

TOM PRICE & PARABURDOO

# 2021 BUSINESS AWARDS APPLICATION

Presented by the Pilbara Inland Chamber  
of Commerce & Industry



# 2021 BUSINESS AWARDS APPLICATION



**PILBARA  
INLAND**  
CHAMBER OF  
COMMERCE AND  
INDUSTRY

Business Name:

Key Contact:

ABN:

Physical Address:

Phone:

Email:

Website (if applicable):

Social Media Links (if applicable):

## CATEGORIES

(please tick, you can enter more than one category if you are eligible)

- ☐ Home Based Business
- ☐ Owner Operator Business
- ☐ Start Up Business
- ☐ Small Business (1-10) employees
- ☐ Business with 11+ employees
- ☐ Not for Profit
- ☐ Business of the Year
- ☐ People's Choice (all applicants are eligible to enter)

## Entrants Declaration

In submitting this entry:

I/We agree that all information provided is truthful and accurately reflects the business being entered into the 2021 PICCI Business Awards;

I/We acknowledge that the judging panel decision is final and will not be subject to any challenge.

I/We agree that any material supplied in this submission may be reproduced in media announcements and the PICCI publication except that which is identified as confidential.

\_\_\_\_\_ I/We agree and accept the above declaration (please tick).

Name/s: \_\_\_\_\_

Signature: \_\_\_\_\_

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## SECTION 1: APPLICATION QUESTIONS

All information provided in SECTION 1 are confidential.

If you only applying for the People's Choice Award, you are only required to complete SECTION 2

1. Give a brief description of your business - a brief history and summary of your current operations. (max. 500 words)

Your answer should set the scene for the judges and demonstrate your eligibility for your chosen category.

2. Describe your products and/or services, in particular what makes it/you unique and sets you apart from your competitors. (max 250 words)

What is unique or special about your business offering - location, product range, availability, exceptional service etc?

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### 3. Give an overview of how well your business has performed financially over the past 12 months.

This answer may be presented in alternate methods including graphs or chart formats. You can provide either actual figures or percentages to show year on year comparison. Has the cost and/or reliability of goods & services had a financial effect on your business. If you are in the early stages of your business or recently invested in further developing your business, explain how this has affected your financial performance. If attaching other documents please indicate this below.

### 4. List two or three future goals for your business and what specific actions you are taking or plan to take to achieve them. (max. 250 words)

Outline your business plans for the future, what changes you are making or will need to make (if any) to your operations to attain these goals. For example, employ more staff, develop new products/services, upskill or further training, marketing.

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## 5. Describe your target customers/clients, how do you market to them and the effectiveness of your marketing activities. (max. 250 words)

Provide a clear profile of your target customers and explain how you promote your business offering to them. for example, do you use social media, website, business networking, referral. Include details of how you measure marketing success and what results you get from your marketing activities.

## 6. What strategies does your business use to ensure customer satisfaction and do you have any processes in place to measure customer/client satisfaction and respond to customer feedback? (max. 250 words)

Clearly describe what you do to ensure your customers/clients keep coming back to your business. How do you get customer/client feedback to gauge their level of satisfaction and how to you use and/or action this feedback? For example, social media feedback, in person, feedback forms, surveys etc.?

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**7. What strategies do you use to recruit, motivate and retain staff? (max. 250 words)**  
(Do not answer this question if you are an applicant in the Home Business or Owner-Operator categories)

Describe the process you use to attract good staff, what day to day and long-term measures do you use to ensure staff enjoy working for you and feel appreciated.

**8. What sets your business apart in your industry? (max 250 words)**

Outline using specific examples what makes your business stand out from your competitors. For example, innovation, service provided, training to staff, location, knowledge, resources, equipment. .

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## 9. What contributions does your business make to the local community? (max 250 words)

Clearly describe how your business contributes to the local community. For example, do you try to source local supplies, employ local staff, donate to charities or community groups, participate in community events?

## 10. Are you a member of the Pilbara Inland Chamber of Commerce & Industry?

(please tick)

☐

YES

☐

NO

Thank you for completing your application to the 2020 PICCI Business Awards, if you are also entering the People's Choice Award please complete SECTION 2 on the following page.

Entries are to be emailed to  
PilbaraInlandCCI@gmail.com  
no later than 5pm on Friday 1st October, 2021

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## SECTION 2: PEOPLES CHOICE AWARD

All information provided below will be available to the public for voting.

**1. Please provide the community and/or public voters a general overview and history of your business including what products and/or services you provide.**

How long have you been in business, what type of business are you, how do you stand out in the community etc. Think of this as an advertising blog to share with the voters.

To finalise your entry to the People's Choice Award forward a copy of your business logo and/or photo of your business to be included in the People's Choice Award Voting Campaign.

Thank you for completing your application to the 2021 PICCI Business Awards.

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