



Community Bank
Cannonvale - Proserpine



Guide to Completing Your Business of the Year Award Entry

Presented by:

Whitsunday Regional Council, Whitsundays Chamber of Commerce and Industry, and Bowen Chamber of Commerce.

Principal Partner:

Bendigo Community Bank Cannonvale-Proserpine

Category Sponsor:

Australian Radio Network

About the Awards

The Whitsunday Business Awards 2025 celebrates the outstanding achievements, leadership, innovation, and resilience of businesses and business leaders across the Whitsunday region.

With judging led by respected regional and external experts, and a sundowner Awards Ceremony from 5:30pm Friday 21 November 2025, this is the region's premier cross-sector business celebration.

In 2025, the following awards will be presented:

1. **Best of the Whitsundays: Business of the Year** for an outstanding business that sets the gold standard for excellence, innovation, and leadership in the region.
2. **Business Legends of the Whitsundays: Hall of Fame** celebrating businesses, or individuals, that have achieved long-term success and made an enduring impact.
3. **Business Leader of the Year** recognising an inspiring leader whose vision, dedication, and influence have driven exceptional business and regional success.
4. **Rising Star: Employee, Apprentice or Trainee** highlighting an exceptional individual who has demonstrated outstanding growth, dedication, and contribution.
5. **Small Business Hero**, recognising sole traders and small businesses that make a big impact through ambition, innovation, and resilience.
6. **Customer Service Champion**, celebrating businesses and individuals who consistently go above and beyond to create unforgettable customer experiences.
7. **Regional Game Changer**, recognising businesses that fuel economic growth, innovation, and community prosperity across the region.
8. **Trailblazing Young Entrepreneur**, celebrating rising stars (under 25) who are redefining success in start-ups, leadership, or industry innovation.
9. **Community Champion**, highlighting businesses making a real difference in the Whitsunday community through meaningful contributions and initiatives.
10. **Eco Excellence**, showcasing businesses that are leading the way in sustainability, environmental responsibility, and green innovation.



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About This Award

This award recognises an outstanding Whitsunday business that sets the gold standard for excellence, innovation, leadership, and community impact. Entrants should demonstrate strong business performance and a clear contribution to the region's economic and social fabric.

Who Can Enter

This category is open to any business operating within the Whitsunday Regional Council area that can demonstrate:

- Consistent business growth and success
- High standards of customer service and professionalism
- Innovation in products, services, or business processes
- Positive contribution to the local economy or community

Entry Format

Entries must be submitted via the **official online application form** available at:

<https://www.whitsundaycoastchamber.com.au/business-awards/>

We recommend preparing your responses in a Word document first, then copying them into the online form. Supporting documents can be uploaded as attachments.

Key Dates

- Applications close 11:59pm Sunday 7 September 2025.
Late applications will not be accepted.
- Nominations may be announced week commencing Monday 29 September 2025
- Whitsunday Business Awards event will be held from 5:30pm Friday 21 November 2025.

Need help?

Please contact the Whitsunday Business Awards administration team with any questions via admin@whitsundaycoastchamber.com.au

What You'll Need to Complete

Below is an overview of the key questions included in the award entry form, along with guidance on what to consider when preparing your responses.

- Questions marked with an asterisk (*) are mandatory.
- The points listed next to each question indicate its weighting in the judging process.
- Each response has a maximum word limit.

Acknowledgement

As part of the entry process, applicants must confirm that they:

- Have read, understood, and agree to the terms and conditions of the Whitsunday Business Awards and their selected award category (refer to page 6-7 of this guide).*
- Are willing and able to provide evidence, if requested, demonstrating ethical business practices and compliance with all relevant laws and regulations.*
- Grant permission for their contact details to be shared with regional media for potential interviews and publicity opportunities.*

Business Information

- Your First and Last Name *
- Name of Business or Individual you want to nominate *
- Australian Business Number (ABN) *
- Email Address *
- Phone *
- Street Address/Business Location *
- Suburb
- State
- Post code
- Business Website

PART 1 - What do you do?

1.1 Describe your business (maximum 300 words, 10 points) *

Provide a clear overview of your business, including:

- What your business does and the industry it operates in
- The core drivers of your success
- Key goals, strategies, and areas of focus
- Your primary customers or markets, and how you plan to grow
- Examples of how your business has evolved, adapted to change, or introduced innovation through new products, services, or processes

PART 2 - How do you do it?

2.1 Describe your products or services and how you market them (maximum 300 words, 10 points) *

Outline what you offer and how you promote it. Your response should include:

- Your target markets and customer segments
- What sets your products or services apart
- Key marketing channels, campaigns, and promotional strategies

2.2 How do you develop and enhance customer or stakeholder relationships? (maximum 300 words, 10 points) *

Explain how you create lasting and positive connections. Your response should include:

- How you tailor the customer experience
- Service standards and team approach to delivering quality
- Systems for gathering feedback and handling complaints or issues

2.3 How do you build and support your team and culture? (maximum 300 words, 10 points) *

Show how your business values and empowers its people. Your response should include:

- Leadership style and how it shapes your workplace
- Commitment to staff training, wellbeing, and team culture
- Quotes from staff or customers to illustrate your impact

2.4 How do you innovate? (maximum 300 words, 10 points) *

Describe how you foster innovation and continuous improvement. Your response should include:

- Use of technology, systems, or data to enhance operations
- New product, service, or process development
- Creative ways of engaging customers and staff
- Examples of digitisation, automation, or research-led decisions
- Innovative problem-solving in response to challenges

PART 3 - What are your results?

