

Johnson's MME

Albury Wodonga Business Awards

Johnson's MME has a proud history of over sixty years operating in the Albury Wodonga region. The largest, locally owned accounting and financial advisory practice in the Southern Riverina and North East Victorian regions.

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Outstanding New Business

The Outstanding New Business recognises a business that has been trading for at LEAST 12 months and less than 24 months. This business delivers product/service/idea/invention with credible potential and strongly displays an entrepreneurial spirit.

Award eligibility:

- The business has been trading for a continuous period of 12 months and less than 24 months, not bankrupt or trading insolvent at the time of entry.
- This business has not been purchased or acquired.
- This business is not part of a franchise.
- This business is not a new product or service line.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Is this your first start up? (If no please specify other business ventures and their degree of success). *Maximum word count: 300*
2. Date when you commenced trading.
3. Number of owners.
4. What problem (or need) has your business solved? *Maximum word count: 250*
5. How did you identify the market need? *Maximum word count: 400*
6. Describe your product service or offering. *Maximum word count: 400*
7. Who is your target market? *Maximum word count: 250*
8. Describe your business's innovative competitive advantage. *Maximum word count: 400*
9. Outline your business success since its inception. *Maximum word count: 400*
10. Detail and include your current research, customer marketing strategy, logistics and service delivery. *Maximum word count: 350*
11. Describe how you funded your business. *Maximum word count: 200*
12. Detail how your business has the potential to scale and achieve financial sustainability. *Maximum word count: 400*
13. Provide commercial and technical evidence your team has the ability and competencies to achieve success and detail strategy and timeframe involved. *Maximum word count: 500*

Outstanding Micro Business

The Outstanding Micro Business award recognises a business with less than 5 employees that has achieved significant growth (market share, sales volume, turnover, profitability) and is able to demonstrate the specific strategies and plans implemented to achieve sustainable growth in the previous financial year.

Award eligibility:

- This business has been trading for a period of two years or more, is not bankrupt or trading insolvent at the time of entry.
- This business has less than 5 employees on the payroll in Australia.
- This business has not entered into the Excellence in Social Enterprise category, Excellence in Small Business or Excellence in Business category.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Provide an overview of the key features of your business plan including goals, strategies and outcomes. *Maximum word count: 400*
2. Define your businesses product and/or service offering/s. *Maximum word count: 400*
3. Define your target market/s? *Maximum word count: 300*
4. What is unique about your business i.e what makes it stand out from your competitors? *Maximum word count: 300*
5. Do you have monthly reporting of financial performance (profit and loss, cash flow and other key performance indicators)? Specify reports. *Maximum word count: 300*
6. Detail your business goals and key milestones achieved in the previous financial year. *Maximum word count: 450*
7. What were the strategies and plans you initiated to achieve your business growth over the previous financial year? *Maximum word count: 300*
8. Detail the key challenges and opportunities your business and industry face in the future. *Maximum word count: 300*
9. What strategies or plans do you have in place to address these challenges and/or opportunities? *Maximum word count: 450*
10. Demonstrate how your business contributes to the local economy in your region. For example employing local people, local purchasing etc) *Maximum word count: 250*

Outstanding Small Business

The Outstanding Small Business award recognises a business with five to twenty employees that has achieved significant growth (market share, sales volume, turnover, profitability) and is able to demonstrate the specific strategies and plans implemented to achieve sustainable growth in the previous financial year.

Award eligibility:

- This business has been trading for a period of two years or more, is not bankrupt or trading insolvent at the time of entry.
- This business has 5 to 20 employees on the payroll in Australia.
- This business has not entered into the Excellence in Social Enterprise, Excellence in Micro Business or Excellence in Business category.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Provide an overview of the key features of your business plan including goals, strategies and outcomes. *Maximum word count: 400*
2. Define your businesses product and/or service offering/s. *Maximum word count: 400*
3. Define your target market/s. *Maximum word count: 300*
4. What is unique about your business i.e what makes it stand out from your competitors? *Maximum word count: 300*
5. Do you have monthly reporting of financial performance (profit and loss, cash flow and other key performance indicators)? Specify reports. *Maximum word count: 300*
6. Detail your business goals and key milestones achieved in the previous financial year. *Maximum word count: 450*
7. What were the strategies and plans you initiated to achieve your business growth over the previous financial year? *Maximum word count: 300*
8. Detail the key challenges and opportunities your business and industry face in the future. *Maximum word count: 300*
9. What strategies or plans do you have in place to address these challenges and/or opportunities? *Maximum word count: 450*
10. Demonstrate how your business contributes to the local economy in your region. For example employing local people, local purchasing etc). *Maximum word count: 250*

Outstanding Medium/Large Business

The Outstanding Medium/Large Business award recognises a business with 21 or more employees that has achieved significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous financial year.

