

Written Application

Questions 2023



2023 SCBA Written Application Questions

Please 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 questions is 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 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?
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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)

**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 include:

* 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 include:

* How you target or enter new export markets
* How you expand or grow in existing export markets

500 words

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

**Your response should include reference to:**

* How do you tailor the customer experience differently for your target 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 for visitors with specific/special needs?

**Export category** applicants should also consider:

* How you adapt or adjust your business practices to work internationally
* How you modify your approach to business and customer relations to align with diverse cultural expectations

500 words

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

**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 strategies worked to improve your business?

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

500 words

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

**Your response should include reference to:**

* 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 product base and grow your business?

**Export category** applications should also include:
* How do you innovate to address cultural sensitivities in marketing, branding, product design or service delivery?

500 words

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

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

**Describe specific ways in which your business contributes to growth of the Sunshine Coast regional economy.**

*Consider some of the following:*

* The number of people you employ full-time and part-time
* Suppliers and services you rely on for your business
* Multiplier effects - how your business supports or enables other businesses in the region to grow and develop
* Collaborations and joint-ventures that create new opportunities and markets to grow the region's economy
* Investment by others into your business
* Your investments in products, other businesses and services in the region
* Import/export to and from the region
* How you increase profitability of regional supply chains and value chains

500 words

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

**Describe the social benefits your business generates for the Sunshine Coast.**

*Consider how your business contributes to improvements in people's lives in any of the following:*

* Wellbeing
* Lifestyle
* Culture
* Diversity
* Inclusion
* Accessibility
* Mentorship and education
* Philanthropy

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

500 words

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

**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 strategies
* Environmental footprint
* Vehicles, plant and equipment
* Carbon emissions

**Export Category should include:**
* How you reduce environmental impacts in the countries you export to

500 words

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

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

**What is distinctive about your business that enables you to stand out from the crowd?** Focus on what makes you exceptional in your field. Why do your customers and staff love you? ***Consider ways your products or services are:***

* Better, smarter, faster
* More reliable
* More effective or efficient
* More desirable
* More accessible
* **Do you engage with or utilise:**
* A specific niche or need
* Support for a cause
* 'Surprise and delight' strategies
* Exceptional service practices
* Special source materials
* A new or trusted technology
* Being the first or only
* Handcrafting or customisation

**Has your business won any prizes, development grants or other awards in the past 12 months?**

500 words

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

**What is it about your business that demonstrates how your striving for excellence makes a meaningful contribution to the region?**

The emphasis here is different from the previous question. Focus on how your business excellence draws attention to the broader Sunshine Coast region as a thriving business community. A great place to live and work.

* How does your business represent and highlight the best there is on the Sunshine Coast?
* How does your business showcase the unique qualities and character of the Sunshine Coast region?
* What achievements in the past 12 months are you most proud of?
* Who are the people that make your business truly shine?
* What is your most significant contribution to the region in the past 12 months?

**Tourism category** Applicants should also consider how you demonstrate commitment to tourism excellence.

**Export category** Applicants should also consider any outstanding collaborations or national/international partnerships that attract new investment in the region.

500 words

# All the best with your application

If you have any questions please contact the Awards Coordinator:

Kathy Terrill
awards@sunshinecoastbusinessawards.com.au
0447 242 795