



Community Bank
Cannonvale - Proserpine



Guide to Completing Your Customer Service Champion 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:

LiveLife Pharmacy Airlie Beach

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 businesses and individuals in the Whitsunday region who consistently deliver outstanding service and go above and beyond to create memorable, customer-focused experiences.

Who Can Enter

This award is open to:

- **Whitsunday-based businesses** of any size that demonstrate a strong commitment to customer service excellence.
- **Employees, managers, or owners** who play a key role in delivering exceptional service and enhancing the customer experience.

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.*
- 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 the business or individual you want to nominate *
- If nominating an individual, what is their job title/position?
- 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



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PART 2 – Your Story

2.1 Consistency in Service (maximum 600 words, 30 points) *

Describe how your business or the nominated individual consistently delivers exceptional customer service.

Your response should outline daily practices, service standards, and team values that ensure a high-quality customer experience.

2.2 Going Above and Beyond (maximum 600 words, 30 points) *

Provide specific examples from the past 12 months (July 2024 – June 2025) where your business or nominee has gone above and beyond to exceed customer expectations.

Include any notable stories or personalised experiences that reflect your commitment to creating unforgettable moments.

2.3 Measuring Impact (maximum 300 words, 10 points) *

How do you measure customer satisfaction, and what results or feedback demonstrate your success?

Your response should include measurable outcomes such as reviews, repeat business, testimonials, or recognition for service excellence.

PART 3 – Why You Stand Out

3.1 What sets your business apart? (maximum 300 words, 10 points) *

Highlight what makes you unique and exceptional. Include:

- Milestones, awards, or recognition
- How you exceed expectations
- Testimonials or stories that showcase your impact
- Contributions to the region's business reputation

3.2 Why should you be recognised in this category? (maximum 300 words, 10 points) *

Summarise what makes your business or individual a Customer Service Champion. Include:

- Why your achievements matter
- What this award would mean to your business, team, and customers

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.