Award eligibility:

- This business has been trading for a period of two years or more, is not bankrupt or trading insolvent at the time of entry.
- This business has 21 or more employees on the payroll in Australia.
- This business has not entered into the Excellence in Social Enterprise category, Excellence in Micro Business or Excellence in Small Business category.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Provide an overview of the key features of your business plan including goals, strategies and outcomes. *Maximum word count: 400*
2. Define your businesses product and/or service offering/s. *Maximum word count: 400*
3. Define your target market/s. *Maximum word count: 300*
4. What is unique about your business i.e what makes it stand out from your competitors? *Maximum word count: 300*
5. *Do you have monthly reporting of financial performance (profit and loss, cash flow and other key performance indicators)? Specify reports. Maximum word count: 300*
6. Detail your business goals and key milestones achieved in the previous financial year. *Maximum word count: 450*
7. What were the strategies and plans you initiated to achieve your business growth over the previous financial year? *Maximum word count: 300*
8. Detail the key challenges and opportunities your business and industry face in the future. *Maximum word count: 300*
9. What strategies or plans do you have in place to address these challenges and/or opportunities? *Maximum word count: 450*
10. Demonstrate how your business contributes to the local economy in your region. For example employing local people, local purchasing etc). *Maximum word count: 250*

Outstanding Not for Profit/Community Organisation

The Outstanding Not for Profit/Community Organisation Award recognises an organisation that *trades* to tackle social problems, be it social, environmental cultural or economic.

Award eligibility:

- The majority (at least 50%) of profits are used to work towards your social mission.
- The majority of the organisation's income is from trade, NOT donations or grants.
- The organisation has not entered into the categories of Excellence in Micro Business, Excellence in Small Business and Excellence in Business category.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Explain the social purpose of your organisation. *Maximum word count: 300*
2. Explain how your purpose contributes to the community, cultural and/or environment. *Maximum word count: 400*
3. Outline the product/s and/or services you trade to fund your organisation's social purpose. *Maximum word count: 400*
4. Detail each of the strategies and actions undertaken to achieve your organisation's social purpose. *Maximum word count: 400*
5. Detail measurable evidence of how each of these strategies and actions is contributing to the achievement of the social purpose goals for your organisation. *Maximum word count: 400*
6. Provide an overview of your five year strategy for future growth, sustainability and key milestones detailing how you are working towards achieving them. *Maximum word count: 400*

Outstanding Young Business Entrepreneur

The Outstanding Young Entrepreneur award recognises an inspirational young person aged between 18-30 years who, through their own commitment and passion, owns or part owns a successful business. This award recognises young business people who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.

Award eligibility:

- I am aged between 18-30 years at the time of entry.
- I am a current owner or part owner of a business.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Entrants first name:
2. Entrants surname:
3. Date of birth:
4. Current Job title:
5. Name of business organisation you own or part own:
6. Date in which you established or took ownership of the business organisation
7. Number of other owners:
8. Percentage of ownership held by you:
9. What problem have you solved? How did you identify it as a market need and what is your target market? *Maximum word count: 300*
10. Describe your business's innovative competitive advantage. *Maximum word count: 300*
11. Describe how you funded your business. *Maximum word count: 300*
12. Provide an overview of your five year strategies for future growth and key milestones detailing how you are currently working towards achieving these. *Maximum word count: 450*
13. Detail the measurable growth and key achievements in your business over the past 24 months. *Maximum word count: 450*
14. Describe the key challenges you have faced as a young entrepreneur and how you deal with these challenges. *Maximum word count: 300*

Outstanding Business Person

The Outstanding Business Person award recognises the positive contribution made to business by business people and professionals. The award recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders. Individuals entering into this category can be self-employed or employed by a business.

