

City of Casey Business Awards 2026 Application Form

Form Preview

Introduction

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City of Casey Business Awards 2026

The City of Casey is proud to present the **Casey Business Awards 2026**, a prestigious program that celebrates the innovation, dedication, and achievements of businesses across our vibrant and diverse community. This annual awards program honours the incredible efforts of local businesses—both large and small—who contribute to the economic, social, and environmental wellbeing of our city.

In 2026, we shine a spotlight on businesses making a real difference across **seven key categories**:

- **Excellence in Access and Inclusion**
- **Excellence in Business Innovation**
- **Excellence in Community and Partnership**
- **Excellence in Customer Experience**
- **Best Eco-Friendly Business**
- **Best Micro Business**
- **Best New Business**

From these exceptional category winners, one will be chosen as the **City of Casey Business of the Year**.

Before you begin your application, you'll be asked to complete a **Pre-Application Checklist** to confirm your eligibility, followed by a few **Business Profile Questions**. These questions help our Economic Development team better understand your business so we can offer tailored support beyond the Casey Business Awards. When you reach the **Application Questions**, you will be required to choose **one** category only to apply for. Please note that only one application per business can be submitted. There are **seven questions in total**, with two questions specifically aligned to your chosen category. Judging will be based on your responses to all seven questions. We encourage you to take this opportunity to reflect thoughtfully on your business journey, achievements, goals, and strategic direction. This is your chance to showcase what makes your business stand out. # *Need help putting your best foot forward? [Take a look](#) at our top 10 tips on writing a winning application.*

You can pause your application at any stage and return to complete it later. Just be sure to **submit your application before 11:59pm on Sunday, 5 July 2026**. Late submissions will not be accepted.

We wish you the very best with your application!

To learn more about how the City of Casey can support your business year-round, visit our dedicated business hub: businessincasey.com.au

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Before You Begin – Confirm Your Eligibility

To ensure your time is well spent, please complete the eligibility questions below before proceeding with the application for the Casey Business Awards. It's important to confirm your business meets the criteria before submitting an entry.

If you are unsure about any of the questions, or if you answer 'No' to any item, we recommend contacting the City of Casey Economic Development team for guidance at (03) 9705 5200 or via email at business@casey.vic.gov.au.

For more information about the 2026 Casey Business Awards, including eligibility requirements and selection criteria, please visit our dedicated business website: [Business Awards - Backing Business in Casey](#).

Please Note: Most questions in this application form are mandatory and must be completed to successfully submit your entry. Mandatory questions are indicated 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 2025? *

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 2026. Please contact the City of Casey Economic Development team on 9705 5200 to discuss your application or email business@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

Helping Us Get to Know Your Business

The City of Casey's Economic Development team are here to support your business journey. We offer a wide range of services and programs aimed at helping businesses grow, build meaningful connections, and celebrate their achievements.

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By participating in the Business Awards, you're joining a community led by a passionate and supportive team of Council officers who are committed to helping your business succeed.

To explore the full range of support available to local businesses, we invite you to visit our dedicated website: businessincasey.com.au

Privacy Collection Statement – Casey Business Awards 2026

The City of Casey (Council) is collecting your personal information through this application form to assess your eligibility and participation in the Casey Business Awards 2026. Your personal information will be collected with your consent, unless permitted or required by law under applicable privacy legislation, including the Privacy and Data Protection Act 2014 (Vic).

The information collected will be used to:

- Confirm your eligibility for the Awards
- Support assessment by the Awards judging panel
- Facilitate recognition and allocation of awards to successful applicants

Your application, including the personal information provided, may be shared internally with relevant Council departments for the purpose of assessing this application and any other funding or support requests submitted to Council as part of your business's engagement history.

Please note that general, non-personal information—such as your business name, project or initiative details, and award outcomes—may be published on the City of Casey's website or used in Council reports, including evaluation reports and social and economic impact assessments, to support program development and policy planning. Council will not be liable for the copy or misuse of the information contained in this application form.

If you wish to access or update the personal information you have provided, please contact the City of Casey Economic Development team at (03) 9705 5200 or via email at business@casey.vic.gov.au.

I understand and agree to Council's collection statement *

Yes

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 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.

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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 2026. Information provided will be strictly confidential and judges are expected to declare any conflicts of interest prior to reviewing applications.

