



2024 WA Regional Business Excellence Awards

Awards Application Category Questions

Please note that all entrants must submit via warbea2024.awardsplatform.com. Submissions will not be accepted in any other format. In this document you will find the criteria and questions for each category to review prior to lodging your online submission.

Eligibility

1. All entrants must be endorsed and entered by a RCCIWA member organisation
2. All entrants must have won the relevant category at their local Business Excellence Awards event that occurred in the calendar year of 2023, from January 1st to December 31st.
3. Only winners of their relevant local regional WA business excellence awards, that are hosted by a RCCIWA member organisation are eligible to enter the 2024 WA Regional Business Excellence Awards.
4. All information provided will be to the deadline date from each entrant's original awards event. (ie if the cut off was June 30th 2023 for your original entry to your local awards , then only information to that date applies)
5. Entry is free.
6. Entrants must fit the criteria of each award category
7. All businesses must have been trading for a minimum of two years, apart from those entering the Start Up Business category.
8. All submissions must be completed at warbea2024.awardsplatform.com
9. All award category winners will be considered for the 2024 Regional Business of The Year Award. No further submission is required for this category.
10. Individual businesses cannot enter directly.
11. All entrants must hold a valid Australian Business Number ("ABN") for the entity in which their submission relates.
12. All entrants must submit financial information as requested
13. All entrants must be submitted by 5pm on Wednesday February 21st 2024.

Key Dates

- Submissions open Monday January 8th 2024 warbea2024.awardsplatform.com
- Submissions close Wednesday 21st February 2024
- Finalists announced from Thursday February 29th 2024
- Tickets open Thursday February 29th 2024
- Gala Celebration Event – Thursday April 18th 2024





Category: Sole Trader

This business has 0 employees apart from themselves as an individual. All information provided is to be from the time you applied for your local awards.

Criteria Descriptions/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 60%

1. What innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers?(300 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 words) **15%**
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 maps and graphs 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. (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. (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 future 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. **5%** (350 words)





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 your local awards.

Criteria Descriptions/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 innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers?(300 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (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. 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. (500 words) **15%**
2. What do you do or provide for your employees that is unique? (200 words) **0%**





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 future 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)





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 your local awards.

Criteria Descriptions/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 innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers?(300 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (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. 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. (500 words) **15%**
2. What do you do or provide for your employees that is unique? (200 words) **0%**





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 future 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)





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 your local awards.

Criteria Descriptions/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 innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers?(300 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (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. 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. (500 words) **15%**
2. What do you do or provide for your employees that is unique? (200 words) **0%**





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 future 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)





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 your local awards.

Criteria Descriptions/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 innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers?(300 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (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. 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. (500 words) **15%**
2. What do you do or provide for your employees that is unique? (200 words) **0%**





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 future 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)





Category: Aboriginal Business

The business must have at least 51 per cent Aboriginal ownership and be established for commercial enterprise.

Criteria Descriptions/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 innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers?(300 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (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. 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. (500 words) **15%**
2. What do you do or provide for your employees that is unique? (200 words) **0%**





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 future 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)





Category: Start Up Business

The business must have been trading for a maximum of two years at the time of applying to your local awards.

Criteria Descriptions/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 innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers?(300 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (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. 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. (500 words) **15%**
2. What do you do or provide for your employees that is unique? (200 words) **0%**





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 future 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)





Category: Leading with Innovation

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

Criteria Descriptions/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 innovative practices does your business employ? What are you doing that making a positive difference within your business and for your customers? Please give specific examples.(500 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (350 words) **5%**
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. (500 words) **15%**
2. What do you do or provide for your employees that is unique? (200 words) **0%**





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 future 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)





Category: Sustainable and Environmental Business Practices

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

Criteria Descriptions/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 sustainable and environmental practices does your business employ? What are you doing that making a positive difference within your business and for your customers? Please give specific examples.(500 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. Please submit your recent audited financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement) (500 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 maps and graphs 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. (350 words) **5%**
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. (500 words) **15%**





2. What do you do or provide for your employees that is unique? (200 words) **0%**
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 future goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) **5%**
5. **Positive Impact 10%**
 3. What further actions are you taking to ensure that your business takes a lead role in your community in encouraging others to employ sustainable and environmental practices? (350 words) **5%**
 4. 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)