Award eligibility:

- I am aged 31 years and over at the time of entry.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions

1. Entrants first name:
2. Entrants surname:
3. Date of birth:
4. Current job title:
5. Name of your organisation or business:
6. Provide a current profile of yourself including your scope of responsibilities, details of your role, any direct reports, your budget, your financial and organisation reporting line. *Maximum word count: 300*
7. Detail your achievements in business with clear measurable examples. *Maximum word count: 400*
8. Outline how you have reshaped your business, organisation or industry to create a smarter and more inclusive future with examples of how you have used your leadership skills? *Maximum word count: 400*
9. Provide an overview of your five year strategies for future growth and key milestones, detailing how you are working towards achieving each of them. *Maximum word count: 400*
10. Describe the key challenges you have faced as a business leader and how you overcame each of them. *Maximum word count: 400*
11. Describe the activities and initiatives you have undertaken to help the community (and or the business community). *Maximum word count: 400*

Excellence in Innovation

The Excellence in Innovation award recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.

Award eligibility:

- The business has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Provide details of the innovation or innovative approach in your business. *Maximum word count: 300*
2. Explain how your business monitors and reacts to changes in the market including how your business acquires an understanding of emerging customer needs and market developments. *Maximum word count: 300*
3. How well has the innovation been received by the marketplace? Provide details of the cost effectiveness, integration, risk minimisation and commercialisation. *Maximum word count: 300*
4. How has innovative activity in your business helped grow or improve your business such as increased size, greater scope, productivity improvements, higher revenue, and lower cost? *Maximum word count: 400*
5. Demonstrate how the innovation has or is likely to have a positive impact beyond your business (i.e. to your industry, to the community). *Maximum word count: 400*
6. How did this innovation achieve its objectives and goals? *Maximum word count: 400*

Excellence in Retail

Excellence in Retail is awarded to a business or organisation, which delivers excellence in customer experience within the retail industry. This category is open to all businesses within the sector that demonstrate high quality customer service and strong business practices.

Award eligibility:

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Describe your target market and the marketing strategies you engage to reach them. Maximum word count: 300
2. What are your systems and procedures to create the ultimate in customer service? Maximum word count: 200
3. How do you seek to differentiate your business from its competitors when it comes to customer service? Maximum word count 200
4. Provide measurable evidence of how innovative activity in your business in the previous 12 - 24 months has helped grow or improve your business. Maximum word count 400
5. What is unique about your business and how does it demonstrate excellence? Maximum word count: 400
6. Describe your business growth and key milestones in the previous 24 months Maximum word count: 400
7. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months? Maximum word count: 450
8. Explain how the strategies in Question 7 achieved their measurable outcomes and demonstrate "excellence". Maximum word count: 450
9. Detail the key challenges your business and industry face in the future and the strategies and plans you have in place to address these challenges. Maximum word count: 450

Excellence in Hospitality, Leisure and Tourism

Excellence in Hospitality, Leisure and Tourism is awarded to a business or organisation, which delivers excellence in customer experience within the tourism, leisure, entertainment and hospitality. This category is open to all businesses within these sectors that demonstrate high quality customer service and strong business practices.

Award eligibility:

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Describe your target market and the marketing strategies you engage to reach them. Maximum word count 300
2. Describe a recent innovation/technology adopted by your business in an attempt to improve its operating efficiency. Maximum word count 300
3. What are your systems and procedures to create the ultimate in customer service? Maximum word count 200
4. How do you seek to differentiate your business from its competitors when it comes to customer service? Maximum word count 200
5. Provide measurable evidence of how innovative activity in your business in the previous 12 - 24 months has helped grow or improve your business. Maximum word count 400
6. What is unique about your business and how does it demonstrate excellence? Maximum word count: 400
7. Describe your business growth and key milestones in the previous 24 months. Maximum word count: 400
8. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months. Maximum word count: 450
9. Explain how the strategies in Question 8 achieved their measurable outcomes and demonstrate "excellence". Maximum word count: 450
10. Detail the key challenges your business and industry face in the future and the strategies and plans you have in place to address these challenges. Maximum word count: 450

Excellence in Commercial, Professional and Business Services

Excellence in Commercial & Professional Business Services is awarded to a business or organisation, which delivers excellence in service of a professional nature. Medical, Financial, Legal (University Qualified) or Real Estate, Consultancy, Technical (Industry qualified) or similar businesses whose activity is leading edge in their field, employing professional and para professional practitioners are a "best fit" for this category. They are efficient and totally committed to their field of expertise.

