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**SUNNYS BUSINESS AWARDS 2019 ENTRY FORM**

**Category – EXCELLENCE IN EXPORT**

* Aligned to NSW Business Chamber Awards

***Business Details***

*To be completed by all entrants including those entering into the individual categories*

1. Trading name:
2. Registered ABN:
3. How is your business structured?

Choose from drop down list - Choose an item.

1. Is your business classified as a not for profit?

 *Yes* [ ]  */ No* [ ]

1. Main office address:
2. Business trading commencement date:
3. What industry does the business operate in?

Choose from drop down list - Choose an item.

1. Number of employees on payroll in Australia.

 Choose from drop down list - Choose an item.

1. Is your business primarily business to business or business to consumer?

Choose from drop down list - Choose an item.

1. Please provide a 100 word biography for your business to be used for promotional purposes.
2. Please indicate the main reason/s you are entering into the Business Awards
* To raise the profile of my business
* To recognise my staff and our achievements
* To build business networks
* To reflect on the goals, strategies and vision that led to the success of your business and to use those insights to drive even greater success in the future.
1. Website:
2. Twitter:
3. Instagram:
4. LinkedIn:
5. Facebook:

***Contact Details:***

*To be completed by all entrants*

**Entry Contact Details:**

First Name:

Surname:

Position:

Email:

Phone:

Mobile:

**Media Contact Details**

**Tick box if same as above**

First Name:

Position:

Email:

Phone:

Mobile:

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***Business Performance – Not Compulsory – See Note Below.***

*It is recommended that this is completed by all* ***entrants except*** *those entering into the* ***Outstanding Young Employee****. For those businesses entering into the* ***StartUp Superstar*** *category you are only required to provide* ***12 months of financial data****. This section will assist the judges in determining and benchmarking your business. The information provided remains confidential and will not be used for any other purpose than judging these business awards and the awards program itself.*

1. **State your current assets and liabilities**

**Current Assets**

(Cash and other assets that are expected to be converted to cash within the next financial year)

**Current Liabilities**

(Amounts due to be paid to creditors within the next financial year)

1. Please provide the following figures for the last financial year and previous financial year.

**Net Sales** after the deduction of returns, allowance for damaged and missing goods and discounts for the current financial year

**Operating Expenses** incurred through normal business operations, excluding interest expenses.

1. Net Profit After Tax and Interest Expenses

**Please Note:** For the Sunnys Business Awards, you do not need to complete the ***Business Performance*** section if you feel the information requested is too sensitive – In some of the questions it asks about financials – you do not have to list specific ‘numbers / $$ amounts, you can use percentages – graphs – etc. we do not need your “net” value.

However, this award is an aligned award with the NSWBC – you will most likely have to provide this information if you are successful in getting through to the regional awards; the NSW Business Chamber would then contact you to discuss in further detail if required.

***Excellence in Export***

**Description**

The Excellence in Export award recognises leading examples of businesses that are exporting their products internationally and are forging a strong reputation for Australian products and services in international markets. This applies to businesses that are exporting directly or through a third party.

***Award eligibility check box***

* The business has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.
* The business has been exporting for two years or more.

**Questions**

1. Summarise your measurable export success/es in the past 24 months. Maximum word count: 350
2. What is the competitive edge of your product/service in each of your export markets? I.e. How does your business differentiates its product / service from the competition and how are you maintaining / improving this advantage? Maximum word count: 400
3. Outline the key points of your international marketing strategy over the past 12- 24 months and what role it played in your company’s success. Maximum word count: 400
4. What strategies (communication/advertising/promotional/partnerships etc.) have you implemented to promote and sustain awareness of your brand/s in overseas markets in the past 12-24 months? Maximum word count: 400
5. Please state your total export earnings in each of your major overseas markets. Maximum word count 200.
6. What are your export earnings as a proportion of total sales revenue? Maximum word count:200

I declare that the information I have provided in this entry form is true and correct at the time of completing this form and that I agree to all conditions of entry listed under the “Conditions of Entry” section of the website. ([www.sunnysbusinessawards.com.au](http://www.sunnysbusinessawards.com.au))

Once you complete this form you should save it on your computer using the file name EXCELLENCE IN EXPORT. Then return to the Sunny’s Website [www.sunnysbusinessawards.com.au](http://www.sunnysbusinessawards.com.au)

* Go to the application upload section and follow the instructions.
* You will use your email account to upload your completed Entry Forms.
* You must also submit 4 high resolution landscape images in JPG format.

**Video options:**

To help you in making a video please see the video options section on the upload page

* ALL entries must submit a maximum 20 second video (in MP4 or MOV format). The video clip will be about your business, staff and tell your story as to your reasons for entering the category/s. The video clip and images will be seen by the judges and used as part of a multimedia presentation on the awards night.
* For each category you enter – you must submit a different video clip about your business, staff and tell your story as to your reasons for entering the category.