



## **COFFS COAST BUSINESS AWARDS 2025 - 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.