

23 SUNSHINE COAST BUSINESS
AWARDS



How To Enter Guide 2023

2023 How to Enter Guide

First, Register or Log In

Click the link below and register your business on or log in if you've participated before. [Sunshine Coast Business Awards](#). After you register or log in, you'll be taken to the Award Force portal to start your entry.

Click on 'Start Entry'

- Begin with the 'Start here' tab.
- Enter the trading name of your business.
 - This is the name that will be on the trophy if you win, so make sure it is correct. This name will also be used in all media promotions.

Choose a category

Ask yourself:

- What category would my customers think I am in?
- Who are my competitors – and which category are they in?

If you are still unsure, we recommend that you select a likely category and then move on to answering all the questions – you can change your category before you submit your application. After you have completed your answers, review your category selection and consider if it still feels like the most appropriate choice based on what you have written about your business.

Within each category there will be a winner for**:

- Small Business – 0-4 full-time equivalent (FTE) employees including principal(s).
- Large Business – More than 4 full-time equivalent (FTE) employees including principal(s).

** If you export internationally and those activities generate more than 30% of your business revenue, then you may enter the Export category in addition to your main business category.*

*** The SCBA committee reserves the right to only award one winner in an overall category if there are fewer than 5 finalists in both the large and small categories.*

- | | |
|---------------------------|--|
| ● Advanced Technology | ● Health & Wellness |
| ● Accommodation | ● Hospitality |
| ● Business Services | ● Manufacturing |
| ● Building & Construction | ● Professional Services |
| ● Clean Technology | ● Retail |
| ● Creative Industries | ● Social Impact |
| ● Education & Training | ● Trades & Services |
| ● Experiences | ● <i>Sunshine Coast Business of the Year</i> |
| ● Export* | ● <i>Hall of Fame</i> |
| ● Food and Agribusiness | |

For more details and categories and examples of the types of businesses that it usually attracts, see: [Categories – Sunshine Coast Business Awards](#)

Confirm your Eligibility

Start here	Eligibility	About You	Export Category	Part 1 - What do you do? (10 points)	Part 2 - How do you do it? (40 points)
Part 3 - What are your results? (30 points)	Part 4 - Why are you exceptional? (20 points)	Marketing Information	Final Submission		

- Current ABN
- Operating for 12 months or more as at July 1 2023
- Operating in Sunshine Coast or Noosa Local Government Area (LGA)

Enter Your Business Details

Start here	Eligibility	About You	Export Category	Part 1 - What do you do? (10 points)	Part 2 - How do you do it? (40 points)
Part 3 - What are your results? (30 points)	Part 4 - Why are you exceptional? (20 points)	Marketing Information	Final Submission		

- Include contact details for the business owner
- And also for the person completing the application (your primary contact person)
- Please include both phone and email contact details.
- Your 'Trading Name' is the one that will be used in all promotions and media.

Are You Entering the Export Category?

Start here	Eligibility	About You	Export Category	Part 1 - What do you do? (10 points)	Part 2 - How do you do it? (40 points)
Part 3 - What are your results? (30 points)	Part 4 - Why are you exceptional? (20 points)	Marketing Information	Final Submission		

- Do you export products or services internationally?
- Do you derive more than 30% of your revenue from export activities?

If you answered 'yes' to both questions, you're eligible for the export category.

Do you wish to be considered for the Export Award?

- Click the drop-down and select your answer.

Answer all the Questions in Each Section (Tabs 1 to 4)

- Each tab has questions worth 10 points each.
- Make sure you click on all tabs and answer all the questions on each tab.

Start here | Eligibility | About You | Export Category | **Part 1 - What do you do? (10 points)** | Part 2 - How do you do it? (40 points) | Part 3 - What are your results? (30 points) | Part 4 - Why are you exceptional? (20 points) | Marketing Information | Final Submission

	Part 1 - What do you do?	10 points
	Part 2 - How do you do it?	40 points
	Part 3 - What are your results?	30 points
	Part 4 - Why are you exceptional?	20 points
Total		100 points

Use the Guiding Tips

- The main questions are on the left of screen.
- On the right are clues to help you answer each question effectively.
- Use the clues to inform and complete your answers.

