

City of Casey Business Awards 2024 Application Form

Form Preview

Introduction

* indicates a required field

City of Casey Business Awards 2024

The City of Casey is thrilled to celebrate and showcase the diverse businesses in our City through a formal awards program. [The Casey Business Awards 2024](#) will award six category winners and one City of Casey Business of the Year.

This year the awards will shine a light on the efforts of our local businesses, both large and small, in six categories:

- Community Contribution
- Customer Experience
- Employment Diversity
- Environmental Sustainability
- Home - Based Business
- Innovation

Before responding to the application questions, we will ask you to complete a **Pre-Application Checklist** to assess your eligibility as well as answer some **Questions About Your Business** to help our Economic Development team get to know you better in order to provide ongoing support beyond the Business Awards program. Once you get to the **Application Questions** you will be asked to select which category you are applying in. You can only select **one** category to submit an application. There will be five application questions in total, including a specific question related to your selected category. Your application will be judged on your responses to all five questions. We encourage you to use this opportunity to thoughtfully reflect on your business achievements, goals and strategic plans when preparing your responses to give you the best chance of submitting a competitive application. [Click here](#) to view our top 10 tips on how to submit a standout application. You may pause your application at any time and continue at a future date, just remember applications close at **11:59pm on 30 June 2024**. Applications will not be accepted past this date. We wish you all the best! To discover all the services City of Casey has available to support your business, you can visit our dedicated business website: businessincasey.com.au

Pre-Application Checklist - Is Your Business Eligible to Apply?

Before we begin, we need to ensure your business is eligible to enter the Casey Business Awards. It is important that you complete these questions before any others to ensure you do not waste your time applying for the Awards.

If you are unsure or select 'No' to any question below, please contact the City of Casey Economic Development team on 9705 5200 or ecodev@casey.vic.gov.au to discuss your eligibility.

Further information regarding the Casey Business Awards 2024 including eligibility details and criteria can be found on City of Casey's dedicated business website at: [Casey Business Awards 2024](#)

City of Casey Business Awards 2024 Application Form

Form Preview

Please note: Most questions throughout this application form are mandatory and need to be answered in order for your application form to submit. Mandatory questions are marked with a red asterisk.

Are you a business? *

☐ Yes ☐ No

This includes self-employed and non-employing businesses. Businesses under administration, political groups, charities, community organisations, government agencies and schools are not eligible. Commercial schools can apply.

Are you located in the City of Casey local government area? *

☐ Yes ☐ No

To be eligible for these awards, your business must be located in the [City of Casey](#)

Has your business been operating since 1 June 2023? *

☐ Yes ☐ No ☐ To discuss

To be eligible for these awards, your business must have been operating for a minimum of 12 months.

Do you hold an ABN and all relevant licences, permits and approvals required to operate the business? *

☐ Yes ☐ No

To be eligible for this grant, your business must have these.

If you answered 'No' to any of the above questions, your business may not be eligible to apply in the Casey Business Awards 2024. Please contact the City of Casey Economic Development team on 9705 5200 to discuss your application or email ecodev@casey.vic.gov.au.

The next step is for you to provide some details about your business.

Questions About Your Business

* indicates a required field

This section helps us get to know your business a little better.

Council's Economic Development team offers a wide range of services and programs designed to support business growth, increase business connections and showcase business achievements. By connecting with us through the Business Awards, you are connecting with a team of supportive and energetic Council officers who are dedicated to providing valuable assistance to your business. To discover all the services the City of Casey has available to support your business, you can visit our dedicated business website: businessincasey.com.au

PRIVACY STATEMENT

City of Casey is committed to protecting your privacy. Your personal information will be handled in accordance with the Privacy and Data Protection Act 2014. All personal information collected by the City of Casey will only be

City of Casey Business Awards 2024 Application Form

Form Preview

used for the purposes outlined within our Privacy Policy. Council's Privacy Policy is available from our website <https://www.casey.vic.gov.au/policies-strategies/privacy-policy> and all Council Customer Service Centre's. For further Information about how Council manages and uses your personal information or how you can access and/or amend your personal information please contact Council's Privacy Officers via our website <https://www.casey.vic.gov.au/contact> or by calling on 9705 5200.

Information contained with your application will be reviewed by an independent judging panel of industry experts to determine category finalists and winners in the Casey Business Awards 2023. Information provided will be strictly confidential and judges are expected to declare any conflicts of interest prior to reviewing applications.

