



The Northern Adelaide Business Enterprise Centre is supported by all levels of Government, and by the corporate sector to provide assistance, advice and support for businesses in the northern Adelaide region.

With our focus on the improved performance of businesses in the Northern Adelaide region, it is entirely appropriate that, as part of the Northern Regional Prosperity Conference 2010, and with the assistance of the University of South Australia, we introduce the NABEC Business Awards, to recognise and acknowledge excellence.

AWARD CATEGORIES:

- **Best Manufacturing Business**
Open to all Businesses manufacturing products for sale direct to consumers or on a sub-contract basis for other businesses.
- **Best Retail Business**
Open to all retail businesses.
- **Best Service Business**
Open to all business that provides a service (or services) to other businesses, or to the public.
- **Best Professional Business**
Open to all businesses where formal academic qualifications are required. For example, Accountants, Lawyers, Architects, Consultants, Physiotherapists, etc.
- **Best Horticulture/Agriculture**
Open to all businesses operating a business in the area of horticulture or agriculture.

All category finalists will be considered for the Award of:

- **Business of the Year**

ELIGIBILITY

To be eligible for the NABEC Business Awards, businesses must adhere to the following:

- Their major place of operations must be within the boundaries of the City of Playford, City of Salisbury, Town of Gawler and surrounds.
- They must be an operating business.
- They can be a sole trader, partnership, a registered company or a Trust.
- It is not necessary that they employ staff.

- All applicants will be offered help and assistance in preparing their submission for the Awards by students organised by the School of Management, UniSA. Applicants are encouraged to utilise this process as an additional analysis of their business while enhancing students development.

ASSESSMENT CRITERIA

Applicants should complete the application form, available via the RPC website www.regionalprosperity.com.au, or by phoning 8256 0900 and requesting a copy be posted.

Entries close on at 5.00pm on Friday May 21 2010.

Businesses will be judged by a panel of experienced and independent judges with assessments made on the following basis:

- How well the business presents itself to the market.
- How well the business seeks to meet customer expectations, and how well it meets these expectations.
- The extent to which the business is growing
- Evidence of good Management practices
- Evidence of good and effective Marketing practices
- Evidence of good staff relations
- Evidence, (where appropriate) of innovations

In making their assessments, judges will give consideration to:

- Information provided in the formal Entry Form. (3 copies to be submitted)
- Any further information the business believes could help the judges. (eg. Samples of brochures, flyers, etc., copies of any advertising, testimonials, details of training (managers and staff), photographs of premises, products, etc.)
- Additional information that may be provided by staff, customers and/or suppliers, (It is strongly recommended that businesses endeavour to provide as much additional information as possible.)
- The general impression given by the information provided of a well run and successful business, acknowledging its responsibilities to shareholders, staff, customers and to the community.

AWARD RECOGNITION

- Finalists will be eligible to attend a half day innovation workshop conducted by Peter Balan from the Centre for the Development of Entrepreneurship at UniSA.
- Finalists will also receive a certificate
- Winners will receive a trophy and framed certificate
- In addition to the half day innovation workshop, winners will also be invited to attend a further half day workshop focusing on individual business needs in innovation, conducted by Peter Balan from the Centre for the Development of Entrepreneurship at UniSA valued at just over \$2,000.
- Finalists who are members of the NABEC will also be eligible to contest the National Business Awards, conducted by BEC Australia.



NORTHERN ADELAIDE BUSINESS AWARDS ENTRY FORM - 2010



BUSINESS ASPECTS

JUDGES
COMMENTS

1 BUSINESS DETAILS

Business Name: _____

Address: _____

Postcode _____

Direct phone: _____ Mobile: _____

Email: _____

Website: _____

Manager/Owner/s _____

Structure: Sole Trader Partnership Company

Turnover: < \$5K \$500K-\$1M \$1M-\$3M > \$ 3M

Years in Business: _____ Number of Staff (current): _____

Areas of operation: Local (Northern Adelaide)

State wide Export interstate Export overseas

Business Category: Retail Manufacturing

Professional Service Horticulture/Agriculture

Executive summary of your business (*a brief description of your business that could be used for promotional and media opportunities*)

