

REDLANDS COAST

BUSINESS EXCELLENCE AWARDS

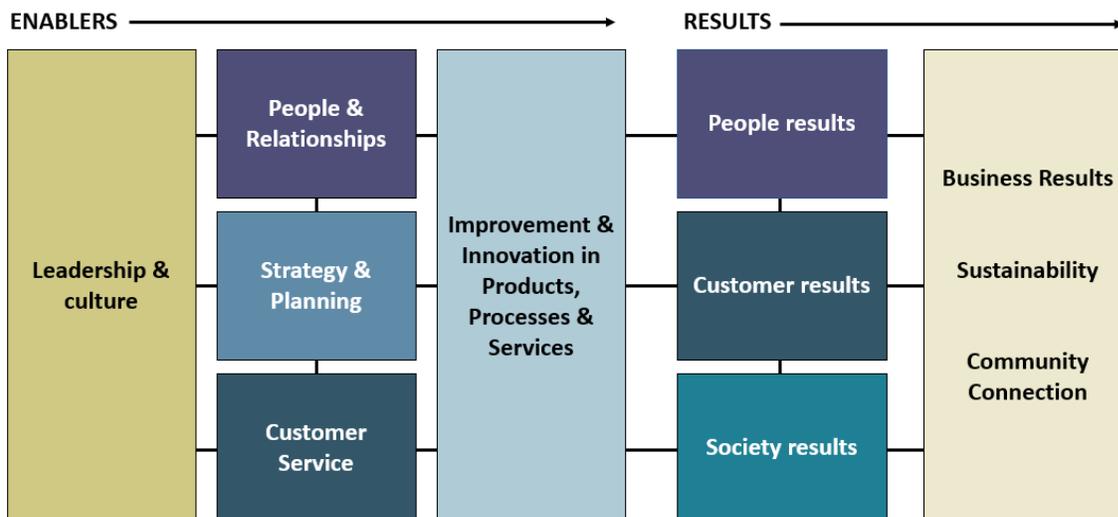
Excellence. Passion. Celebration

THE AWARD FRAMEWORK

The Awards program has been re-imagined and revitalized with a new focus, framework and process to help you let your business shine.

Our new awards framework puts the spotlight on 7 key factors that promote excellence in business:

- Leadership & culture
- People & relationships
- Strategy & planning
- Customer service
- Improvement & innovation in product, processes & services
- Results & sustainable performance
- Community connections



THE AWARD OBJECTIVES

The objectives of the Redlands Coast Business Excellence Awards Program for 2021 and beyond are to:

- **Recognise** business excellence in line with the Redlands Coast Chamber of Commerce strategic vision and plan
- **Celebrate** the growth, improvement and innovation of local business and industry
- **Promote** excellence in business leadership, strategy & relationships to deliver results
- **Support** and celebrate a culture of community spirit and connection.

Award criteria and interview questions are aligned with the Awards Framework and Objectives to allow businesses across all sectors and industries to tell their story in a way that allows for consistent, fair and measurable merit-based judging.

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AWARD CRITERIA AND GUIDANCE

- Businesses should frame their responses based on the last 12-18 months of business activity.
- Five award questions are judged to give a total score out of 100 points to determine finalists.
- Responses should be limited to (400-500 words/2000-2500 characters including spaces) maximum per criteria.
- Scores from written responses are added to interview scores to determine winners.

AWARD QUESTIONS

In the last 12-18 months:

1. What have you done that demonstrates leadership for change or growth in your business and/or your sector? (20 points)

For example, you could discuss: your organisational culture & values; how you've led your business and team during tough times; how you've led in your sector or community; how you have innovated or led the way in product, service, or processes to help your business stand out, how you've supported or mentored others, etc.

2. What have you done to attract, keep and develop staff and/or support your own professional growth to help deliver business improvements or excellence? (20 points)

For example, you could discuss: new or improve staff recruitment or incentive programs to attract talented people to your business; changes to team structures, staff wellness & motivation strategies; staff/self education & training initiatives; new health, safety and wellbeing programs; professional networking activities; own professional development, etc

3. How have you gathered and used information on your customers or sector to plan, develop or adapt your business products, processes and/or services? (20 points)

For example, you could discuss: How you seek and use customer feedback, how you respond to customers, how you integrate customer information to improve quality or plan your business; and/or what you have done that is new or different based on customer information.

