

Award Questions

2022

2022 SCBA Application Questions

lease use this document to draft your responses to the Sunshine Coast Business Awards application questions. Once you are ready to submit you can copy-and-paste your responses into the online application form on [Award Force](https://enter.sunshinecoastbusinessawards.com.au).

All applications for the Sunshine Coast Business Awards **must** be submitted online via<https://enter.sunshinecoastbusinessawards.com.au>

There are 10 questions, each worth 10 points.

**PART 1 - What do you do?** (10 points)

* 1. Describe your business (10 points)

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| Your response should include reference to:* What is the nature of your business?
* What drives success in your business?
* What are the key features of your business plan?
* What are your business goals?
* What are your strategies to achieve these goals?

Tourism category applicants should also consider:* What are the main risks for your business and the risk mitigation measures you implement?

Export category applicants should also consider:* What countries do you export to?
* What percentage of your revenue is derived from export activities?
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500 words

**PART 2 - How do you do it?** (40 points)

2.1 Describe the products/services you offer and demonstrate how you market these. (10 points)

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| Your response should include reference to:* Provide an overview of your target markets.
* Describe the products/services you offer to each market.
* What are your unique selling points?
* Demonstrate how you communicate these to your target markets i.e. marketing strategies you have implemented etc.

Tourism category applicants should also consider:* How does your marketing or media coverage help raise the profile of the region as a destination?
* How does your strategy align with local, regional or state tourism marketing plans?

Export category applicants should also consider:* How you target or enter new markets
* How you expand or grow in existing markets
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500 words

2.2 How do you develop and enhance your business relationships with your customers? (10 points)

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| Your response should include reference to:* How do you tailor the customer experience differently for your market?
* How do you measure customer satisfaction and identify areas for improvement?
* How do you ensure staff maintain your customer service standards?
* What processes do you have in place to respond to customer complaints?

Tourism category applicants should also consider: * How do you provide visitors with specific/special needs?

Export category applicants should also consider:* How you adapt to working nationally/internationally
* How you modify your approach to business and customer relations to align with diverse cultural expectations
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500 words

2.3 How do you foster a positive team culture? (10 points)

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| Your response should include reference to:* How do you challenge and motivate yourself and your team?
* How do you celebrate wins in your business?
* What training and professional development is in place for staff and/or volunteers?
* How do you manage on-boarding, change, conflict or communication issues?
* How do you manage and support remote staff or a dispersed workforce?
* How have the above improved your business?

Export category applicants should also include:* How do you support international staff and teams?
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500 words

2.4 How do you innovate in your business? (10 points)

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| * How do you create new products, processes or services?
* How do you develop or enhance technology, processes or systems to improve your business?
* How do you engage with staff, providers and customers in a way that is unique/different?
* How is your approach to marketing and advertising different or unique?
* How do you use research, analysis and development to build your business?

Export category applicants should also consider:* How do you innovate to address cultural issues in marketing, branding, product design or service delivery?
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500 words

**PART 3 - What are your results?** (30 points)

3.1 What is the economic impact of your business? (10 points)

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| Describe specific ways in which your business contributes to the Sunshine Coast regional economy.Consider some of the following:* The number of people you employ - FTE/PTE
* Multiplier effects - how your business supports other businesses
* Collaborations and joint ventures that create new opportunities and markets
* Investment by others into your business, and your investments in products, businesses and services in the region
* Import/export to and from the region
* How you increase profitability of regional supply chains and value chains
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500 words

3.2 What is the social impact of your business? (10 points)

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| --- |
| Describe the social benefits your business generates for the Sunshine Coast.Consider how your business improves or contributes to some of the following:* Wellbeing
* Lifestyle
* Culture
* Diversity
* Mentorship and education
* Philanthropy

Export category should also include:* Social and cultural benefits of your international trade for the Sunshine Coast
* Social benefits for people in the countries you export to
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500 words

3.3 What is the environmental impact of your business? (10 points)

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| --- |
| Describe how you reduce the environmental impact of your business.Consider some of the following:* Energy and water efficiency
* Recycle, re-use, reduce, repurpose
* Waste reduction
* Transport and travel
* Sustainability
* Environmental footprint

Export category should include:* How you reduce environmental impacts in the countries you export to
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500 words

**PART 4 - Why are you exceptional?** (20 points)

What set you apart from your competitors? (10 points)

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| Consider ways your products or services are:* Better, smarter, faster
* More reliable
* More effective or efficient
* More desirable
* More accessible

Has your business won prizes, development grants or other awards? |

500 words

4.2 Why should you be Business of the Year? (10 points)

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| Consider your previous answers.* How does your business represent the best there is on the Sunshine Coast?
* How does your business showcase the unique qualities and character of the Sunshine Coast?
* What are you most proud of?
* Who are the people that make your business shine?
* What is your greatest contribution to the region?

Tourism category applicants should also consider:* How you demonstrate commitment to tourism excellence.

Export category applicants should also consider:* Outstanding collaborations or national/international partnerships that attract new investment in the region
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500 words

# All the best with your application

If you have any questions please contact the Awards Coordinator:

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