Business trading name *

Organisation Name

Business ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN

Business trading address *

Address

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

Name of business owner or CEO *

City of Casey Business Awards 2024 Application Form

Form Preview

**Email of business owner
or CEO ***

Business Phone Number *

Must be an Australian phone number. Please include area code if land line.

Business website

Must be a URL

Social media URL

Applicant Contact Details

Contact Person Name *

Title

First Name

Last Name

This is the person we will correspond with about this grant

Position *

**Contact person phone
number ***

Please include area code if land line.

Contact person email *

Must be an email address

Business Details

Does your business employ staff? *

☐ Yes

☐ No

If yes, how many full time employees?

Must be a number.

If yes, how many part time employees?

Must be a number.

If yes, how many casual employees?

Must be a number.

Is your business based at home? *

☐ Yes ☐ No

City of Casey Business Awards 2024 Application Form

Form Preview

No more than 1 choice may be selected.

What industry does your business operate in? *

Provide a brief description about what your business does *

Give a brief description of your business and what it does (eg. products and services, customers, markets) (150-200 words maximum)

In what year did your business begin operating? *

Has your business been involved in any Business Support Services through City of Casey in the past? *

☐ Yes

☐ No

If yes, please list what services or programs you have accessed

This may include attending networking events, training sessions, signed up to eNewsletter, contact with Economic Development Officers

How did you hear about the Casey Business Awards 2024? *

- ☐ Business in Casey / Economic Development eNewsletter (email)
- ☐ Backing Business in Casey Website (businessincasey.com.au)
- ☐ Backing Business in Casey Facebook page (facebook.com/backingbusinessincasey)
- ☐ City of Casey Facebook Page
- ☐ City of Casey Instagram
- ☐ City of Casey Website
- ☐ LinkedIn
- ☐ City of Casey Council employee
- ☐ Another business or customer
- ☐ Other:

At least 1 choice must be selected.

Have you applied in the City of Casey Business Awards in the past? *

☐ Yes

☐ No

Application Questions

* indicates a required field

Now for the application questions! You're only a few questions away from an opportunity to be named Casey Business of the Year 2024! Remember this is a competitive awards program and judges will be looking for comprehensive, well-structured and thoughtful responses to the below questions. It is also a great opportunity for you to take a moment away from the hectic world of a business owner, pause and reflect on your own

City of Casey Business Awards 2024 Application Form

Form Preview

business achievements. We encourage you to take your time in answering the questions to give yourself the best chance in submitting a competitive application. Details of the judging criteria is included under each question, and we suggest you consider these when preparing your response.

Your business may submit **one** application only and you must choose to apply in **one** category. You will be asked to complete four questions before selecting your category and competing a final question related to the category you have chosen.

Each question has a max 200 word count, and your category question has a max 500 word count.

Category options are:

Community Contribution - *You share the local love, your community is at the forefront of your business and community connection is important to you! Your business has implemented initiatives that have a positive impact on the community and generate outcomes that have a long-term benefit. Your business supports, builds partnerships with other businesses that creates positive outcomes within the community.*

Customer Experience - *Love your customers? Whether you are a large or small businesses tell us how you provide an exceptional or unique customer and visitor experience. It is for businesses that directly service a consumer, either through a visitor experience, such as tour operators, as well as those that operate in the Retail, Hospitality, community services and broader tourism sectors.*

You place a high focus on your business presentation, delivering a high-quality customer experience.

Employment Diversity - *Your business embraces Casey's diverse candidate pool and has in place a range of diverse backgrounds and cultures. Employee experience is at the centre of your success. Your business has developed policies and practices that maximize your workforce's capabilities, and your workplace diversity policy is implemented in your day-to-day operations.*

Environmental Sustainability - *Is sustainability a focus of your business? Do you embrace the Circular Economy? This category allows you to demonstrate your dedication to sustainable business practices, whether that be reducing waste, being energy efficient, sourcing local products or decreasing your carbon emissions footprint. You're recognised for your commitment to Sustainability.*

Home - Based Business - *Your business is based at home, but you match it with the big guys.*

Home-based not only includes those who operate from a home but also those that are mobile or work on site (eg trades)s. You have the ability to offer a service to your clients and customers that is flexible and meets their needs.

