

Sample form, not for offline completion.

Visit <https://avonvalleybusiness.awardsplatform.com> to enter.

Excellence in Tourism & Hospitality

The business sets a benchmark and demonstrates excellence in the tourism and/or hospitality sector.

This business demonstrates within either or both the Tourism & Hospitality sectors, excellence in service, quality, customer expectation, venue presentation, product knowledge and sets a benchmark for the industry within our region. People ARE talking about this business for all the right reasons.

Start here

BUSINESS NAME

Criteria

Eligibility Criteria

- The business must be based in the Shire of Northam, Shire of Toodyay, Shire of York, Shire of Goomalling or Shire of Beverley.
- All businesses within these Shires are invited to apply and entry is free.
- All entries must be submitted via this Awards Force platform.
- All entries will be judged via this platform. No in-person interviews will take place.
- All businesses must have been trading for a minimum of two years at the time of entry, except for those entering the Best Start Up Business Category (minimum 12 months trading at time of entry).
- All business entrants must be for-profit, non ASX listed companies for all categories except the Excellence in For Purpose Category (NFP).
- Businesses can enter more than one category if they meet the criteria of each category.
- All winners from these Awards are eligible to enter the RCCIWA hosted 2026 WA Regional Business Excellence Awards, with the exception of Business Person of the Year and Employee of the Year.
- Please ensure you read through and accept our Procon Developments Australia 2025 Avon Valley Business Awards Terms and Conditions when entering.

I confirm to meet the minimum requirements and am eligible to enter the Avon Valley Business Awards.

Terms and Conditions

Please review the following T&C's to proceed with your submission:

Submission Standards

1. All entrants must be located in the Avon Valley. Businesses that have offices or branches in other locations are acceptable, however the business must have been started in an Avon Valley location and have its head office based in that sub-regional location.
2. Entry is free.
3. All entrants must hold a valid Australian Business Number ("ABN") for the entity in which their submission relates.
4. All businesses must have been trading for a minimum of two years except for those entering the Start Up Business Category.
5. All business entrants must be for-profit, non ASX listed companies for all categories except the Excellence in For Purpose category (NFP).
6. By submitting for the Awards, you are verifying that all information provided is a true and correct representation of all your activities.
7. You agree to notify Northam Chamber of Commerce as soon as practicable should you have or become aware of any actual or potential conflict of interest with any aspect of the Awards.
8. All entries must be made via the online platform: <https://avonvalleybusiness.awardsplatform.com/> Note that judging will take place only via this platform.
9. The eligibility criteria form part of these terms.
10. The applicant must adhere to the word restriction placed on each question. Any word count above the limit will not be considered in your submission.
11. You must answer all the questions. Only completed applications will be considered.
12. Entries for all categories must be lodged by midnight on Saturday September 20th 2025.
13. Finalists will be notified directly from October 1st 2025.
14. Verification of claims made within your submission may be required in some circumstances and judges reserve the right to request records pertaining to any of your responses within your submission.
15. Failure to provide validating records if requested by the judging panel may result in your answer for the relevant section/s being excluded from the judging process.
16. By entering the awards, if you are a finalist, you are strongly encouraged to attend the Gala Awards presentation which will be held on Sunday November 9th 2025 at Buckland Estate <https://www.bucklandestate.com.au/>

Promotion

1. You agree that we may use your logo, business identity, details about your business or personal identity in any way in any material which promotes the Awards or the products or services of us or our Sponsors.
2. If we do use any of the materials listed above, you grant us a royalty free, perpetual and irrevocable licence to use the materials for promotional purposes.

Privacy & Confidentiality

1. Any information disclosed by you within the course of the Awards process will be made available to the panel of judges and may be accessed by Northam Chamber of Commerce employees when their duties require. This information will not be released to any other parties within the course of this process except as required by or allowed for by law, or with your express consent.
2. All appointed judges agree to strict confidentiality terms, prohibiting the disclosure of any details contained within your submission to any other parties as a condition of being appointed as a judge.