Business Contact Details

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 *

Email of business owner or CEO *

Business Phone Number *

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

Business website

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Must be a URL

Social media URL

Upload one high-quality, professional image of yourself, your team, your business, or your service. *

Attach a file:

This image may be used for promotional purposes in the event you are selected as a finalist in the Casey Business Awards 2026. Only one image is required.

Applicant Contact Details

Contact Person Name *

Title

First Name

Last Name

This person will be our primary point of contact for this application

Position *

Contact person phone number *

Please ensure your landline number includes the area code

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

What industry does your business operate in? *

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Other:

What does your business do? Share a brief summary with us *

Please provide a brief overview of your business, including what you do, the products or services you offer, your target customers, and the markets you operate in. (Maximum 150-200 words)

In what year did your business begin operating? *

Has your business previously accessed any of the Business Support Services offered by the City of Casey? *

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 2026? *

- 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 taken part in the City of Casey Business Awards before? *

Yes No

Application Questions

* indicates a required field

Let's get started on your application.

You're just a few questions away from the chance to be named **Casey Business of the Year 2026**, an incredible opportunity to showcase your success and be recognised by your community!

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This is a competitive awards program, so we encourage you to take your time and craft thoughtful, well-structured responses. The judges will be looking comprehensive, well-structured and thoughtful responses. This is also a great opportunity for you to take a step back, reflect on your achievements, and celebrate your business journey so far.

Each question includes judging criteria to help guide your responses – we strongly recommend reviewing these carefully as you prepare your answers.

Important to note:

- You may submit **one application only**.
- You'll need to select **one award category** to apply for.
- The application includes **five general questions** (maximum 200 words each), followed by **two category-specific questions** (maximum 500 words).

We can't wait to learn more about your business!

Here are the award categories you can choose from this year:

Excellence in Access and Inclusion - *Are you a business leading the way in inclusion, diversity, and accessibility? Your business embraces Casey's diverse candidate pool and fosters an inclusive environment where individuals from all backgrounds, identities, and perspectives are valued and supported. You're recognised as a local business who excels in providing exceptional service and access to people with a disability. You actively promote diversity in your workforce, leadership, and business practices, creating a culture of respect, equity, and belonging. This award recognises businesses that implement meaningful initiatives to ensure equal opportunities and embrace diverse perspectives to drive innovation, collaboration, and success.*

Excellence in Business Innovation - *You're more than just an idea! You demonstrate exceptional creativity and forward-thinking in developing new ideas, products, services, or processes. This award celebrates businesses that push the boundaries of traditional practices by introducing an innovative product, service, or process. It recognises businesses that embrace change and continuously evolve to meet the needs of the market, creating lasting value and setting new industry standards.*

Excellence in Community and Partnership - *You're a business that lifts others up. This award recognises businesses that go the extra mile to strengthen the broader Casey economy by prioritising local supply chains, building meaningful partnerships and creating opportunities that benefit the whole community. You demonstrate an outstanding commitment to exceptional service and strong relationships, not only with customers but with fellow businesses, suppliers and community organisations. Through strategic partnerships and genuine collaboration, you achieve results that no single business could deliver alone. This award celebrates businesses that see success as a shared journey. You champion local collaboration, support Casey's diverse business ecosystem and help build a more resilient, connected and prosperous community.*

Excellence in Customer Experience - *You're a business that puts your customers at the heart of everything you do. This award celebrates businesses that consistently deliver outstanding service, listen to their customers and create meaningful, positive experiences at every touchpoint. You show a genuine commitment to understanding your customers' needs, responding with care and building strong, lasting relationships. Through thoughtful*

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service, continuous improvement and a customer first mindset, you help shape a culture of excellent customer care across Casey.

Best Eco-Friendly Business - *Is sustainability a core focus of your business? Do you embrace the Circular Economy? This category gives you the opportunity to showcase your commitment to sustainable practices. Whether it's through reducing waste, improving energy efficiency, sourcing local products, or lowering your carbon emissions we want to recognise your efforts in fostering a more sustainable future. Don't miss the chance to highlight your dedication to environmental responsibility.*

Best Micro Business - *Small but mighty! This category celebrates micro businesses with up to five employees, including home-based businesses, sole traders, and mobile operators. You deliver personalised service that meets your clients' needs while staying agile and adaptable in an ever-changing business landscape. Whether overcoming challenges or seizing new opportunities, you prove that big impact comes in small packages! Your dedication, resourcefulness, and hard work set you apart, building strong customer relationships and driving success. This award recognises those who go above and beyond, whether through exceptional service, smart growth, or innovation. Showcasing resilience, creativity, and excellence in every aspect of your business.*

Best New Business - *Have you turned a groundbreaking idea into a thriving new business in Casey? Do you offer a unique product or service that sets you apart from the competition? If you've introduced an innovative approach to running your business, supplying your products, or delivering your services, this category is for you. Whether you're a trendsetter, introducing new ideas, or taking a different approach, we want to recognise your efforts in transforming your vision into a thriving business. This award celebrates new businesses that show exceptional promise, creativity, and an ability to make an impact in their industry.*

Time to get started - let's do this!