Innovation - *You're more than just an idea! You are a company that has launched an innovative product/service.*

You could be a new business focused on the offering or an existing business that has introduce a new offering. Your business provides a solution to an actual problem and you have the evidence to back it.

ok, lets do this.....

Question 1:

Business Achievements:

City of Casey Business Awards 2024 Application Form

Form Preview

Explain how your performance compares industry standards.

Responses to this question will be scored against the following criteria:

- The business has set goals/targets that have been met and described how they were met.
- The business has set goals/targets that are written down, followed and regularly reviewed.
- The business undertakes benchmarking to compare their performance against others.

Word count:

Must be no more than 200 words.

Question 2:

Resilience:

What is the biggest challenge your business has faced in the last 12 months and how did you overcome this challenge?

Responses to this question will be scored against the following criteria:

- The business has undertaken skills and/or knowledge improvement activities.
- The business has a level of networking and/or support services in place.
- The business has implemented physical and mental health activities as part of its development activities.

Word count:

Must be no more than 200 words.

Question 3:

Access for All: What measures have you taken to ensure that your business is accessible and welcoming to all customers?

How do you determine the success of these measures?

Responses to this question will be scored against the following criteria:

- The business has policies and processes in place on how to ensure an inclusive customer base.
- The business has made alterations to their physical premises and, where necessary, digital platforms to enhance accessibility.

City of Casey Business Awards 2024 Application Form

Form Preview

- The business has an embedded focus on customer service which is communicated and taught to staff.
- The business has policies and procedures in place to encourage the recruitment and maintenance of a diverse workforce.
- The business currently has a diverse workforce.
- The business has entry level opportunities.

Word count:

Must be no more than 250 words.

Question 4:

Local First:

What measures has your business taken to support the local economy?

Please give details of your policies, procedures and programs to show how you prioritise local suppliers, and employ and retain local talent, especially among the diverse population in the City of Casey.

Responses to this question will be scored against the following criteria:

- The business makes use of local suppliers (when practicable) and has a procurement process that places on emphasis on local suppliers.
- The business includes a requirement to use local suppliers/contractors when available in their tenders/sub-contracting.
- The business promotes other local businesses to their customers.
- The business has formed relationships with local businesses (eg, for cross-promotion, networking, support, etc.)
- The business has implemented a "hire locally" policy.

Word count:

Must be no more than 200 words.

CATEGORIES - You may select one category

- ☐ 1.Community Contribution
- ☐ 2.Customer Experience
- ☐ 3.Employment Diversity
- ☐ 4.Environmental Sustainability
- ☐ 5.Home-Based Business
- ☐ 6.Innovation

You can choose one category above.

Hints for uploading files

City of Casey Business Awards 2024 Application Form

Form Preview

*If you are attaching files, you need to allow for sufficient times for the file to be uploaded to the page. You should not navigate to another page until the file has been successfully attached, otherwise the file upload will be cancelled. **Please Note:** There is a maximum file limit of 25 megabytes. However, it is strongly recommended you try to keep files under 5 megabytes.*

If you are having difficulty attaching or uploading documents, please refer to the [Help Guide for Applicants](#).

Category Question: Community Contribution

The Community Contribution category recognises businesses that share local love, the community is at the forefront of the business and community connection is important. The business has implemented initiatives that have a positive impact on the community and generate outcomes that have a long-term benefit.

Responses to this question will be scored against the following criteria:

- The business contributes to the community, that does not require financial input, advertising or any gain for the business in return.
- The business has implemented initiatives that have a positive impact on the community and generate outcomes that have a long-term benefit.
- The business supports and builds partnerships with other businesses that creates positive outcomes within the community.

What have you done to contribute to the community and how have you determined that it has had a benefit? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

Please provide any links to support your application here or upload below.

Upload quotes or other evidence here.

Attach a file:

Refer to Hints for Uploading Files

Category Question: Customer Experience

The Customer Experience category recognises Casey businesses that provide an exceptional or unique customer and visitor experience. It is for businesses that directly service a consumer, either through a visitor experience, such as tour operators, as well as those that

City of Casey Business Awards 2024 Application Form

Form Preview

operate in the Retail, Hospitality, community services and broader tourism sectors. You place a high focus on your business presentation, delivering a high-quality customer experience.

