

SUNSHINE COAST BUSINESS
AWARDS

Written Application
Questions 2025



CORAGGIO
COURAGEOUS OBJECTIVE ADVICE



2025 SCBA Written Application Questions

Please use this document to draft your responses to the Sunshine Coast Business Awards application questions. Once you are ready to submit you can copy-and-paste your responses into the online application form on [Award Force](#).

All applications for the Sunshine Coast Business Awards **must** be submitted online via <https://enter.sunshinecoastbusinessawards.com.au>

There are 10 questions. Each question is worth 10 points.

PART 1 - What do you do? (10 points)

1.1 Describe your business (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- What you do?
- What problem, market gap or customer need you are seeking to address through your business or products?
- What key goals and strategies you are using to address this problem?
- What drives success in your business?
- What the key risks are and how you manage these?
- What opportunities you see for your business in the future?

Export category applicants should also include:

- What countries do you export to?
- What percentage of your revenue is derived from your export activities?

300 Words

PART 2 - How do you do it? (40 points)

2.1 Describe the products/services you offer and demonstrate how you market these. (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- Your target markets and the products or services you offer to each market.
- What are your unique selling points.
- Demonstrate how you communicate these to your target markets i.e. marketing strategies you have implemented etc.
- How you use your own and regional marketing plans to support your business success.
- How your marketing or media coverage helps raise the profile of the region.

Export category applicants should also include:

- How you target or enter new export markets
- How you expand or grow in existing export markets

300 words

2.2 How do you develop and enhance your business relationships with your customers? (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- What you know about your customers and how this helps to refine or market your products/services.
- How you use customer feedback to shape how you grow your business or products/ services.
- How you measure customer satisfaction and identify areas for improvement.
- How you ensure staff maintain your customer service standards.
- How you tailor your product/services for customers with specific or special needs.
- How your approach to marketing and advertising different or unique?

Export category applicants should also consider:

- How you adapt or adjust your business practices to work internationally
- How you modify your approach to business and customer relations to align with diverse cultural expectations

300 words

2.3 How do you foster a positive team culture? (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- How you challenge and motivate yourself and your team.
- How you celebrate achievements and milestones in your business.
- How you involve your team in decision making and product refinement and development decisions.
- How you measure team culture and performance.
- How have the above strategies worked to improve your business.

Export category applicants should also include:

- How do you support international staff and teams?

300 words

2.4 How do you innovate in your business? (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- How you use customer feedback and staff insights along with research, analysis and development to build the product base and grow your business.
- How you create new products, processes or services.
- How you develop or enhance technology, processes or systems to improve your business.

Export category applications should also include:

- How do you innovate to address cultural sensitivities in marketing, branding, product design or service delivery?

300 words

PART 3 - What are your results? (30 points)

3.1 What is the economic impact of your business? (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- Specific ways in which your business contributes to growth of the Sunshine Coast regional economy including the number of people you employ.
- Collaborations and joint-ventures that create new opportunities and markets to grow the region's economy.
- Your investments in suppliers, products, other businesses and services in the region.
- The value of import/export to and from the region.
- How you increase profitability of regional supply chains and value chains.

300 words

3.2 What is the social impact of your business? (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- The social benefits your business generates for the Sunshine Coast and contributes to improvements in people's lives including:
 - Wellbeing
 - Lifestyle
 - Culture
 - Diversity
 - Inclusion
 - Accessibility
 - Mentorship and education
 - Philanthropy

Export Category should include:

- Social and cultural benefits of your international trade for the Sunshine Coast
- Social benefits for people in the countries you export to

300 words

3.3 What is the environmental impact of your business? (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- How you reduce the environmental impact of your business considering:
 - Energy and water efficiency
 - Recycle, re-use, reduce, repurpose
 - Waste reduction
 - Transport and travel
 - Sustainability strategies
 - Environmental footprint
 - Vehicles, plant and equipment
 - Carbon emissions
- How your customers/partners know you are working to manage your environmental impacts.

Export Category should include:

- How you reduce environmental impacts in the countries you export to

300 words

PART 4 - Why are you exceptional? (20 points)

What set you apart from your competitors? (10 points)

Using dot points and focusing on key details, your response should describe and demonstrate:

- What is distinctive about your business that enables you to stand out from the crowd.

- Why your business, products or services are more meaningful, impactful or important to your customers and partners.
- How you are exceptional in your field.
- How your business, products or services are:
 - Better, smarter, faster
 - More reliable
 - More effective or efficient
 - More desirable
 - More accessible
- How you engage with or utilise
 - A specific niche or need
 - Support for a cause
 - 'Surprise and delight' strategies
 - Exceptional service practices
 - Special source materials
 - A new or trusted technology
 - Being the first or only
 - Handcrafting or customisation

Has your business won any prizes, development grants or other awards in the past 12 months?

300 words

4.2 Why should you be Business of the Year? (10 points)

The emphasis here is different from the previous question. Focus on how your business excellence draws attention to the broader Sunshine Coast region as a thriving business community. A great place to live and work.

Using dot points and focusing on key details, your response should describe and demonstrate:

- What it is about your business that demonstrates how your striving for excellence makes a meaningful contribution to the region.
- Why being a Sunshine Coast business creates value for you, your customers and staff.
- How you add value to the Sunshine Coast region and Business community.
- How your commitment to excellence and customer satisfaction is worth celebrating.
- How your story adds to the reputation of the Sunshine Coast.
- What achievements in the past 12 months are you most proud of.
- What is your most significant contribution to the region in the past 12 months.

Export category should include:

- Any outstanding collaborations or national/international partnerships that attract new investment in the region.

300 words

Sustainability (Optional)

Please note this is an optional category that can be added to your application for another award category. If you do not wish to enter this category, this will NOT impact your application within your nominated category.

Q1. Describe your sustainability goals and the impact you are seeking to have in your business, market and with customers? (10 points)

GUIDANCE: This should include your Sustainable Innovation: including how you are bringing innovation or radical new thinking/ways of operating into to deliver sustainable practices in your business.

300 words

Q2. What are the key policies and practices your business is implementing to deliver your sustainability objectives? (10 points)

GUIDANCE: This could be in waste management, circular economy practices, business/manufacturing processes, sustainable transport initiatives for staff, energy activities that reduce emissions.

300 words

Q3. What are the indicators/measures you use to track the impact of your sustainability initiatives and what achievements have you had by improving sustainability practices in your business? (10 points)

GUIDANCE: Detail your KPI's in relation to sustainability and how you are performing against these measures compared to targets and compared to competitors and/or industry expectations and what impact this has had on your bottom line/success?

300 words

All the best with your application

If you have any questions, please contact the Awards Coordinator:

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