



A Business News Initiative

2018 Entry Submission Guide

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2018 Rising Stars Entry Submission Guide

The Rising Stars Awards provide an annual platform to showcase and celebrate WA organisations that are growing.

Importantly, these enterprises understand and can explain the main drivers behind their growth.

In 2018, the Rising Stars Awards is open to all private and public companies based in Western Australia, large and small, old and new.

The Awards program is for ANY WA company (not just for new companies) that:

- is based in Western Australia;
- has shown growth over the past few years;
- would like to build its profile; and
- wishes to inspire others to grow their enterprises.

If you are one of these, we welcome your registration for the 2018 Rising Stars Award.

Since 2004, Rising Stars winners have represented diverse industries such as engineering, technology, financial services, advertising, manufacturing, medical services and aged care.

Many have gone on to further grow their business from the exposure enjoyed. Some have won other business awards, including national and international awards. We are very proud of them, and are happy to have played our part in uncovering their stories through this program.

Advice with submission writing

We appreciate you are busy and that writing submissions to awards programs may fill you with dread.

Please be assured we have made the process very straightforward, totally online and limited to less than 1,350 words in total. There are only 5 questions to answer.

Furthermore, one of the major benefits of entering business awards is to get a team together and analyse your organisation's recent journey. Asking some of your staff to develop the submission can be immensely motivating and a wholly positive exercise for all concerned.

There are some useful tips on the Rising Stars website, which we encourage you to read.

Key Dates (*Subject to change)

Friday 11 May

REGISTRATION OF ENTRIES CLOSE

Friday 18 May

COMPLETED ONLINE ENTRY SUBMISSIONS DUE

Wednesday 27 June

RISING STARS AWARDS COCKTAIL FUNCTION

WA's growing organisations - your chance to shine!

The program applauds and celebrates the 2018 Rising Stars Awards winners, who they are and how they got there.

The data you provide - the tips, tricks and anecdotes relating to your growth - can provide valuable insights for others seeking to take their performance to the next level.

Financial information (and anything else you deem secret) will remain confidential to the judging panel and will not be shared or published.

We understand that growth is not easily achieved and even harder to maintain, especially in recent years. A key finding of global research is that consistent profitable growth results when an organisation manages itself around three cornerstones: strategy, capability and commitment. Application for the Rising Stars Awards is thus aligned to these.

Do not be concerned if you experienced a downturn in revenues or staffing in a recent year - we are looking for organisations that have grown over the recent few years (in total) and have the capacity to continue growing. Having one recent year of downturn is perhaps to be expected, and will not disqualify you.

The Rising Stars Awards results and appropriate editorial, including the names and profiles of the 2018 Rising Stars category winners (plus overall winner) will be featured in a special edition of *Business News*.

By participating in this awards program of Western Australia's fastest growing organisations, you are supporting the development of business in this state.

Enter today and you could be named *Business News'* next Rising Star.

Rising Stars, not 'risen stars'

We are looking for rising stars, not stars that have already risen and may now be fading. Your business has potential to do more, and you can explain where the future growth will come from.

Finding and selecting such companies takes some degree of skill, so the more information you provide us, the easier it will be to spot the rising stars. Judges will want to see evidence that the growth to date can be sustained, and that the story to date is no 'flash in the pan'. There should be clear avenues for further growth in the markets in which you operate. There should be sensible strategies, capabilities and commitment in place to handle such growth.

Furthermore, your growth is no accident of "being in the right place at the right time". You will need to demonstrate how you took advantage of factors such as favourable market conditions, new opportunities, internal resources and strategies and how this will continue into the future.

The eligibility criteria

For participation in the 2018 Rising Stars Awards an applicant must:

- be a WA-based private or public enterprise;
- have achieved overall growth over the past three financial years. See below for category specific eligibility criteria;
- exhibit growth in one or more of the following areas over recent financial years: turnover, profit and/or staffing numbers, digital statistics (eg: usage, traffic, app downloads);
- be able to demonstrate how the company's growth has been maintained from previous years, what the likely end of 2017/18 position to budget should be, and what is in place to work towards further growth over the coming financial years; and
- be willing to substantiate growth figures (only if required, and as requested, for confirmation by the judging panel).

