



THIS FORM IS TO HELP YOU PLAN YOUR APPLICATION ONLY THIS IS NOT AN ENTRY FORM
ALL ENTRIES MUST BE SUBMITTED VIA THE DIGITAL FORM ON THE WEBSITE AT WWW.MWCCI.COM.AU
APPLICATIONS CLOSE SUNDAY 25 SEPTEMBER, 11.59PM WST

Medium Business 6 -15 Full time Employees Award 2022

Overview:

This Award recognises a business that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience. Entrants are required to demonstrate their achievements over the past 12 months across the key area of business excellence. This category is open to businesses with 6 to 15 full time employees at the time of entry, who have been trading for a continuous period of three years or more.

Entry Criteria:

- To enter this category, your business must be operating in the Mid West Region.
- The business must have been trading for a minimum of one full financial year.
- A medium business can include franchises, if they meet the 6 - 15 full time employee criteria.

For queries about eligibility, please contact awards support at events@mwcci.com.au

When writing your submission, make sure you are reflecting on the last 12 months.

Percentage (%) amount before each section shows how much goes towards your overall score.

Remember that any words over the word limit, will not be included in your submission for scoring.

* To work out your full-time equivalent number of employees, add up the total hours worked by all employees and divide by 37.5 to give you the number of full-time equivalents, then pick the category relevant to that number. For example, if you have 7 employees each working 20 hours a week, that is the equivalent of 3.7 (so round up to 4) full time employees. You would enter in the business with 3-5.

0% Business Overview

Provide a general overview of your industry and business, including a brief history and a summary of current operations, and products or services. (250 words)





30% Business Planning

Why does your business exist: what is your vision and purpose? Describe your key goals and objectives. (250 words)

Describe your target customers, how you market to them and the effectiveness of these activities. (250)





What tools and technology do you use to support business planning, monitor progress, and measure success? (250 words)

30% Business Success

Describe your major achievements, financial performance, and key milestones in the past 12 months. Briefly outline your plans and actions to help you achieve your goals into the future. (300 words)





What makes your business unique or innovative, setting you apart from your competitors? (250 words)

In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? For example, you may like to describe how have you adapted to the Pandemic, supply chain issues or staff shortages. (250 words)





40% Positive impact

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. (300 words)

Explain how your business delivered excellence in customer service in the past year, including strategies used to create and retain loyal customers. Give examples of how you have measured and responded to customer feedback. (300 words)





What actions are you taking to become more resilient to the inevitable impacts of a changing climate, including reducing your environmental footprint? (250 words)

How are you making a positive difference in the local community? Demonstrate how your business contributes to the local economy and/or any positive social and community impacts. Please provide details of specific activities. (300 words)