4. How have you provided excellence in customer service to keep customers and build relationships with new customers? (20 points)

For example, you could discuss: How you have gone above and beyond to be responsive or provide quality service; how you have built customer loyalty; how you promote trust in your products, processes or services; etc.

5. What are your measurable successes/results from the last 12-18 months? (20 points)

For example, you could discuss: your overall growth, your revenue change, any measurable kpi's, your return on investment; other awards or acknowledgements you've received; successful changes in people, products, processes and partnerships and why these have been important to your success.

Total - 100 points/100%

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MARKING CRITERIA

Redland Coast Business Excellence Awards 2021 - MARKING CRITERIA									
SCORE	QUESTION 1 <i>Leadership & Culture</i>	SCORE	QUESTION 2 <i>People & Relationships</i>	SCORE	QUESTION 3 <i>Improvement and innovation in product, processes Strategy & Planning</i>	SCORE	QUESTION 4 <i>Customer Service</i>	SCORE	QUESTION 5 <i>Results and sustainable performance (Business Results)</i>
	How have you demonstrated leadership, for change or growth, in your business and/or your sector?		What strategies have you implemented to attract, keep and develop staff and/or support your own professional growth, to help deliver business improvements or excellence?		How have you researched and used customer feedback or sector trends to plan, develop or adapt your business products, processes and/or services?		How have you provided excellence in customer service, to retain customers and build relationships with new customers?		What are your measurable successes/results from the last 12-18 months?
20	Exemplary understanding and demonstration of fostering organisational culture/values; strategies for leadership including mentoring others; innovation in business.	20	Exemplary understanding and demonstration of recruitment/training; staff growth; incentivisation/motivation; workforce development; health & safety.	20	Exemplary understanding and demonstration of; market research and use of customer feedback; integration of research; new or improved strategies/products based on research.	20	Exemplary understanding and demonstration of responsiveness & quality service; communication; customer loyalty programs/valuing of customers; relationship development.	20	Exemplary demonstration of <i>measurable</i> success through – increased revenue; growth; people; recognition; business improvements; new products/services; etc
19		19		19		19			
18		18		18		18			
17		17		17		17			
16	Very Strong understanding and demonstration of fostering organisational culture/values; strategies for leadership including mentoring others; innovation in business.	16	Very Strong understanding and demonstration of recruitment/training; staff growth; incentivisation/ motivation; workforce development; health & safety.	16	Very strong understanding and demonstration of; market research and use of customer feedback; integration of research; new or improved strategies/products based on research.	16	Very strong understanding and demonstration of responsiveness & quality service; communication; customer loyalty programs/valuing of customers; relationship development.	16	Very strong demonstration of <i>measurable</i> success through – increased revenue; growth; people; recognition; business improvements; new products/services; etc
15		15		15		15			
14		14		14		14			
13		13		13		13			
12	Positive understanding/demonstration organisational culture/values; strategies for leadership including mentoring others; innovation in business.	12	Positive understanding/demonstration of recruitment/training; staff motivation; workforce development; health & safety.	12	Positive understanding and demonstration of; market research and use of customer feedback; integration of research; new or improved strategies/products based on research.	12	Positive understanding/demonstration of responsiveness & quality service; communication; valuing of customers; relationship development.	12	Positive demonstration of <i>measurable</i> success through revenue; growth; people; recognition etc
11		11		11		11			
10		10		10		10			
9		9		9		9			
8	Emerging understanding and/or demonstration of organisational culture/values and strategies for leadership.	8	Emerging understanding and/or demonstration of recruitment/training; staff motivation; health & safety.	8	Emerging understanding and/or demonstration of market research and use of customer feedback.	8	Emerging understanding and/or demonstration of quality customer service; communication; valuing of customers.	8	Emerging demonstration of <i>measurable</i> success through examples.
7		7		7		7			
6		6		6		6			
5		5		5		5			
4	Limited understanding and/or demonstration of organisational leadership strategies.	4	Limited understanding and/or demonstration of recruitment/training; staff motivation; health & safety.	4	Limited understanding and/or demonstration of market research or customer feedback.	4	Limited understanding and/or demonstration of quality customer service and communication.	4	Limited demonstration of <i>measurable</i> success.
3		3		3		3			
2		2		2		2			
1		1		1		1			

SCORE

TOTAL SCORE