

2022

Bass Coast Business Awards



Judged category explanations

Access, Equity and Inclusion

A demonstrated commitment to creating a safe and inclusive environment in their business. This can include for employees, the community and customers. Judges will be looking for implementation of practices that support diversity and inclusion for employees and/or customers at your business, it can include professional development pathways, projects to increase accessibility for all and a clear commitment become a workplace of choice.

1. What practices do you have in place that support diversity and inclusion for your employees and/or customers? *This can include professional development and career pathway opportunities, alterations to premises to improve access, or other projects focused on improving inclusivity for all people.*
2. What are the key benefits to your business of focusing on access, equity and inclusion practices?
3. Please describe your major achievements over the past 12 months in relation to access, equity and inclusion?
4. How do you plan to further build inclusivity in your business practices in the future?

Business Innovation

Creation, development and implementation of a new service or product by a business with the aim of improving efficiency and competitive advantage is what this award is about. The judges will be looking for evidence of the development and/or introduction of an innovative product, process, service or business method.

1. Describe using specific examples how you have you been innovative in business?
2. Please outline what challenges you overcame to achieve success in innovation.

3. What are your major achievements in the past 12 months in relation to business innovation?
4. How do you plan to further build innovation into your business practices?

Environmental Sustainability

This award recognises those businesses that make an outstanding contribution to environmental sustainability across Bass Coast Shire. The Award celebrates better waste management and recycling, more efficient use of water and energy, and projects in which exemplary sustainability practices have been observed.

1. How do your business practices make an outstanding contribution to environmental sustainability? *This can include waste management and recycling, more efficient water and energy use, or any projects in which exemplary sustainability practices have been implemented.*
2. What are the key benefits to your business of focusing on environmental sustainability practices?
3. What are your major achievements in the past 12 months in relation to environmental sustainability?
4. What are your environmental sustainability goals and how do you plan to achieve them?

Leadership

This category recognises business owners who have contributed a positive impact in the Bass Coast community to generate outcomes with long term benefits for all as well as providing outstanding leadership within their own organisation.

1. Please outline how you demonstrate outstanding leadership within your own organisation.
2. How have you as a business leader, contributed and made a positive impact in your industry and the community to generate long term benefits for all?
3. What are your major achievements in the past 12 months in relation to Leadership?
4. How do you plan to further build leadership in your business practices in the future?

Marketing and Communications

This award recognises a business who demonstrates excellence and innovation through successful marketing and communication in their business. This can include strategies, campaign delivery, branding and effective PR execution.

1. What marketing and communication strategies have you implemented to make your business stand out from its competitors?
2. Who are your customers and how do you target them?
3. What are your major achievements in the past 12 months in relation to Marketing and Communications?
4. How do you plan to further improve marketing and communications in your business practices in the future?

Resilience

This category recognises the obstacles and challenges businesses have faced over the past 12 months and how they have overcome these, learnt from the challenge and gone onto well-deserved success.

1. Tell us about the obstacles and challenges that your business faced over the past 12 months?
2. What did your business do to overcome these obstacles and challenges? And how has your success been measured?
3. How have you built business resilience during the past 12 months?
4. How do you plan to further build your business resilience in the future?

Business of the Year

The business of the year will go to the applicant with the highest scoring individual application across all categories.

Business Support Contact

For further details regarding the Bass Coast Business Awards, please visit <https://engage.basscoast.vic.gov.au/business-awards> or contact Business Support via business.support@basscoast.vic.gov.au or 1300 BCOAST (226 278) or (03) 5671 2211 or via the National Relay Service (for people with speech or hearing difficulties) on 13 36 77.