



ENTRY SUBMISSION GUIDE

Recognition for
your achievement

RISE
BUSINESS AWARDS

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Introducing the RISE Business Awards

Together, Western Australian businesses have faced the exceptional challenge posed by the COVID-19 pandemic. Government lockdowns and travel bans have taken their toll on earnings and on all business operations. In a rapidly changing landscape, business has had to respond with both agility and courage to ensure continuity and liquidity.

As a result, Business News has reviewed its renowned Rising Stars Awards. Launched in 2003, Rising Stars has brought together a large range of companies, of all sizes, to celebrate organisational sustainability and growth.

With uncertainty still prevailing, the impulse would be to postpone or cancel the awards. But uncertain times breed resilience, innovation, spirit and opens the door to entrepreneurial businesses. So instead our awards have adapted. Business News will stand by WA business to recognise and reward those that have risen to the recent challenges.

The Rising Stars Awards now relaunches with expanded criteria to become the RISE Business Awards. The theme for 2020 is "Business Reimagined".

Business Reimagined – Your chance to shine

The 2020 RISE Business Awards is open to all private or public Western Australian companies and not-for-profits, large and small, old and new.

The awards provide a forum for locally-based companies to detail their achievements and the steps taken to protect their businesses and operate under new conditions.

As a general guide, the judges are looking for how your organisation successfully managed and/or pivoted in the current climate to ensure sustainability.

By sharing your story, Business News can generate much-needed positive headlines and news stories highlighting your success and offering our audience insights and intelligence through our print and online editorial coverage.

Each award winner will receive \$10,000 in value towards a Business News promotional campaign and receive money-can't-buy editorial coverage and publicity. The overall winner will receive total prizes worth \$20,000 in value.

Share your journey

And together, let us show the resilience, the spirit, the innovation, the entrepreneurship of the Western Australian business community.

Together, let us stand by business in this state and show that we are in this together.

Together, let us recognise and reward the efforts to remain sustainable in turbulent times.

Together, let us showcase businesses that have excelled in uncertainty.

Together, let us build confidence for future growth.

Together, let us share news, insights and create connections.

Together, let us celebrate Western Australia business.

Enter today and you could be named the next RISE Business Awards winner by Business News.

Timelines

Monday, August 10	Entries open
Friday, September 25	Entries close
Friday, October 30	Judging complete
Wednesday, December 2	Awards cocktail evening - winners announced
Monday, December 3	Business News online coverage
Monday, December 14	Business News print coverage

Entry Submissions

The submissions process is straightforward, totally online and limited to less than 1,500 words in total. There are only five (5) parts to answer.

Entering the RISE Business Awards gives your employees an opportunity to get together to analyse the organisation's recent journey. Asking staff to participate in the submission process can be immensely motivating, by recognising and rewarding their hard work.

Entering the RISE Business Awards gives you the ability to showcase the calibre of your product and/or services to various external stakeholders.

Entering the RISE Business Awards gives you the ability to showcase exceptional communication and marketing initiatives.

Entering the RISE Business Awards enables you to benchmark against others and creates the potential to attract new business.

Entering the RISE Business Awards gives your business visibility and credibility.

Eligibility Criteria

Applications for the 2020 RISE Business Awards will be judged according to their achievements in more than one of the following criteria.

• FINANCIAL

- Demonstrate sound financial management principles
- Examples of strategies that had a direct impact on sustaining cashflow and the effective management of cashflow

• GROWTH

- Demonstrate strategies to ensure the business is future-ready and has a growth outlook
- Examples of persistence and resilience to be fit for growth

• OPERATIONS

- Demonstrate evaluation of operational processes and examples of improvements and/or pivoting of operations
- Demonstrate identification, mitigation, and management of risks
- Examples of the introduction of policies and/or processes that enabled effective operations
- Examples of technology and/or innovative practices that had a direct impact on operations

• CUSTOMERS/CLIENTS

- Demonstrate creative and strategic thinking to manage customer/client expectations
- Examples of strategies to deliver exceptional customer service and customer problem solving
- Examples of effective marketing campaigns to communicate messaging to retain and/or attract new customers/clients

• PRODUCTS/SERVICES

- Demonstrate evaluation of product and/or service offerings and examples of improvements and/or pivoting to meet the needs of the market
- Examples of technology and/or innovation to develop new products and/or service offerings
- Examples of effective marketing campaigns to communicate products and/or services

• PEOPLE

- Demonstrate a strong corporate culture which is inclusive and puts its people first
- Examples of employee management strategies

• COMMUNITY

- If applicable, be able to demonstrate your organisation's contributions to the WA community and its social impact.