3.1 What is the economic impact of your business? (maximum 300 words, 10 points) *

Describe how your business contributes to economic growth and regional development. Your response should include:

- Business growth indicators such as sales, workforce size, customer base, market reach
- Use of measurable data (e.g. percentage growth, retention rates, satisfaction scores)
- Local employment – full-time, part-time, or casual positions created or sustained
- Engagement with regional suppliers, services, and contractors
- New investments, business expansion, or infrastructure development
- Partnerships that create flow-on benefits for other local businesses

3.2 What is the social impact of your business? (maximum 300 words, 10 points) *

Explain how your business supports and strengthens the Whitsunday community. Your response should include:

- Contributions to local causes, charities, schools, events, or volunteer organisations
- Inclusive practices that support diversity, equity, and accessibility
- Ways in which your business success creates value beyond profit – for staff, community, and region

3.3 What is the environmental impact of your business? (maximum 300 words, 10 points) *

Detail your approach to environmental responsibility and sustainable operations. Your response should include:

- Environmental or sustainability strategy and goals
- Actions to reduce waste, conserve energy and water, or lower emissions
- Use of carbon-conscious practices and commitment to continuous improvement
- Circular economy initiatives or sustainable product/service design
- How environmental considerations are embedded across your operations and culture

PART 4 - Why are you exceptional?

4.1 What sets you apart from others in your industry? (maximum 300 words, 10 points) *

Your response should highlight:

- The unique qualities or strengths that distinguish your business in the Whitsunday region
- Significant milestones, recognitions, or awards you have achieved
- How you consistently exceed expectations of customers, industry peers, or employees
- Examples of testimonials or success stories that illustrate your impact
- Contributions your business makes to enhancing the reputation of the Whitsundays
- Notable achievements from the past 12 months
- Your wider influence within your industry, the local community, or the region

4.2 Why should your business be recognised in this category? (maximum 300 words, 10 points)*

Explain why your business merits this prestigious recognition, including:

- The reasons you believe your business stands out as a leader in the region
- What receiving this award would mean for you, your team, and the broader community

Supporting Material

To support your application, you can upload **up to three (3) supporting files** (such as testimonials, photos of your team, premises, or community activities, business performance graphs or media coverage) and an optional video on why you should win.

Please upload a high-resolution image of your **business logo**. *

Top Ten Tips for a Strong Application

1. **Be clear and concise** – Communicate your message simply and directly. Focus on key achievements and impacts.
2. **Tailor your responses** – Align your answers with the specific criteria of the award category you're entering.
3. **Use evidence and examples** – Back up your claims with real results, data, or short case studies where relevant.
4. **Make the most of your word count** – Stay within the word limit, prioritising quality over quantity.
5. **Avoid jargon** – Use plain English that can be easily understood by judges from any industry background.
6. **Demonstrate impact** – Explain how your work makes a difference—to customers, staff, or the wider community.
7. **Attach relevant support materials** – Only include documentation that directly strengthens your entry.
8. **Have someone review it** – A second pair of eyes can help catch gaps, errors, or unclear messaging.
9. **Speak from the heart** – Let your passion, purpose, and pride in your work come through clearly.
10. **Answer each question thoroughly** – Ensure you've addressed all parts of the question before submitting.

Eligibility, Terms & Conditions

Eligibility

- Entrants must work in or operate a registered business within the Whitsunday Regional Council area.
- Businesses must have been operational for at least 12 months as of Monday 4 August 2025, unless entering a category that permits new or emerging businesses.
- Employees, apprentices or trainees must have been working in the business for at least 12 months as of Monday 4 August 2025.
- Entrants must demonstrate ethical business practices and compliance with all applicable laws and regulations.
- Sole traders, not-for-profits, and social enterprises are eligible to apply where relevant to category criteria.



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Entry Requirements

- All entries must be submitted via the official online nomination form by the published closing time and date of **11:59pm Sunday 7 September 2025**. Entries submitted after this deadline will not be considered.
- Entrants can apply to a **maximum two award categories** but must submit a separate application for each.
- All responses must be truthful and accurate to the best of the entrant's knowledge.

Judging

- Entries will be assessed by an independent panel of judges appointed by the award program partners.
- Entries that are incomplete, off-topic, or fail to sufficiently address the award criteria may be deemed ineligible and will not be forwarded to judges.
- Judges' decisions are final, and no correspondence will be entered into regarding outcomes.
- The Judging Panel reserves the right to withdraw any entry if the business or nominee is found to have brought the Awards or award program partners into disrepute.
- The Judging Panel reserves the right to move entries between categories if deemed more appropriate.

Confidentiality

- All information submitted will be treated as confidential and used solely for the purpose of judging.
- Judges and award program administrators are bound by confidentiality agreements.

Promotion and Media

- By entering, finalists and winners agree to have their business name, logo, and images used for promotional purposes related to the Awards.
- Event photography and videography may be used for marketing and reporting purposes by the award program partners.

Costs

- There is no cost to enter the Awards. Finalists are responsible for their own attendance and any associated costs to attend the Awards Event.