Finalist Availability Confirmation: If selected as a finalist, please confirm that you are available for Phase Two of the assessment process, which includes mandatory judge site visits scheduled between Monday 7 September and Friday 11 September. Your availability during this period is essential to avoid disruptions to the streamlined judging process and to respect the time generously volunteered by our program judges. *

- Available
- Unavailable
- I would like to speak with an Economic Development Officer

Site visit dates: Monday 7 September - Friday 11 September

Question 1:

Business Achievements: How does your business performance compare to industry standards?

Provide examples of key performance indicators (KPIs) such as revenue growth, market share, customer retention, or operational efficiency, and explain how your performance aligns with or exceeds relevant benchmarks.

Your response to this question will be evaluated based on the following criteria:

- The business sets clear performance goals and demonstrates consistent tracking and review of progress

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- The business uses KPIs effectively to measure performance across areas such as growth, efficiency, and customer retention
- The business benchmarks its performance against industry standards or competitors to assess competitiveness
- The business demonstrates measurable achievement or progress toward defined business objectives
- The business shows evidence of data-driven decision-making to support performance improvement and growth

Word count:

Must be no more than 200 words.

Question 2:

Resilience: What has been the biggest challenge your business has faced in establishing or growing your business, and how did you respond to and overcome it?

- The business demonstrates clear resilience in responding to significant challenges or setbacks during establishment or growth
- The business shows adaptability by adjusting strategies, operations, or approaches to overcome obstacles
- The business actively seeks opportunities to improve capability through learning, support services, mentorship, or professional development relevant to overcoming challenges
- The business builds and utilises networks, partnerships, or support systems to strengthen its ability to respond to challenges
- The business demonstrates learning and improvement as a result of overcoming challenges

Word count:

Must be no more than 200 words.

Question 3:

Access for All: How does your business ensure an inclusive and accessible experience for both customers and employees, and how do you assess the effectiveness of these practices?

Your response to this question will be evaluated based on the following criteria:

- The business demonstrates clear resilience in responding to significant challenges or setbacks during establishment or growth
- The business shows adaptability by adjusting strategies, operations, or approaches to overcome obstacles

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- The business actively seeks opportunities to improve capability through learning, support services, mentorship, or professional development relevant to overcoming challenges
- The business builds and utilises networks, partnerships, or support systems to strengthen its ability to respond to challenges
- The business demonstrates learning and improvement as a result of overcoming challenges

Word count:

Must be no more than 200 words.

Question 4:

Local First: How does your business support and strengthen the local Casey economy through local sourcing, partnerships, employment, and community engagement?

Your response to this question will be evaluated based on the following criteria:

- The business actively supports local suppliers and prioritises local sourcing wherever practicable
- The business contributes to local economic growth through employing, developing, and retaining local talent
- The business builds strong relationships with other local businesses through collaboration, cross-promotion, networking, or mutual support initiatives
- The business demonstrates a genuine commitment to supporting and promoting the Casey business community
- The business shows measurable or demonstrated local impact through its procurement, employment, or community engagement practices

Word count:

Must be no more than 200 words.

Question 5:

Marketing Brand presence: How does your business build and maintain a strong brand presence through marketing, customer engagement, and communication strategies?

Your response to this question will be evaluated based on the following criteria:

- The business demonstrates a strong and consistent brand identity with clear messaging and recognisable presentation across relevant platforms
- The business implements effective marketing and communication strategies that successfully engage its target audience

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- The business demonstrates effective audience engagement that supports brand loyalty, visibility, and business growth
- The business measures and evaluates the effectiveness of its marketing activities through outcomes such as audience reach, engagement, sales growth, website traffic, or brand awareness
- The business adapts and evolves its marketing and communication strategies to remain relevant and competitive

Word count:

Must be no more than 200 words.