Judging

1. Northam Chamber of Commerce (NCC) is responsible for coordination of the judging process including appointment of external judges, chosen at the discretion of the CEO of NCC.
2. The judges will exclude from assessment any information within an answer which exceeds the prescribed word count.

- Judges may eliminate entries due to being an incomplete entry or inability to meet the Criteria.
- The judges' decision is final, and no communication will be entered into regarding the judges' decision.

Liability

- To the extent permitted by law, we will not be liable for any loss or damage, or personal injury suffered or sustained in connection with the Awards. You will indemnify us and our officers, employees or agents against any loss or liability from any claim or action that arises as a result of a breach of these terms by you, or your use of the materials or information supplied by you under these Terms.

I hereby declare that the information provided is true and correct. I also understand that any wilful dishonesty may render for refusal of this submission and automatically disqualify for all submission entries for the 2025 Avon Valley Business Awards.

Business Details

Business Name

Contact Person

Please include first and last name.

Business Address

Email Address

Email Address of Contact Person

Mobile

Mobile number of Contact Person

Business Website (optional)

Business Overview

Provide a general overview of your business, a brief history and a summary of current operations. (250 words) 250 words

• Your answer should demonstrate your eligibility for the category you are entering and also set the scene for the judges. • If applicable, state how many staff you employ.

Why did you start/buy/operate this business? What was your motivation? (200 words)

200 words

What products or services does your business provide? (250 words)

250 words

What makes your business unique, setting you apart from your competitors? (250 words)

250 words

Practices and Performance

What business practices have you implemented that make a positive difference within your business and for your customers? (350 words)

350 words

- Please give examples of innovative, modern or leading practices that your business employs and the impact they have had.

State your business turnover and profitability for the last 12 months (up to when you entered). Use percentages and figures to indicate the rates of growth and decline and how this compares to previous years (using up to the past 3 to 5 years). (350 words)

350 words

- Please provide an explanation of what have been the major factors in the changes in turnover and profitability. - Please submit your recent FY financials, which won't be included in word count. (Please note that all judges will sign a confidentiality agreement)

Describe your major achievements, and key milestones in the past 12 months to when you submitted your application. (350 words)

350 words

- You are welcome to include graphs and graphics which won't be included in your word count.

Describe your target customers, how you market to them and how you measure the effectiveness of these activities. (350 words)

350 words

- Marketing examples can be added as separate files and won't be included in the word count.

Explain how your business has delivered excellence in customer service, including strategies to attract and retain loyal customers. (350 words)

350 words

- Give examples of how you have measured and responded to feedback.

Your People

Does your business employ any staff?

Yes

No

Business Planning

What tools and technology do you use to support business planning, monitor progress and measure success? (350 words) 350 words

Describe any improvements or changes you have implemented over the past 12 months to improve your business operations. (300 words) 300 words

In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? (350 words) 350 words

What are your short, medium and longer term goals for your business and what specific actions are you taking to ensure you achieve them? (350 words) 350 words

Positive Impact

What actions are you taking to ensure that your business minimises its impact on the environment? (350 words) 350 words

How are you making a positive difference in your local community? (350 words) 350 words

- Describe how your business contributes to the local economy and/or any positive social and community impacts. - Please provide details of specific activities. - Images and photos can be included and won't be added to the word count.

Excellence in Tourism & Hospitality

For the Hospitality and/or Tourism sector what makes your business unique, setting you apart from your competitors. Please explain in detail how your business sets a benchmark in Hospitality and/or Tourism and what products, experience and/or service relevant to this sector your business offers. Please detail how you keep informed of trends or innovative practices in your sector to ensure your business continues to grow and be a business of choice for visitors and customers. Please include any charts or graphs as well as any testimonials to support your answers which will not be included in your word count. (700 words) 700 words

Attachments

Material may be supplied as follows:

1. YOUR LOGO MUST BE SUBMITTED WITH YOUR ENTRY.
2. Upload JPG, JPEG (eg, logo) or PDF (eg, financial data) files. Maximum file size is 5MB per piece. A maximum of five pieces can be uploaded with your entry.
3. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.



Type of attachment

	▼
Logo	
Image	
PDF	