

Waverley Business Awards 2022 General Award Guidelines

Waverley's Brightest and Best Local Business Awards bring together our local business community to recognise their contribution towards making Waverley a dynamic place to live, work and shop. Through these awards, Waverley Council recognises the importance of a sustainable business community that is vibrant and robust and supports the creation of jobs and business opportunities.

The awards are open to all businesses large or small that operate in Waverley and all entries are assessed against their industry peers. All Waverley businesses, whether located in a commercial centre or village or in a home, are eligible to enter and nominate themselves for some well-deserved recognition.

The Judging Process

1. All Awards will be assessed by a panel consisting of representatives from Waverley Council and community representatives. Judges may eliminate incomplete entries; nominations close **21 September**
2. Five **finalist businesses** will be selected in each category and notified after **5 October**
3. A Mystery Shopper will contact or visit each finalist during **October** and score each finalist to determine each award category winner
4. Winners will be announced on the awards night at the Bondi Pavilion on **21 November**

Your Nomination Form

All Awards, apart from Sustainability, Disability Inclusion and Innovation, will be assessed against the following key criteria:

- **Elevator pitch:** What makes your business stand out as the brightest & best?
- **Staff development:** How do you support and upskill your team?
- **Environmental practices:** What environmentally conscious practices do you incorporate into your business?
- **Local connection & community engagement:** How do you engage and support the Waverley community?
- **Innovation:** How have you practiced ongoing improvement and innovation?
- **Marketing & communications:** How have you excelled in your marketing practices?

Attachments

At the end of each application, you will be encouraged to attach some images that support the examples you used in your application. You also have an optional video link you can attach if needed.

