

The judges decision will be final and no correspondence will be entered into. Nominations are strictly confidential. All enquiries to Alison Doherty 0403 889 559 Elsternwick Mainstreet Committee.

## PRIZES:

There are over \$10,000 worth of fabulous prizes to be won!

### 1. BUSINESS COMPETITION

The winners of the 3 categories will each win:

1. 12 month membership to the Lifestyle Fitness Centre, Glenhuntly Road valued at \$799.
2. 1 nights accommodation in the Crowne Plaza, Melbourne valued at \$200
3. Financial Services Package from ANZ BANK, a fee free Business Account for one year (worth \$120) and a Business Review with the Small Business Specialist.
4. A Glen Eira Council Business Event Package to the value of \$100 allowing access to seminars, workshops and networking events.

THE OVERALL 'BEST BUSINESS' WINNER will also receive:

1. Graphic Design Package from Ivory Design valued at \$500
2. ANZ Financial Plan Fee Voucher to the value of \$550
3. \$500 Elsternwick Dollars
4. Visual Merchandising Display from J.C Design valued at \$250
5. Car Service from Brighton Tyre Services to the value of \$225

### 2. CUSTOMER SERVICE COMPETITION

The winners of the 3 categories will each win:

1. 12 month membership to the Lifestyle Fitness Centre, Glenhuntly Road valued at \$799
2. 1 nights accommodation in the Crowne Plaza, Melbourne valued at \$200
3. Pair of sunglasses from Rimoptics valued at \$150
4. 5 Double passes for the Classic Cinema valued at \$175
5. Coles Elsternwick Voucher valued at \$50

The OVERALL CUSTOMER SERVICE WINNER will also receive:

1. \$1200 voucher from Hugo Boss for ladies or gents clothing.
2. ANZ Financial Plan Fee Voucher to the value of \$275.

## SPONSORS:

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A project of  
Elsternwick  
Mainstreet  
Committee

elsternwick  
BUSINESS  
EXCELLENCE  
AWARDS09

There are 2 separate competitions:

### 1. BEST BUSINESS

### 2. BEST CUSTOMER SERVICE

## WHO CAN ENTER?

Businesses and employees who are members of the Elsternwick Mainstreet Marketing Program ie; all businesses located along Glenhuntly Road between the Elsternwick Train Station in the west and Shoobra Road in the east, including all side streets and upper floor businesses.

## WHO CAN NOMINATE?

Employees can be nominated by a work colleague, the employer or the public. Businesses can self nominate or be nominated by the public. However, multiple nomination for either competition will have NO impact on the judging.

Closing date for nominations is 19th June 2009.

Winners will be announced at a Gala Awards night at the Florian Function Centre, 35 – 37 Clarence Street, Elsternwick on 7th September at 6.30pm.

The Elsternwick Mainstreet Committee is committed to encouragement of good business practice. These Awards are aimed at supporting local, small businesses and rewarding high standards.

# BEST BUSINESS AWARD

Businesses will be judged on external and internal factors including signage, visual merchandising, presentation, pricing information, appearance of staff, customer service, staff management, product quality, business successes, profile and business planning. Businesses must have been operating under the same owner for more than 18 months (at the time of the launch of competition).

## **THERE ARE 3 CATEGORIES:**

There will be a winner for each category plus an OVERALL BEST BUSINESS.

### **The categories are:**

- 1. RETAIL** (includes Supermarkets)
- 2. PROFESSIONAL SERVICES** ie. Financial/Optical/Medical/Beauty/Dry Cleaners/Travel
- 3. FOOD, HOSPITALITY & LEISURE** ie. Café/Restaurant/Take Away/Bakery/Cinema

### **The judging process will be:**

1. Following the initial nomination, the business will be sent a detailed application form to complete and return.
2. A photographer will visit every nominated business to take some internal and external photos.
3. A mystery shopper will visit every nominated business and complete a scoresheet.
4. The independent judging panel will meet to look at all the information that has been gathered and shortlist to a minimum of 4 businesses in every category.
5. The shortlisted business owners/managers will be interviewed and a second mystery shopper visit will take place. From this information the judges will make their decision.
6. Winners of the awards will be announced at the Gala Awards Night on 7th September 2009.

# CUSTOMER SERVICE AWARD

This is a prize for an individual employee or a business owner who offers excellent customer service. It will be judged on appropriate appearance, customer service and product knowledge.

## **THERE ARE 3 CATEGORIES:**

There will be a winner for each category plus an OVERALL WINNER.

### **The categories are:**

- 1. RETAIL** (includes Supermarkets)
- 2. PROFESSIONAL SERVICES** ie. Financial/Optical/Medical/Beauty/Dry Cleaners/Travel
- 3. FOOD, HOSPITALITY & LEISURE** ie. Café/Restaurant/Take Away/Bakery/Cinema

### **The judging process will be:**

1. Following the initial nomination, the person who nominated will be asked to submit some further information about the nominee.
2. A photographer will visit every nominee to take their photos (to assist the judging process).
3. A mystery shopper will visit every nominee and complete a scoresheet.
4. The independent judging panel will meet to look at all the information that has been gathered and shortlist to a minimum of 4 nominees in every category.
5. The shortlisted nominees will be interviewed in their workplace and a second mystery shopper visit will take place. From this information the judges will make their decision.
6. Winners of the awards will be announced at the Gala Awards Night on 7th September 2009.

## **NOMINATION FORM FOR BUSINESS AWARDS**

(all questions must be answered)

NAME OF BUSINESS \_\_\_\_\_

ADDRESS OF BUSINESS \_\_\_\_\_

NAME OF BUSINESS OWNER/MANAGER \_\_\_\_\_

PLEASE NOMINATE WHICH BUSINESS CATEGORY or CATEGORIES

\_\_\_\_\_

NAME & TELEPHONE DETAILS OF PROPOSER \_\_\_\_\_

\_\_\_\_\_

RELATIONSHIP TO BUSINESS NOMINATED  Customer  Employee  Business Owner

Complete and return to: ELSTERNWICK BUSINESS EXCELLENCE AWARDS  
PO BOX 197, ELSTERNWICK 3185 OR TO THE COLLECTION BOX  
AT ANZ OR CLASSIC CINEMA, ELSTERNWICK by 19th June 2009.

## **NOMINATION FORM FOR CUSTOMER SERVICE AWARDS**

(all questions must be answered)

NAME OF BUSINESS \_\_\_\_\_

ADDRESS OF BUSINESS \_\_\_\_\_

NAME OF BUSINESS OWNER/MANAGER \_\_\_\_\_

PLEASE NOMINATE WHICH BUSINESS CATEGORY or CATEGORIES

\_\_\_\_\_

NAME & TELEPHONE DETAILS OF PROPOSER \_\_\_\_\_

\_\_\_\_\_

RELATIONSHIP TO PERSON NOMINATED  Customer  Employee  Business Owner

Complete and return to: ELSTERNWICK BUSINESS EXCELLENCE AWARDS:  
PO BOX 197, ELSTERNWICK 3185 OR TO THE COLLECTION BOX  
AT ANZ OR CLASSIC CINEMA, ELSTERNWICK by 19th June 2009.