



2025

# VIC PARK BUSINESS AWARDS

## APPLICATION PACK

Proudly supported by





# Award categories

## Business of the Year

### Proudly sponsored by Crown Perth

Celebrates a business that has excelled over the past year, demonstrating exceptional leadership, innovative thinking and a meaningful contribution to the local community.

## Best New Business

### Proudly sponsored by Archer St Physiotherapy Centre

Presented to a successful business that has opened within the last two years.

## Excellence in Marketing

### Proudly sponsored by NAJA Business Consulting Services

Recognises a local business with demonstrated excellence in marketing through an innovative or unique campaign or marketing plan. Please note, this award is not open to marketing professionals.

## Excellence in Tourism and Hospitality

### Proudly sponsored by Rotary Club of Victoria Park

Awarded to a business in the tourism and hospitality industry that has made an overall contribution to the local or wider community.

## Excellence in Professional Services

### Proudly sponsored by Loans Unlimited

Recognises an exceptional local firm that delivers innovative solutions and expertise-driven services.

## Excellence in Access and Inclusion

### Proudly sponsored by Stanco Brass Hardware

Celebrates a business inclusive in its employment practices, or with a focus on making their offerings accessible to all.

## Excellence in Innovation

### Proudly sponsored by Prestige Partners Chartered Accountants

Recognises a business that has embraced change or adapted to market changes, adopting new business models or technology to deliver quality products or services.

## Excellence in Retail

### Proudly sponsored by Makin Mattresses

Celebrates a business with a unique retail offering that attracts visitors to the Town of Victoria Park.

## Community Connection

### Proudly sponsored by Empire Estate Agents

Awarded to a business that is community-minded and has made a meaningful impact for the benefit of others.

## People's Choice

### Proudly sponsored by Social Manna

Awarded to a business selected by its peers. The winner of this award is voted for by the Vic Park community. All businesses who submit an application will be in the running.

# Benefits of entering

## By entering the Vic Park Business Awards, you get the opportunity to:

- ✓ Gain recognition for your achievements at a local level
- ✓ Showcase your business to the wider community, raising its profile and reputation
- ✓ Promote yourself as a business leader if you are an award winner.





# Process

1 Read this application information pack very carefully as it includes important information about the judging process, eligibility and award categories. If you have any questions about the application process, please email [business@vicpark.wa.gov.au](mailto:business@vicpark.wa.gov.au).

2 To apply for an award, fill out the online application form or visit the Town of Victoria Park administration building for a hard copy.

**Online form:**  
[vicpark.info/business-awards](http://vicpark.info/business-awards)

**Hard copy form:**  
99 Shepperton Road,  
Victoria Park 6100

3 All businesses who submit an application form for an award are automatically eligible for the Business of the Year Award. The application graded with the highest weighted score by judges will be awarded Business of the Year, so if you would like to participate in this category, make sure you fill out a form for any of the other award categories.

4 All businesses who submit an application will be eligible to win the People's Choice Award. The winner of this award will be voted for by the Vic Park community.

5 When filling out the form, make sure you answer all questions and stick to the word count. To apply for multiple awards, fill out and submit separate forms.



6 Make sure to submit a high-resolution copy of your business logo with your application.

7 Once you have submitted your application, you will receive a confirmation email. Hard copy forms can only be returned to the Town's' administration building. When returning hard copy forms, please address all correspondence in regards to the awards to 'Place Leader (Economic Development)'.

8 All applications will be judged by a panel, with finalists announced in the lead up to the Business Awards Ceremony.

9 The winner of each category will be announced at the Business Awards Ceremony.

# Key dates

- ✓ Applications open: **1 August**
- ✓ Applications close: **12 September** (11pm for online forms, 5pm for hard copy forms)
- ✓ People's Choice voting opens: **15 September**
- ✓ Business Awards Ceremony: **24 October**

# Eligibility

Entry into the Vic Park Business Awards is open to all businesses within the Town of Victoria Park. Businesses must have been in operation for longer than six months. Not-for-profits are ineligible to apply.

# Application tips

- ✓ Answer the question – read the questions carefully and ensure your answers are direct and clear
- ✓ Consult the assessment criteria at the end of this pack
- ✓ Demonstrate a clear business plan and strategic direction
- ✓ Demonstrate measurable goals and outcomes
- ✓ Demonstrate passion and care for your local community
- ✓ Demonstrate knowledge of your target market and industry.







## Judging process

- 1 All submitted applications will be judged by a panel of experts.
- 2 Each entry is judged individually by each panel member. Each entry will be given a weighted score, with each judge's score being added together to give an overall score for the application.
- 3 Judging will happen through an online portal. A follow up meeting will be had with the judging panel to finalise the winners.
- 4 A commendation may be awarded for an award category where the difference between the top two weighted scores is 0.1 or less.
- 5 Judges reserve the right to award joint winners or no winners of a category.
- 6 Finalists may be announced once judging is complete. Winners will be announced on the night of the awards ceremony.
- 7 The entry with the greatest weighted score will be awarded Business of the Year.

## Assessment criteria and weightings

This table outlines how judges assess applications:

	APPLICATION QUESTION ASSESSMENT CRITERIA	WEIGHTING
1.	Did the business provide a general overview of what they do, including a brief history and summary of their current products or services?	20%
2.	Did the business describe their goals for the next two years? Did they include details of their business plan or strategic plan?	20%
3.	Did the business provide details that answered their chosen category question?	60%

## Conditions of entry

- 1 Businesses applying for an award must be located within the Town of Victoria Park.
- 2 Businesses applying for an award must have been in operation for longer than six months.
- 3 Businesses applying for an award must be registered with the ATO as a business and hold a current ABN. Not-for-profits are ineligible to apply.
- 4 Awards presented will be to the business or person named on the application form.
- 5 No alterations to applications will be permitted after the date of submission, although submissions may be withdrawn prior to the announcement of the winners.
- 6 Your privacy is protected and all entries are regarded as confidential.
- 7 All required questions must be answered and be of the correct word limit to be eligible.
- 8 Finalists may be announced prior to the Business Awards Ceremony. Winners will be announced on the night.
- 9 The judging panel reserves the right to ask further questions of applicants or businesses if details need to be clarified.
- 10 Businesses that have won an award category three consecutive years will be ineligible to enter that

category for a two year period. They are however, eligible to enter a different category/categories.

- 11 The business, to the best of their knowledge, is solvent.

## FAQs

### If I win an award, do I have to be in attendance at the Business Awards Ceremony to accept it?

The Town encourages all applicants to attend. The night is set to be a special event celebrating business achievements. Professional photographers and videographers will be in attendance to ensure the event is captured and widely publicised.

### What kind of information do I need to put in my answers?

Entries will be judged based on the quality of your answers. If the question has more than one part to it, try to answer all parts. Use specific examples to substantiate your answer, if possible.



**#VICPARKBIZ**

**[vicpark.info/business-awards](http://vicpark.info/business-awards)**



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**VICTORIA PARK**