



COFFS COAST BUSINESS AWARDS 2023 - ENTRY QUESTIONS

Category – EXCELLENCE IN INNOVATION

You will be required to provide a 100 word biography for your business to be used for promotional purposes. As well as provide contact details and some information about the business, such as registered ABN, address etc.

Excellence in Innovation

The Excellence in Innovation Award recognises a business that has implemented innovative solutions for new and existing business needs through the introduction or improvement of a product, technology, or application that impacts the wider community.

Entry criteria

Entrants are required to demonstrate their achievements over the past 12 months across the key area of innovation.

Award eligibility check box

- ✓ The business has been trading for a continuous period of two or more years and is not bankrupt or trading insolvent at the time of entry.

Questions

1. Outline the innovation implemented in your business and how it has addressed a new or existing business need. Maximum word count: 200
2. Describe why the innovation is unique within your industry and how it differentiates your business from its competitors. Maximum word count: 300
3. Describe how the innovation was received by the market and external stakeholders. Maximum word count: 300
4. Demonstrate how the innovation has or is likely to have a positive impact on the community. Maximum word count: 400
5. Provide measurable evidence of how the innovation has improved business operations, driven growth and contributed to the success of your business. Maximum word count: 400

- Once you have answered these questions go to the application 'enter now' section of the website and follow the instructions.
- You will use your email account to upload your completed Entry Forms.
- You must also submit 1 landscape image in JPG format.