Award eligibility:

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Tell us how your organisation attempts to ensure it provides a consistently high level of client service. Maximum word count 300
2. How does your business go about training and developing its team? Maximum word count 200
3. Tell us about the marketing strategies your organisation uses to promote new clients. Maximum word count 300
4. To what extent does your business utilize Social Media technology such as Facebook, eBay, Twitter, Apps etc. to service clients and win new business? Max word count 200
5. Tell us how you attempt to differentiate your business from its competitors. Maximum word count 200
6. What is unique about your business and how does it demonstrate excellence? Maximum word count: 400
7. Describe your business growth and key milestones in the previous 24 months. Maximum word count: 400
8. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months. Maximum word count: 450
9. Explain how the strategies in Question 8 achieved their measurable outcomes and demonstrate "excellence". Maximum word count: 450
10. Detail the key challenges your business and industry face in the future and the strategies and plans you have in place to address these challenges. Maximum word count: 450

Excellence in Health, Education and Disability

Excellence in Health, Education and Disability is awarded to a business or organisation that delivers service excellence in the health, education or disability sector. This award could also be presented to a business that is achieving exceptional client outcomes, or who has made recent improvements in the area of client accessibility.

Award eligibility:

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Describe your target market and the marketing strategies you engage to reach them. Maximum word count 300
2. How does your business go about training and developing its team? (max 200 words)
3. Describe an innovation /technology your organisation recently implemented in an attempt to improve internal efficiency. Maximum word count 300
4. Tell us how you attempt to differentiate your business from its competitors. Maximum word count 200
5. Describe how your business has created an impact within the community or improved outcomes for people with a disability. Maximum word count 300
6. What is unique about your business and how does it demonstrate excellence? Maximum word count: 400
7. Describe your business growth and key milestones in the previous 24 months. Maximum word count: 400
8. What were the strategies and plans you initiated to achieve your business growth over the previous 24 months. Maximum word count: 450
9. Explain how the strategies in Question 8 achieved their measurable outcomes and demonstrate "excellence". Maximum word count: 450
10. Detail the key challenges your business and industry face in the future and the strategies and plans you have in place to address these challenges. Maximum word count: 450

Employer of Choice

The Employer of Choice award recognises organisations that put in place strategies and initiatives to create stimulating and supportive workplace environments for their employees. These strategies or initiatives must have a positive impact on both employees and the organisation as a whole.

Award eligibility:

- The business has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. What is your employee value proposition? Why would someone want to work for your business? *Maximum word count: 300*
2. Describe your workplace culture. *Maximum word count: 250*
3. How do you attract and retain the best talent? *Maximum word count: 250*
4. Excluding business growth or expansion, what percentage of staff turnover has there been in your business in the previous financial year? *Maximum word count: 200*
5. Have you had any employment related claims over the past 24 months? (YES/NO)
6. What plans or processes do you have in place to manage employment related claims? *Maximum word count: 250*
7. What percentage of your staff have attended at least one business, technical, personal or professional development training in the last financial year? *Maximum word count: 200*
8. How has investment in training and development improved the performance of your business? *Maximum word count: 300*
9. How would you describe an Employer of Choice? *Maximum word count: 300*
10. How does your business adopt inclusive practices and recognise the needs of a diverse community (including gender equality, people with intellectual and physical disability and seniors)? *Maximum word count: 300*
11. Outline your current staff level and diversity – include employees with disability, seniors (over 55) and people from culturally and linguistically diverse backgrounds. *Maximum word count: 250*
12. Identify and describe your positive and/ or proactive inclusive practices within the business that go beyond regulatory compliance. *Maximum word count: 300*

Excellence in Agri Business

The Excellence in Agri Business award recognises a business whose practices reflect high standards, innovation, and growth, in the science or practice of farming, including cultivation of the soil for the growing of crops and the rearing of animals to provide food, wool, and other products. This business could be either a farm, farmer, or a service provider to the agriculture industry.