Assistance in completing this application form is available through UniSA School of Management students in conjunction with NABEC. (The NABEC Awards give the undergraduates an opportunity to further develop their skills and interact first hand with businesses)

I would like assistance (Complete remainder of form with student)

I don't require assistance (Proceed to Question 2)

2 PRODUCTS/SERVICES	JUDGES COMMENTS
<p>Describe the Products and/or Services you provide.</p> <hr/> <hr/> <hr/> <hr/> <p>What new products or services have been introduced in the last 2 years? Please detail.</p> <hr/> <hr/> <hr/> <p>What proportion of current sales does each of these products/services represent? Please detail.</p> <hr/> <hr/> <hr/>	
3 CUSTOMER SEGMENTS	
<p>Do you sell predominantly to other businesses (Business to Business – B2B) or to Consumers (Business to Consumer – B2C)</p> <hr/> <hr/> <p>Briefly describe the major customer segments you aim to deal with?</p> <hr/> <hr/> <hr/> <p>Do you monitor Customer Satisfaction?</p> <hr/> <hr/> <p>Describe how you measure Customer Satisfaction, and include the results of your latest measurements.</p> <hr/> <hr/> <hr/> <hr/>	
4 BUSINESS GROWTH	
<p>Is your business growing?</p> <hr/> <hr/> <p>Please indicate the growth in Sales (in percentage terms) achieved over the last 3 years.</p> <hr/> <hr/>	

5 MANAGEMENT	JUDGES COMMENTS
<p>Do you have, and use, a current Business Plan?</p> <hr/> <p>When was your Business Plan last up-dated or reviewed?</p> <hr/> <p>Have you attended any skills development courses or workshops in the last year? Please detail.</p> <hr/> <hr/> <p>Membership of Industry Organisations:</p> <hr/> <hr/>	
6 STAFF	
<p>Please indicate staff numbers in each of the following areas over the last three years.</p> <p>Full time _____</p> <p>Part time _____</p> <p>Casual _____</p> <p>What is your current staff turnover? (Staff replacements expressed as a percentage of total staff)</p> <hr/> <hr/> <p>Do you offer or arrange for training courses for your staff? Please detail.</p> <hr/> <hr/> <p>Do you involve you staff in improving the business? Please detail.</p> <hr/> <hr/> <hr/> <hr/>	
7 INNOVATION	
<p>Have you introduced any systems or process innovations during the last year?</p> <hr/> <hr/> <p>If Yes, please identify the major impacts of each innovation on</p> <p>a) the business,</p> <hr/> <hr/> <p>b) your target customers. _____</p> <hr/> <hr/>	

8 MARKETING	JUDGES COMMENTS
<p>Please provide examples of the ways in which you market your business and its products/services. (eg. Brochures, catalogues, pamphlets, packaging, etc.)</p> <hr/> <hr/> <p>Please describe the characteristics of you ideal customer.</p> <hr/> <hr/> <p>Why do you think your customer choose to deal with you?</p> <hr/> <hr/> <hr/>	
9 SUMMARY	
<p>What do you regard as your Strategic Competitive Advantage (the aspect/s of your business that differentiates you from your competitors)?</p> <hr/> <hr/> <p>How have you developed this Advantage over the last 12 months?</p> <hr/> <hr/> <p>How does this Advantage compare with your competitors?</p> <hr/> <hr/>	
10 ATTACHMENTS	
<p>Please attach any additional information that could be of benefit to the judges. Comments from staff, customers and suppliers would be particularly helpful.</p> <p>Number of attachments <input data-bbox="555 1435 635 1514" type="text"/></p>	
<p>Disclaimer: The information requested in this Application Form will be used solely for the purpose of adjudication. It will not be revealed to anyone other than the NABEC employee responsible for the 2010 Business Awards, and the judging panel, and will be treated as Confidential by all concerned.</p> <p>The business hereby submitting this application agrees to participate in the publicity and promotion that will surround this event, and to agree to participate in the National Business Awards conducted by BEC Australia subject to meeting their criteria.</p> <p>All enquiries can be directed to Virginia Miller, NABEC Business Advisor on 8256 0906 or Virginia@nabec.com.au</p> <p>Name of Applicant: _____</p> <p>Signature of Applicant: _____ Date: _____</p>	