Private or Public Organisations

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

- **STARTUP BUSINESS OF THE YEAR**

Recognising businesses that have had less than three completed financial years of trading.

In addition to the standard criteria the judges are looking for:

- Scalability of business.
- Evidence of a positive or disruptive impact on an established industry using technology.

- **MICRO BUSINESS OF THE YEAR**

Recognising business with 10 or fewer staff that have been trading for at least the last three financial years. This award celebrates small teams of exceptional quality who are punching above their weight.

In addition to the standard criteria the judges are looking for:

- Evidence of the benefits of a small workforce.

- **SMALL BUSINESS OF THE YEAR**

Recognising businesses that have more than 10 and up to 50 full time equivalent staff and have been trading for at least the last three financial years.

- **MEDIUM BUSINESS OF THE YEAR**

Recognising businesses with more than 50 and up to 100 full time equivalent staff and have been trading for at least the last three financial years.

- **LARGE BUSINESS OF THE YEAR**

Recognising businesses with more than 100 full time equivalent staff and have been trading for at least the last three financial years.

- **NOT FOR PROFIT / CHARITY OF THE YEAR**

Recognising 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.

- **EMPLOYER OF THE YEAR**

Recognising businesses who prioritise and invest in their team and use this as a tool for organisational growth and have been trading for at least the last three financial years.

In addition to the standard criteria the judges are looking for:

- Excellence in people management, staff remuneration and workforce motivation.
- Proactive recruitment and retention strategies.

- **WESTERN AUSTRALIAN BUSINESS OF THE YEAR**

Winners of each category will be pooled and judged with an overall winner named the 2020 Western Australian Business of the Year.

Conditions of Entry

The RISE Business Awards are open to companies based in Western Australia or demonstrably focused on operations in this state and which meet the eligibility criteria set out above and in the entry form.

- 1) Entrants must be willing to provide their business name and biographical details to Business News for editorial coverage if successful in winning an award.
- 2) Answers to questions may be used in edited form to explain the entry's success. If detail is considered commercial in confidence or otherwise secret, the applicant must write NOT FOR REPUBLICATION in each part of the entry where detail should be withheld from any article resulting from the awards process.
- 3) All entries must be submitted online at: www.risebusinessawards.com.au
- 4) The judges' decision is final, and no correspondence will be entered into.
- 5) All completed online entry submissions must be submitted before 5:00pm WST on Friday September 25, 2020.

Clarification: To have been trading for "at least the last three financial years" means the business was trading sometime during the 2017/18 year, or earlier.

Business News reserves the right to publish winners' photographs 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.

Business News reserves the right to withdraw an award in the event that a winning company goes into administration within 12 months of having received a RISE Business Award. Nomination fees are not transferable or refundable.

Questions?

We are here to help! If at any time you need some assistance with your entry, please contact our office:

BUSINESSNEWS

Phone: 08 9288 2100

Email: events@businessnews.com.au

Entry Checklist

- ☐ The application addresses the specific criteria?
- ☐ The application includes company logo?
- ☐ The application may be supported with photographs, videos, and other multimedia
- ☐ The application is lodged online at www.risebusinessawards.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:
Social Media contact links:

To support your entry, please provide good quality original photographs (min 300dpi, 2mb in size jpeg)

- The managers/management team
- Your team/selected staff
- Company logo
- Photographs of your company 'in action'
- Any other images you deem relevant

We may use these at the RISE Business Awards cocktail evening.

PART 2

CATEGORY – WHO ARE YOU

(TICK ONE OR MORE CATEGORIES)

The RISE Business Awards will be judged in various categories (see below).