Categories - Applicants may choose one category from the list below:

- 1. Excellence in Access and Inclusion
- 2. Excellence in Business Innovation
- 3. Excellence in Community and Partnership
- 4. Excellence in Customer Experience
- 5. Best Eco-Friendly Business
- 6. Best Micro Business
- 7. Best New Business

You can choose one category above

Tips for uploading your files

If you're attaching files, please allow enough time for them to fully upload before navigating away from the page. Moving to another page before the upload is complete may cancel the process.

Please note: The maximum file size allowed is 25MB. However, we strongly recommend keeping files under 5MB to ensure quicker uploads and better performance.

If you experience any issues with uploading or attaching documents, please refer to the [Help Guide for Applicants](#) for further assistance.

Category Question: Excellence in Access and Inclusion

Excellence in Access and Inclusion recognises businesses that demonstrate a strong commitment to creating inclusive, accessible, and equitable environments for employees, customers, and the community. It celebrates those who embed diversity and inclusion into everyday practice, actively remove barriers to participation, and consistently deliver positive, accessible experiences for all.

Your excellence in community and customer support will be assessed by the judging panel based on the following factors:

- The business actively integrates diversity, access, and inclusion policies into everyday operations, ensuring they guide decision-making, workplace culture, and service delivery.

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- The business fosters an inclusive workforce and culture by embedding diverse hiring, retention, and development practices while promoting a sense of belonging for all employees.
- The business has made alterations to their physical premises and, where necessary, digital platforms to enhance accessibility.
- The business demonstrates ongoing commitment and accountability through regular training, evaluation, and reporting to measure progress and continuously improve diversity and inclusion efforts.
- The business can demonstrate measurable outcomes and impact of its diversity, access and inclusion initiatives, supported by data, feedback, or evaluation mechanisms.

How does your business demonstrate a clear commitment to fostering diversity and inclusion, and how are these principles embedded into your everyday operations? *

Word count:

Must be no more than 500 words.
Please provide a detailed answer

What measurable outcomes or impacts have your diversity, access and inclusion initiatives achieved, and how do you track and evaluate their effectiveness over time? *

Word count:

Must be no more than 500 words. Please provide a detailed answer

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: Excellence in Business Innovation

Excellence in Innovation recognises businesses that bring fresh ideas to life and challenge traditional ways of working. Through creative thinking, collaboration and a commitment to continuous improvement, these businesses develop solutions that meet real needs, create value and deliver measurable impact for their customers and the broader Casey community.

To show that your business is more than just an idea, with innovation driving its core, the judging panel will assess the following:

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- The business delivers a solution to a real-world problem and supports this with evidence that the problem exists and requires addressing
- The business builds and leverages relationships to identify the ideal market fit for its product or service and validates its demand through customer or industry insights
- The business collaborates with industry experts to refine its product or service, ensuring it remains aligned with market needs and is continuously improved
- The business is committed to ongoing innovation by adapting to changes, overcoming challenges, and evolving its offerings to meet emerging trends and future needs.
- The business demonstrates measurable outcomes from its innovation, such as customer uptake, revenue growth, improved efficiency, or broader community impact.

How has your business demonstrated innovation in developing a new product or service? Describe how you identified the need or demand, and how this innovation has contributed to your growth, customer experience, or community impact. *

Word count:

Must be no more than 500 words.

Please provide a detailed description

What measurable results or outcomes has this innovation achieved, and how have you validated its success? *

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: Excellence in Community and Partnership

Excellence in Community and Partnership recognises businesses that strengthen the local economy through collaboration, meaningful partnerships and community engagement. By supporting local networks and working together to achieve shared outcomes, these businesses create lasting value and help build a more connected, resilient and prosperous Casey community.

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To demonstrate your Excellence in Community and Partnership, the judging panel will assess:

- The business demonstrates a strong commitment to supporting the local economy through local suppliers, partnerships, and collaborative initiatives
- The business builds and maintains meaningful, mutually beneficial relationships with other businesses, community organisations, and/or industry partners
- The business achieves positive outcomes through collaboration, such as shared projects, improved community outcomes, or strengthened supply chains
- The business demonstrates innovative and effective approaches to building partnerships and cross-sector cooperation
- The business shows evidence of genuine community engagement, supported by feedback, testimonials, or measurable outcomes
- The business's marketing, engagement, and relationship-building activities reflect a clear commitment to collaboration and community benefit

How does your business contribute to strengthening the local economy through partnerships, local supply chains, and collaborative initiatives that benefit the Casey community? *

Word count:

Must be no more than 500 words.

