatives from their sponsors to judge.
- Some members judge only on the submission, others do the submission and interviews, and others do the submission and site visits.
- Peel CCI – Have put in place terms and conditions so that Board members, judges and suppliers cannot enter the awards
- We discussed whether financials are asked for – and for the majority they are not, as businesses do not want to provide them and are worried about confidentiality in smaller communities. Peel CCI- encourage applicants to send through financial data. Judges sign a confidentiality waiver so that they cannot divulge information
- You can request a signed statutory declaration from the accountant of the businesses stating that all financial claims are true and correct. We all agreed this is a tricky area, as a few had had businesses win a major award, but then go under within 12 months.
- Most of our members provide an awards feedback session to all nominees/finalists to go through their submission post the event. This is a very valuable feature to offer.

### Format for the Event

Key Takeaway: Formats vary depending on the location, most have a sit-down dinner with some form of entertainment

- KDCCI have awards ceremony in a theatre (theatre style seating) with two intervals outside with stand-up canapes/finger food and drinks. They have done this for the past two years and it is well received.
- Some have bands/entertainment after the awards formalities
- Most of our members do a full sit-down dinner, with just a couple having stand up cocktail formats.
- Some get all the finalists/nominees up on the stage to receive their certificates and then announce the winner. The winner then comes over to speak and accept their award and the finalists make their way back to their table. Other members just announce the finalists on the screen. The MC may announce each one as an image if that business is projected, then the category sponsor (if there is one) comes up and announces the winner.
- Some offer all sponsors to give a speech and some only allow the major/event sponsor to speak at the beginning, with other sponsors just presented the awards to the winners.
- Arrival, welcome speech and housekeeping, few awards before entrée, most between entrée and main meal and major categories after the main meals
- When awards formalities finish late, often most of the attendees leave straight away. The balance is trying to finish the formalities earlier so there is time for networking and celebrating.
- Utilise local hospitality students to work and cater on the night in partnership with TAFE. MRCCI do this, and the students work is an assessable activity and part of their course.



- Some have photos of nominations on screen, some have all nominations come on stage
- Some members have a video with all nominees
- Utilise Executive Committee to MC, hand out certificates and trophies

## Sponsorship and Budgets

Key Takeaway: working out total costs at the beginning of the process, including allowing for time and wages, and then create your sponsorship packages based on the true costs.

- Naming Rights sponsors - the majority of our members have an overall naming rights sponsor. This could be between \$10,000 and \$20,000
- Most have individual category sponsors, as well as an overall naming sponsor for the event. Individual category sponsors range from around \$1,500 to \$3,000 per category.
- Kalgoorlie-Boulder CCI has Main Meal, Entrée, Dessert, Entertainment and category sponsors and offer limited beverages per ticket, then a cash bar after that
- Seek in kind sponsorship for contractors
- Some members do unlimited beverages included in their ticket
- Budget staff costs - this is critical to ensure you are covering all cost and can aim to make a surplus
- Should be breaking even or making a profit
- Offer 12 months free membership for winners

## Local Support and Engagement

Key Takeaway: Approach locals to assist with your event

- For the MWCCI awards this year with a Masquerade Theme - Local high school students made masks for Business Awards and auctioned them off at Business After Hours for people attending, with the proceeds from the auction going to a local charity.
- Kalgoorlie-Boulder CCI approached prisoners to make giant mask props for their masquerade themed awards, who made them for free. After the event they were then donated to local theatre group
- Utilise hospitality students, local talent and performers

## CCI Business Award Links

Great Southern Business Awards: <https://www.albanycci.com.au/2021-acci-great-southern-business-awards>

Margaret River CCI: <https://mrcci.com.au/margaret-river-business-awards-2021/>

Busselton and Dunsborough Yallingup CCI: <https://busseltonchamber.com.au/business-excellence-awards-2021/>

Collie CCI: <https://colliehub.com.au/business-awards/>

Manjimup CCI: <https://www.manjimupchamber.org.au/awards>

Peel CCI: <https://www.facebook.com/alcoapeelbusinessexcellenceawards/>

Northam CCI: <https://www.northam.wa.gov.au/events/avon-valley-business-excellence-awards/1175>

Wheatbelt Business Network: <https://wheatbeltbusinessnetwork.com.au/wheatbelt-business-excellence-awards/>

Kalgoorlie-Boulder CCI: <https://www.kbccci.com.au/events/business-awards/>

Mid West CCI: <https://mwcci.com.au/business-excellence-awards/>

Karratha and Districts CCI: <https://kdcci.com.au/events-bea-2021/>

Port Headland CCI: <https://www.phcci.com.au/events/business-of-the-year-awards.aspx>



Onslow CCI: <http://www.onslowcci.com.au/initiatives/business-excellence-awards.aspx>

Newman CCI: <https://ashburton.net.au/story/newman-cci-business-awards-2021/>

Pilbara Inland CCI: <https://www.pilbarainlandcci.com/business-awards#:~:text=PICCI%20Business%20awards%202021&text=Preparation%20of%20your%20submission%20gives,your%20business%20has%20already%20come.>

Broome CCI: <https://broomechamber.com.au/events/broome-business-excellence-awards/>

The only regional business awards that is not run by one of our members is the South West Business Awards: <https://bswconnect.com.au/awards/>