Please note:

1. Organisations CAN enter more than one category.
2. Judges may move an entrant to another category if they deem a better category fit.
3. Winners for each category (and the overall RISE Business Award winner) will be announced at the 2020 RISE Business Awards cocktail evening on Wednesday December 2, 2020.
Details for booking tickets at www.risebusinessawards.com.au

Categories:

STARTUP BUSINESS OF THE YEAR
SMALL BUSINESS OF THE YEAR
LARGE BUSINESS OF THE YEAR
EMPLOYER OF THE YEAR

MICRO BUSINESS OF THE YEAR
MEDIUM BUSINESS OF THE YEAR
NOT FOR PROFIT/CHARITY OF THE YEAR
WESTERN AUSTRALIAN BUSINESS OF THE YEAR

PART 3

FACTS AND FIGURES (weighting 10%)

Please provide the following financial information so that we may assess on sound finances and fit for growth in your business. If possible, please provide information for the last three financial years, together with an estimate or your planned budget for 2020/21:

	2017/18 ACTUAL	2018/19 ACTUAL	2019/20 ACTUAL	2020/21 BUDGET or ESTIMATE
Turnover				
<i>and/or</i>				
Profit*				

Note: Whole numbers only.

**Surplus or deficit in the case of not-for-profits*

Please provide the following staffing information:

	2017/18 ACTUAL	2018/19 ACTUAL	2019/20 ACTUAL	2020/21 BUDGET or ESTIMATE
Number of Staff/FTEs				

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

Please replicate these tables in your submission.

All financial information is commercial in confidence and for the use of judging by Business News.

PART 4

YOUR STORY (weighting 45%)

This section (on its own) carries the most weighting for the judging of the RISE Business Awards and as such is the most important.

Tell us why you should win a 2020 RISE Business Award:

- Summarise what your business does, how it does it and how it or parts of it have recently been reimagined.
- Tell us some of the key ways your business responded with agility and resilience to ensure continuity and liquidity.
- What mistakes, mis-steps or challenges have you experienced? Please be open and honest about these and tell us what was learned along the way? How has this made your organisation stronger as a result?
- How is growth looking for the current and upcoming years? Explain why; and
- Where do you see the business next year? Explain why.

This section should be 750 words.

Tip: you will have 250 words each to address strategy, capability and commitment below, so use these to explain in detail points made in Your Story, rather than repeating yourself.

PART 5

THE CORNERSTONES OF ACHIEVEMENT

- A) STRATEGY
- B) CAPABILITY
- C) COMMITMENT

PART 5A

STRATEGY (weighting 15%)

How did your company adapt in any of the key areas of operations, customer and client engagement, product or service proposition, workforce management? For example, your 'achievement formula'?

Tell us more about what STRATEGY has meant for your company.

How did you reimagine the strategy or plan and systematic processes to enable you to effectively adapt to changing times and conditions?

How have you used the strategy to guide your business continuity? How well does this set you up for future growth?

This section should be 250 words.

Tip: Provide evidence to substantiate your points; this always makes the argument clearer and more effective. Merely saying 'we adapted, and we got these results' does not necessarily make the best case. 'Show' how, do not just tell. Link the developed and enacted strategy with examples and cases in point.

PART 5B

CAPABILITY (weighting 15%)

How did your company implement the processes and systems and put people and infrastructure in place to support agility and respond to market conditions? Explain your answer, providing evidence.

Tell us more about how CAPABILITY fuelled your achievements.

This section should be 250 words.

Tip: Evidence is important here. Perhaps it was a change in workforce structure, operations, or investment in technology that allowed your organisation to pivot. Explain what was enacted and how this impacted sustainability showing clear causation.

PART 5C

COMMITMENT (weighting 15%)

Even if you had the strategy and capacity, how impactful was commitment and conviction?

Explain how value creation, strong leadership, effective communication, and employee motivation was key to achieving this?

Tell us more about how COMMITMENT contributed to organisational sustainability and the importance of this to be future-ready?

This section should be 250 words.

Tip: Provide evidence to substantiate your points; this always makes the argument clearer and more effective. 'Show' how, do not just tell. Link the developed and enacted strategy with examples and cases in point.

It is amazing that you have taken this step to enter 2020 RISE Business Awards and we wish you the best of luck with your submission.