Start here | Eligibility | About You | Export Category | **Part 1 - What do you do? (10 points)** | Part 2 - How do you do it? (40 points) | Part 3 - What are your results? (30 points) | Part 4 - Why are you exceptional? (20 points) | Marketing Information | Final Submission

1.1 Describe your business (10 points) 0 / 500 words

B I H [bullets] [underline] [link] [image] [video] [embed]

Your response should include reference to:

- What is the nature of your business - what do you do?
- What drives success in your business?
- What are some key features of your business plan?
- What are your main business goals?
- What are your strategies to achieve these goals?

Tourism category applicants should also include:

- What are the main risks for your business and the risk mitigation measures you implement?

Export category applicants should also include:

- What countries do you export to?
- What percentage of your revenue is derived from your export activities?

What are the judges looking for?



A great business story



How you dug deep and made things work despite all the challenges



How you got your message out and connected with your customers



How you figured out what people needed and solved that problem for them



How you make a difference - purpose, people, planet, profit



How you come up with new ideas, products and services



Why your staff and customers love you



Why the Sunshine Coast is better off because of what you do

Writing Tips



Make every word count. Don't waffle. Don't ramble.



Headings, subheadings and white space make it easier to read.



Bullet points give a lot of information in fewer words.



Write more than you need, then edit, refine, reduce and polish.



Study the questions. Make sure you're answering them.



Evidence rules. Give examples, case studies, stats, data, comparisons.



Fresh eyes help - ask other people to read it and give you feedback.

For More Writing Tips see:

[2023-Judges-Tips-for-Applicants.pdf \(sunshinecoastbusinessawards.com.au\)](https://sunshinecoastbusinessawards.com.au/2023-Judges-Tips-for-Applicants.pdf)

Marketing Information

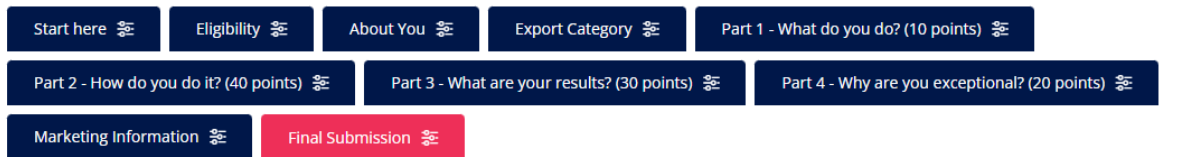
After you complete the questions, provide your marketing information to assist with promoting your business as a participant in the awards.



- Include your website URL and all social media handles for:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Upload your business logo in high resolution EPS, PNG or JPG format.
- *Please note that your website, social pages and logo image are not viewed by judges and do not in any way contribute to your application score.*

Submit Your Entry

The last tab is where you submit your completed entry.



I understand and agree that all entries are assessed by panels of independent volunteer judges, that those judges' decisions are final, and that no correspondence will be entered into regarding scores, rankings, finalists or winners.

- You may save your entry and return later to complete it.
- Or you may submit as soon as you are ready.
- Final submissions must be made before 5pm on Monday 28 August.

Information Sessions

We recommend you join us at one of our 4 information sessions where you will:

- Find out more about the application process and eligibility criteria.
- Discover tips about submitting a competitive application.
- Have the opportunity to ask questions of the Awards team.

Please Note: *Registration is essential and places are limited.*

Click here for dates and to register: [Key Dates – Sunshine Coast Business Awards](#)

All entries close at 5pm on Monday 28 August.

The submission deadline is final, and no extensions will be granted.

How Are Applications Assessed?

Applications are assessed in 2 stages.

- Stage 1 is the written application.
- Stage 2 is the Finalist interview.

In stage 1, each application is assessed by at least 3 judges who are randomly selected by the Award Force software algorithm. Judges individually score their allocated applications, and those scores are then audited and averaged for a final score. Judges do not know who else may be assessing any given application.

In stage 2, Finalists attend an interview with a panel of 3 randomly selected judges. After the interviews, judges upload their individual scores to the Award Force platform where those scores are again audited and averaged.

To ensure all entries are assessed equitably in both written and interview stages, judges receive training and a Judges' Handbook with specific instructions for the judging process. Judges make their assessments based on standardised numeric scoring scales that relate to specific criteria for each question in the written application and interview.

For more information about the judging process, please see:

[Judging – Sunshine Coast Business Awards](#)

All the best with your application

If you have any questions please contact the Awards Coordinator:

Kathy Terrill

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