Responses to this question will be scored against the following criteria:

- The business has a focus on customer service and how it engages with its customers.
- The business has systems in place to monitor the movement and shopping preferences of their customers.
- The business has an information gathering system in place to learn about their customers.

What strategies do you employ to attract and retain customers? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

What are the unique offerings or services that set you apart from your competitors? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

Please provide any links to support your application here or upload below.

Upload quotes or other evidence here.

Attach a file:

Refer to Hints for Uploading Files

Category Question: Employment Diversity

The Employment Diversity category recognises businesses that embrace Casey's diverse candidate pool and has in place a range of diverse backgrounds and cultures. Employees experiences are at the centre of your success as a result of the engagement practices and processes. The workplace diversity policy is implemented in your day-to-day operations.

Responses to this question will be scored against the following criteria:

-

City of Casey Business Awards 2024 Application Form

Form Preview

The business has policies and processes in place on how to ensure an inclusive customer base.

- The business has made alterations to their physical premises and, where necessary, digital platforms to enhance accessibility.
- The business has policies and procedures in place to encourage the recruitment and maintenance of a diverse workforce.
- The business currently has a diverse workforce.
- The business has entry level opportunities for all, including those with special needs.

How has your business embraced City of Casey diverse population in its recruitment processes? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

How have you ensured that your business attracts employees from diverse backgrounds and cultures? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

Please provide any links to support your application here or upload below.

Upload quotes or other evidence here.

Attach a file:

Refer to Hints for Uploading Files

Category Question: Environmental Sustainability

The Environmental Sustainability category recognises businesses that demonstrate dedication to sustainable business practices, whether that be reducing waste, being energy efficient, sourcing local products or decreasing your carbon emissions footprint. Don't miss the opportunity to be recognised for your commitment to Sustainability.

Responses to this question will be scored against the following criteria:

- The business ensured that its staff practice sustainability in the workplace through training, actions and policies.
- The business operates within circular economy.

City of Casey Business Awards 2024 Application Form

Form Preview

- The business has processes in place to maximise recycling and minimise the production of waste.
- The business has day to day practices that reduce the impact on the environment.

How does your business practice and demonstrate environmental sustainability and how do you implement those practices? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

Please provide examples: *

Word count:

Must be at least 500 words.

Please provide a detailed description

Please provide any links to support your application here or upload below.

Upload quotes or other evidence here.

Attach a file:

Refer to Hints for Uploading Files

Category Question: Home - Based Business

The Home - Based Business category recognises business based at home. You have a strong marketing and promotional strategy in place and understand its target market.

Responses to this question will be scored against the following criteria:

- The business has in place an established marketing and promotional strategy
- The business understands their target market and how to access that market
- The business has processes in place to minimize the limitations of being home-based.

What strategies and processes have you put in place to ensure your home-based business is able to compete with those operating from commercial premises? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

Please provide any links to support your application here or upload below.

City of Casey Business Awards 2024 Application Form

Form Preview

Upload quotes or other evidence here

Attach a file:

Refer to Hints for Uploading Files

Category Question: Innovation

The Innovation category recognises businesses that have launched an innovative product/service. You could be a new business focused on the offering or an existing business that has introduced a new offering.

Responses to this question will be scored against the following criteria:

- The business provided a solution to an actual problem and has evidence that the problem actually exists
- The business has formed relationships to understand where your product or service fits and verify its need.
- The business discussed/worked with industry experts in developing the product/service.

Describe the innovative product or service that you have developed. *

Word count:

Must be no more than 500 words.

Please provide a detailed description

How did you determine that there was a need or demand for that product or service? *

Word count:

Must be no more than 500 words.

Please provide any links to support your application here or upload below.

Upload quotes or other evidence here

Attach a file:

Refer to Hints for Uploading Files

City of Casey Business Awards 2024 Application Form

Form Preview

Declaration

* indicates a required field

This section must be completed by an appropriately authorised person on behalf of the applicant business (may be different to the contact person listed earlier in this application form).

- I declare that to the best of my knowledge the statements made within this application are true and correct.
- I declare that there are no legal matters arising from the running of the business.
- I will advise ecodev@casey.vic.gov.au of any Council investigations or disputes related to my business

I agree *

☐ Yes

Name of authorised person making declaration *

Position *

Phone Number *

Must be an Australian phone number.

Contact email *

Must be an email address.