



## HUME BUSINESS AWARDS 2024 – ELIGIBILITY & CATEGORY DESCRIPTIONS

### ELIGIBILITY

To be eligible to enter the 2024 Hume Business Awards, the business must:

- be a registered business located within Hume City
- be the holder of a registered ABN
- hold all appropriate permits and licenses; this will include but is not limited to building, planning and health permits
- not be in breach of any state/territory or local government law or regulation

The 2024 Hume Business Awards will not be eligible to businesses that:

- are a chain store, franchisor or franchisee (\*\*Independently run small franchise businesses with 1-20 staff can apply\*\*)
- are charities and have a primary focus of fundraising

### CATEGORY ELIGIBILITY

The information below provides a brief outline of each category’s eligibility criteria.

If you require additional information about any category, please contact Roz Nadjarian on 0436 932 621 or email [rozn@hume.vic.gov.au](mailto:rozn@hume.vic.gov.au)

Category	Details
<b>Circular Economy</b>	<p>Recognises businesses across all sectors who are leaders in circular economy practices. The circular economy aims to improve business efficiency, minimise waste and keep materials and products in circulation for as long as possible.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Business actively identifies ways to minimise the environmental footprint of their business operation, supply chain and waste production</li> <li>▪ Using sustainable practices in the use of resources, such as people, energy and water</li> <li>▪ Pursuing opportunities to “close the loop” on material and/or energy cycles – recycle (repurpose), reuse and redesign</li> </ul>
<b>Customer Service</b>	<p>Recognises the importance of customer service in all industries. Awarded to the business that has proven to provide consistent exceptional service and professionalism.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Quality control processes</li> <li>▪ Focus on customer service</li> </ul> <p>measures, monitors and manages customer expectations, satisfaction and retention.</p>
<b>Diversity</b>	<p>Recognises businesses who work to achieve a more inclusive environment for staff and customers. It is open to businesses across all sectors who have taken action to</p>

	<p>reduce barriers, enhance participation and ensure information, services and facilities are accessible to the broad spectrum of people in our community.</p> <p>Demonstrated success in empowering:</p> <ul style="list-style-type: none"> <li>▪ women</li> <li>▪ CALD community members</li> <li>▪ people with a disability</li> <li>▪ Aboriginal and Torres Strait Islander community members</li> <li>▪ and LGBTIQ people</li> </ul> <p>within their workplace through incentives and hiring practices which encourage hiring and retaining people from these backgrounds/communities.</p>
<b>Innovation and Continuous Improvement</b>	<p>Recognises significant innovation initiatives which have been implemented.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Excelled in implementing new processes or improving on old ones</li> <li>▪ Creating a new market or new products; and/or demonstrating an innovative approach to developing or marketing their business</li> <li>▪ Commitment to investment in research and development</li> <li>▪ Business leadership in its field</li> <li>▪ Uses technology to their advantage in achieving success or has adopted innovative methods or systems in their business, which has provided a competitive advantage through their application</li> </ul>
<b>Learning and Development</b>	<p>Recognises businesses that excel in education and workplace training. It's a vital part of any business to invest effectively in the development of their workforce.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Approach to training and staff development and education and workplace learning</li> <li>▪ Outstanding people management initiatives that incorporate progressive leadership and a responsible approach to organisational design and development</li> <li>▪ Investing effectively in the development of staff across the entire organisation</li> <li>▪ Systems in place to accelerate learning, Eg: in house training, staff rewards and recognition and programs undertaken with educational institutions</li> <li>▪ Training and development opportunities for staff, Eg: on-the-job learning, in house training, eLearning and opportunities to increase qualifications for staff</li> </ul>
<b>Manufacturing</b>	<p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Export record</li> <li>▪ Enabling technologies used</li> <li>▪ Innovation in manufacturing</li> <li>▪ Quality management</li> <li>▪ Sustainable practices</li> <li>▪ New processes, products, equipment or markets developed</li> <li>▪ Produce and promote high quality product</li> <li>▪ Develop and expand distribution channels</li> </ul>
<b>Professional Services</b>	<p>Awarded to a business that can demonstrate outstanding service in their profession. This category is open to businesses providing professional or commercial services to individuals or businesses including, but not limited to:</p> <ul style="list-style-type: none"> <li>▪ Legal services</li> <li>▪ Consultants</li> <li>▪ Business and personal development services</li> <li>▪ Architectural services</li> <li>▪ Marketing/Advertising agencies</li> </ul>

<b>Retail</b>	<p>Recognises and rewards successful retail businesses that make a real impact in their community and stand out in their retail category.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Build business and community relationships (including customers) to thrive among big players in a highly competitive environment</li> <li>▪ Provide excellent and consistent customer service</li> <li>▪ Leadership and adoption of the use of new and emerging marketing strategies i.e. social media, online sales</li> <li>▪ Have implemented a multi-channel retail strategy to grow and develop the business</li> </ul>
<b>Small Business</b>	<p>Recognises and rewards small businesses that deliver across a range of criteria.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Creation of new job opportunities within Hume City</li> <li>▪ Deliver excellent customer service</li> <li>▪ Have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application resulting in an economic, environmental, educational and/or social benefit</li> </ul>
<b>Startup</b>	<p>Recognises Startup businesses that deliver across a range of criteria.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Must be operational for a minimum of 12 months and no longer than 3 years</li> <li>▪ Employs less than 5 employees</li> <li>▪ Intend to grow beyond the single owner</li> <li>▪ Effectively developed and validated a sustainable business model</li> <li>▪ High impact potential that uses innovation</li> </ul>
<b>Visitor Economy - Hospitality</b>	<p>Recognises Visitor Economy hospitality businesses that offer food and beverage services to the public including restaurants and cafes.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Consistently delivers high quality food and beverage experiences, excellent customer service and maintains a consistent quality and standard in food service in an enjoyable, clean and comfortable atmosphere</li> <li>▪ Innovative marketing strategies to reach existing markets and attract new customers</li> <li>▪ Job creation and sustainability</li> <li>▪ Sustainable food practices</li> </ul>
<b>Visitor Economy - Tourism</b>	<p>Recognises businesses that contribute to the Visitor Economy including growing product, visitation and yield for a sustainable tourism industry. Examples include attractions, accommodation providers, public events and festivals, venues, markets, and wineries.</p> <p>Demonstrated success:</p> <ul style="list-style-type: none"> <li>▪ Significantly contribute to tourism products and experiences within the municipality</li> <li>▪ Create substantial economic impact and jobs growth within Hume City</li> <li>▪ Position Hume as an ideal visitor destination, driving visitation, spend and dispersal</li> <li>▪ Leadership in marketing their product/service to intrastate, interstate and international visitors</li> <li>▪ Creates innovative and unique visitor experiences with planning for future growth</li> </ul>