Which of the following categories best describes your business? *(You can enter more than one).*

Private or public organisations

- **STARTUP** are businesses set up after July 2015, have had less than three financial years of trading, usually have scalable business models and are aiming to disrupt an established industry using technology.
- **MICRO** businesses are organisations with less than 5 full time equivalent staff (as at 30 March 2018), and have been trading for at least the last three financial years.
- **SMALL** businesses are organisations with between 5 and 20 full time equivalent staff (as at 30 March 2018), and have been trading for at least the last three financial years.
- **MEDIUM** businesses are organisations with more than 20 but less than 100 full time equivalent staff (as at 30 March 2018) and have been trading for at least the last three financial years.
- **LARGE** businesses are organisations with more than 100 full time equivalent staff (as at 30 March 2018), and have been trading for at least the last three financial years.
- **FAMILY** businesses are organisations that are family-owned and run, and have been trading for at least the last three financial years.
- **INDIGENOUS** businesses are organisations that are owned and/or run by Indigenous people, and have been trading for at least the last three financial years.
- **NOT FOR PROFIT / CHARITY** businesses are organisations that are run as not for profit and/or have official charity status, and have been trading for at least the last three financial years.
- **PROFESSIONAL SERVICES** businesses are organisations that are in the professional services sector (lawyers, accountants...), and have been trading for at least the last three financial years.

- **DIVERSITY** is for organisations that have been trading for at least the last three financial years and have championed diversity in the workplace and management, be it the employment and promotion of women, people with disabilities, a variety of ethnicities or migrants or ages, for example .

Clarification: To have been trading for "at least the last three financial years", means the business was trading sometime during the 2014/15 year, or earlier.

Conditions of entry

- The Rising Stars Awards are open to Western Australian companies that meet the eligibility criteria set out above and in the entry form.
- Entrants must be willing to provide the business name and biographical details to *Business News* for publication in the awards edition of the newspaper if successful in achieving Rising Star status.
- All entries must be submitted online at rising-stars.com.au
- Judges' decision is final and no correspondence will be entered into.
- Completed entries will be treated in confidence and will not be circulated outside of judges, sponsors and selected employees of *Business News*.
- **All completed online entry submissions must be submitted before 5.00pm WST on Friday, 18 May 2018.**
- *Business News* reserves the right to publish winners' photos and only biographical details.
- *Business News* reserves the right to vet and substantiate information contained in entries.
- No responsibility can be accepted for lost or corrupted entries. Incomplete entries will be disregarded.
- Submission of an entry indicates acceptance of the Conditions of Entry. Failure to comply may result in disqualification.

Entry Checklist

- The application addresses the specific criteria
- The application includes at least two team photos and logo
- The application is lodged online at rising-stars.com.au

Part 1

Contact Information

Business Name
ABN or ACN
Address
CEO / MD Name
CEO / MD Title
Industry
Date Founded
Website URL
Applicant Name
Position
Office Phone
Mobile
Email Address
Other social media contact links (Twitter, Facebook, LinkedIn)

With your entry, please supply good quality original photos (example: 300dpi, 2MB in size, jpeg)

- The managers/management team
- Your team/selected/staff
- Company logo
- Some photos of your company 'in action'
- Any other relevant images (eg products)

We may use these to produce a short visual presentation of your organisation at the Rising Stars Awards night.

Part 2

CATEGORY(S) - who are you? (tick one or more categories)

All Rising Stars entrants are to be WA-based companies that have grown their revenue and/or staffing over the past few financial years, and are set up for further growth.

Growth happens in businesses of all sizes and at different stages in their growth cycle.

Rising Stars will be judged in various categories (see below).

Please note:

1. *organisations CAN enter more than one category (fees for entering a second or third category are slightly discounted);*
2. *judges may move an entrant to another category if they deem a better category fit; and*
3. *winners for each category (and the overall Rising Stars winner) will be announced at the 2018 Rising Stars ceremony and cocktail evening on Wednesday, 27 June. Details for booking tickets at rising-stars.com.au.*

Categories:

• STARTUP	• MICRO
• SMALL	• MEDIUM
• LARGE	• FAMILY
• INDIGENOUS	• NOT FOR PROFIT/CHARITY
• PROFESSIONAL SERVICES	• DIVERSITY

Briefly (in 100 words or less) explain why you are eligible for your category(s)

Part 3

(Weighting 15%)

Facts and figures

Please provide the following financial information so that we may assess previous growth in your business. If possible, please provide for the last three financial years together with an estimate or your planned budget for 2017/2018:

	2014/15 ACTUAL	2015/16 ACTUAL	2016/17 ACTUAL	2017/18 BUDGET OR ESTIMATE*
Turnover	\$	\$	\$	\$
and/or				
Net Profit	\$	\$	\$	\$

Note: Whole numbers only. No punctuation: \$,/

Please provide the following staffing information.