Award eligibility:

- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. Provide an overview of key features of the business including goals, strategies & outcomes and how they pertain to environmental & sustainability outcomes. (250 word count)
2. Define your business product and/or service offering/s. (250 word count)
3. Define your target market/s. (250 word count)
4. What is unique about your business eg describe the latest innovations and/or research finding that have been adopted or contribute to environmental, sustainability or profitability. (250 word count)
5. Outline the management and performance of the business eg quality in management of systems, benchmarking, comparative analysis tools and any other strategies to offset the effects of drought, disease, natural disasters, market downturns, etc. (400 word count)
6. Demonstrate how your business contributes to the local and regional economies (250 word count)

Judging Criteria:

- Q1 Seek clarity as to how goals/outcomes relate to environment as well as ongoing sustainability of the business/service/farm
- Q2 Clear and well-articulated answer and how it relates to the agriculture sector
- Q3 Ensure the target market is within the agricultural sector
- Q4 Seek clarity as to what the innovation or research is/was and how it has been implemented
- Q5 Look for systems/tools and how they relate to environmental outcomes (eg drought)
- Q6 Clear outcomes (eg employment, social contributions, etc)

Outstanding Business Transformation

In a period of several months, COVID-19 changed economies around the world. To meet the urgent needs of communities, many businesses (regardless of their size) needed to act swiftly. We saw many that rapidly shifted their focus, redirected their assets, pivoted and transformed; and as a result, they developed new models to change both their business and communities for the better.

This new category is to enable our local businesses to showcase, during a time of adversity and uncertainty, how they paved the way to not only surviving the economic crisis, the restriction in movement and trade, but also made our community stronger for the future.

Award eligibility:

- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. How has your business transformed from what it was 12 months ago? What benefits did you expect the transformation to deliver for your organisation's stakeholders? Owners, staff, customers etc. How did the vision (desired end state) balance the need to address the immediate crisis while taking advantage of the opportunity? (150 word count)

Response Format:

- Description of what the business looked like and what it looks like now – Past State & Current State
 - Description of the opportunity & benefits
 - Description of how the opportunity was manifested into a plan
2. Describe the roadmap and process the organisation followed to achieve the transformation. How did the organisation and its stakeholders demonstrate agility and flexibility in creating the transformation? Include the perceived threats, the obstacles and barriers that were faced and how they were overcome. (150 word count)

Response Format:

- Detailed description of how they went about it
- Look for balanced responses (SWOT, PESTLE etc) to indicate structured plan
- Look for multiple stakeholder involvement in both opportunities & threats

3. How has the business realigned its operations to make the transformation sustainable for the short, medium and long term? Note: financial information is NOT required. (150 word count)

Response Format:

- More detailed response to Q1 showing operational improvements
 - Look for articulation of short-, medium- & long-term responses
4. What does the new organisational culture look like and consist of? How was the culture change created and embedded into the organisation? (100 word count)

Response Format:

- Look for internal reflection to make sure business is secure and sustainable
- Look for what the leadership team as well as individual change agents did to design and develop the required culture

5. How has the transformation benefited the community at large? (100 word count)

Response Format:

- Ensure there has been a community improvement
- Determine if the benefit has been physical, psychological, etc

6. What are the key lessons the organisation, its leadership team and staff learnt from the transformation experience? How are these learnings going to be used in the organisation's future? (150 word count)

Response Format:

- Look for reflection of what hasn't gone well and how these learnings were used to change and adapt
- Look for learnings not just from one area but across the organisation

Outstanding Customer Service

Providing excellent customer service means going the extra mile in making sure a customer is happy and satisfied with a company's products or services. It also involves providing service to a customer in a timely, pleasant manner.

Award eligibility:

- Not a board member, employee or sponsor of the Albury Wodonga Business Awards.
- I am not a NSW Business Chamber Staff Member, Regional Advisory Councillor, State Councillor or Board Member.

Questions:

1. As a business how have you gone above and beyond by displaying a positive attitude, even under the most difficult circumstances, which impacts the internal/external customer experience. (350 words)
2. As a business how have you gone above and beyond by eliminating barriers for customers by effectively and efficiently communicating, collaborating, and addressing customer needs. (350 words)
3. As a business how have you demonstrated creativity or resourcefulness in assisting customers above and beyond the call of duty. (350 words)
4. As a business/individual how have you gone above and beyond in serving as a role model to other local businesses. (350 words)