Please provide a detailed description

What outcomes or impact have been achieved through your partnerships and community relationships? Include examples of collaboration, shared initiatives, and how these relationships have created value for your business and the wider community. *

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:

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Category Question: Excellence in Customer Experience

Excellence in Customer Experience recognises businesses that place customers at the centre of everything they do. Through a strong understanding of customer needs, innovative approaches and a commitment to continuous improvement, these businesses deliver

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outstanding experiences that build loyalty, satisfaction and lasting relationships across Casey.

To demonstrate your Excellence in Customer Experience, the judging panel will assess:

- The business demonstrates a strong understanding of customer needs and consistently applies strategies to attract, engage, and retain customers
- The business delivers a distinctive customer experience through unique services, initiatives, or approaches that differentiate it from competitors
- The business achieves positive customer outcomes, including satisfaction, loyalty, retention, growth, or testimonials
- The business actively collects and uses customer feedback, data, or insights to continuously improve its customer experience
- The business embeds a customer-first approach across branding, communication, and service delivery

What strategies does your business use to attract, engage, and retain customers through the customer experience? Include examples of initiatives, practices, or systems that create value and build long-term relationships. *

Word count:

Must be no more than 500 words.
Please provide a detailed description

What makes your customer experience unique compared to competitors? Provide examples of how this difference improves customer satisfaction, loyalty, or overall experience outcomes. *

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:

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Category Question: Best Eco-Friendly Business

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The Best Eco-Friendly Business category recognises businesses that embed sustainable and circular economy practices into their everyday operations. Through practical actions, employee engagement and clear communication, these businesses reduce environmental impact while demonstrating measurable outcomes and a genuine commitment to a more sustainable future across Casey.

To evaluate how your business integrates circular economy principles into its operations and sustainability efforts, the judging panel will assess the following:

- The business demonstrates clear integration of sustainability and circular economy principles into its operations, including waste reduction, resource efficiency, and responsible sourcing
- The business implements practical, everyday actions to minimise environmental impact across its operations
- The business engages employees in sustainability through training, workplace initiatives, and internal policies
- The business actively communicates its sustainability commitments through branding, marketing, and customer engagement
- The business demonstrates measurable environmental and/or community impact through its sustainability initiatives and practices

How does your business integrate sustainability and circular economy principles into its operations and decision-making? Outline the strategies, initiatives, and everyday actions used to reduce environmental impact and embed sustainability across your business. *

Word count:

Must be no more than 500 words.

Please provide a detailed description

What measurable environmental, financial or community impact has your business achieved through these practices? Include how you engage employees, customers, and your wider community, including marketing or brand communication of your sustainability efforts. *

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

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Category Question: Best Micro Business (1-5 people)

The Best Micro Business category recognises small but impactful businesses with up to five employees. Through strong operations, personalised service and a commitment to ethical practices, these businesses deliver high-quality customer experiences while remaining agile, competitive and innovative in a dynamic environment.

To demonstrate your unique micro business, the judging panel will assess the following:

- The business demonstrates strong operational management and efficiency within a micro team of 1-5 people
- The business delivers high-quality customer experience, with effective retention strategies and strong customer satisfaction
- The business demonstrates a clear commitment to ethical practices, prioritising customers, employees, and community outcomes
- The business remains competitive against larger businesses through innovation, agility, and efficient operations

How does your micro business stay competitive against larger businesses while delivering strong customer service and operating efficiently within a small team?

*

Word count:

Must be no more than 500 words.

Please provide a detailed description

How has your business demonstrated resilience, adaptability, and ethical practice to support growth and meet evolving customer needs? *

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:

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Category Question: Best New Business (1-3 Years)

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The Best New Business category recognises emerging businesses that are building a strong foundation for future success. Through a clear understanding of their market, a distinct value proposition and the ability to adapt and grow, these businesses are establishing their presence, attracting customers and demonstrating early impact within the Casey community.

Your response to this question will be evaluated based on the following criteria:

- The business demonstrates a clear understanding of its target market, customers, and current market conditions
- The business has adapted its original plan where needed, responding to challenges and opportunities to support growth and sustainability
- The business offers a distinct value proposition or innovative approach that differentiates it from competitors and addresses identified market needs
- The business is effectively building and retaining its customer base through marketing, engagement, and early-stage loyalty strategies
- The business has demonstrated emerging impact in its industry or community, gaining early recognition or measurable contribution

As a new business, how have you established your presence in your industry or community? How do you differentiate from more established competitors, and how are you building a foundation for long-term success? *

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

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**

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- I will advise business@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.