	2014/15 ACTUAL	2015/16 ACTUAL	2016/17 ACTUAL	2017/18 BUDGET OR ESTIMATE*
Number of Staff / FTEs				

Note: 1 FTE = 1 Full-time equivalent staff member.

	2014/15 ACTUAL	2015/16 ACTUAL	2016/17 ACTUAL	2017/18 BUDGET OR ESTIMATE*
Web traffic				

Unique visitors

App downloads

** Please make clear if these figures are original budget numbers or an estimated final year position.*

Please replicate these tables in your submission.

Part 4

(Weighting 40%)

The growth story (600 words)

This section (on its own) carries the most weighting for the judging of Rising Stars, and as such is the most important.

Tell us why you should be a 2018 Rising Star:

- summarise what your business does, how it does it and how it has recently grown;
- tell us some of the key milestones and achievements, and why you think these happened;
- provide evidence as to your growth in revenue and staffing, and where this growth occurred (which areas of the business);
- what mistakes, missteps or challenges have you experienced? Be open and honest about these. What was learned along the way? How has this made your organisation stronger as a result, and perhaps added to your growth in the long run;
- how is growth looking for the current and upcoming years? Explain why; and
- where do you see the business in 3 to 5 years? Explain why.

Please note: You could still be chosen as a Rising Star even if you experienced a downturn in one of the past three financial years.

Part 5

The cornerstones of growth

- strategy, capability and commitment

Part 5a

(Weighting 15%)

Strategy (250 words)

- Does your company have a unique product or service proposition? For example your “valuable formula” or “secret sauce”.
- Tell us more about what STRATEGY (your ‘road map’) means to your company and demonstrate you have what it takes to be a Rising Star.
- Do you have a strategy or plan and systematic process to enable you to effectively adapt to changing times and conditions?
- How have you used the strategy to guide your business growth? How well are you set up for future growth? How important is strategy to your growth story, now and into the future?

TIP: Provide evidence to substantiate your points; this always makes the argument clearer and more effective. Merely saying ‘we’re great and we got these results’ does not necessarily make the best case. ‘Show’ how, don’t just ‘tell’. Link the developed and enacted strategy to the growth success, with examples and cases in point.

Part 5b

(Weighting 15%)

Capability (250 words)

- Does your company have (or is it planning to have) the processes, systems, people and infrastructure in place to support growth or market trends and to realise the full potential of your strategic plans? Explain your answer, providing evidence.
- Tell us more about why CAPABILITY is important to your company and explain how it will fuel your growth.

TIP: Evidence is important here. Perhaps it was a change in management structure or CEO or new Board which precipitated the growth trajectory, or investment in new technology or the purchase of a new business (or line of business). Explain what was enacted and how this impacted the growth, showing clear causation.

Part 5c

(Weighting 15%)

Commitment (250 words)

- Even if you have the strategy and capability, do you really have the commitment and conviction to grow?
- Do you possess a deep belief that growth drives value creation, strong leadership, effective communication and employee motivation are key to achieving this? Explain how.
- For this important cornerstone of growth, convince us that you have the COMMITMENT to grow and claim your place as a Rising Star.
- Explain this in detail, providing evidence of a commitment to sustained growth, and future growth.

Part 6

OPTIONAL

Community

- Share with us what your company is doing to support community projects or other charitable causes, whether internal or public.

OR

2018 Starlight Children’s Foundation Challenge

- Every Rising Stars entrant has the opportunity to participate in the Starlight Children’s Foundation Challenge.
- The challenge is to use your innovative and entrepreneurial spirit to brighten the lives of seriously ill children by raising at least \$2,000 before entries close Friday 18 May 2018.
- Ideal activities will be those which encourage a team effort or are based on a staff activated idea, activity and/or event, rather than a single corporate donation.

Continued over

- The sky's the limit. It can be anything from a golf tournament to a cake sale, auctioning off the boss's window office or team members donating an hour of their pay. Think about what you do that is unique and use that to generate funds from your teams, clients and suppliers.
- For every \$2,000 raised, you will be transforming the hospitalisation experience for more than 50 seriously ill children and young people.
- The most creative activity that raises the most funds will be awarded the coveted Rising Stars Starlight Challenge Award on event night.

Proudly supporting



Describe your organisation

- Please supply a 75-100 word description of your organisation (as if explaining to someone who has no idea what your organisation does: e.g the industry it is in, main products, geographical areas, number of staff, founders story, size and mission...)

This will be used to briefly outline each organisation for the People's Choice voting process.

