



City of Whittlesea Business Awards 2025

The City of Whittlesea Business Awards celebrates local business entrepreneurs, innovators, and dedicated professionals, showcasing the accomplishments of leading City of Whittlesea businesses across all industry sectors. The Awards provide a unique opportunity for businesses of all types and sizes to be acknowledged and recognised for their efforts, commitment, and successes.

The Awards are open exclusively for members of the Whittlesea Business Network.

There are seven award categories, each business can enter in one award category, these categories will be judged by a panel and the winner announced at the Awards night. In addition to the seven judged awards, the City of Whittlesea Business of the Year will be awarded to the highest scoring nomination across all categories.

Entries will open on Monday 3rd February 2025 at 9am and close on Friday 7th March at 5:00 pm.

Eligibility:

- A business must be a member of the City of Whittlesea Business Network to nominate
- Each business must have a valid ABN
- Businesses must be registered and/or operate from a physical location within the City of Whittlesea
- The Start Up category is only open to businesses that have been in operation for less than 24 months i.e., commenced operating between 1 January 2023 and 31 December 2024
- The business must hold all appropriate permits and licences; this includes but not limited to building, planning and health permits

Business not eligible to enter:

- In breach of any Federal, state/territory or local government law or regulation
- Have any outstanding debts owing to council
- Owned by a current employee or councillor of the City of Whittlesea
- Have any open or outstanding compliance matters with council
- Engaged as a direct supplier to the 2025 Business Awards program
- The primary operation relates to the sale of alcohol, tobacco and tobacco related products i.e., e-cigarettes, shisha, hookahs and pipes, gambling and electronic gaming machines

Nomination Conditions:

- A business can nominate in a maximum of one award category
- Complete all contact details on the nomination form
- Nomination in the City of Whittlesea Business Awards is free
- Once you submit your nomination, it cannot be edited. To make changes to a submitted nomination an entirely new nomination will need to be submitted
- Nominations must be prepared and submitted by the business. Nominations made by third parties on behalf of businesses will not be accepted
- Incomplete nominations will not be accepted
- For the purpose of the Whittlesea Business Awards 2025, the valid reporting period is 01 January 2024 – 31 December 2024. With the exception of the start-up category where



businesses must have commenced operating between 1 January 2023 and 31 December 2024

- Where a business operates from multiple locations, the nomination must reflect the initiatives carried out at the City of Whittlesea location
- The finalists and winners will be selected by a judging panel; the panel's decision is final.
- Nominations will be submitted through a Microsoft Forms online nomination form
- Nominations will be accepted from previous years award entrants, finalists and winners of the Whittlesea Business Awards however the nomination must reflect the valid reporting period
- By nominating you agree to have your business name and any photos or videos produced in relation to the awards used by City of Whittlesea for promotional activity. This may include but is not limited to print publications, City of Whittlesea website and social media channels
- The City of Whittlesea will not be liable for any action or claim arising from or in connection with this nomination and its assessment
- Finalists must commit to having at least one business representative or a proxy present at the award evening on Thursday 29th May 2025

Submitting a nomination

- Businesses can choose to nominate in one award category.
- Nominations are only valid if made through the nomination form available at www.whittlesea.vic.gov.au/BusinessAwards
- Once you submit your nomination you will be notified by an email confirmation, if you do not receive this email, please contact business@whittlesea.vic.gov.au or 9217 2170 to speak to the Economic Development Department.
- If you wish to use imagery or videos as part of your award nomination, please forward these to business@whittlesea.vic.gov.au with the subject line 'Business Award Nomination - your business name'

Nomination and Judging Process

- Each nomination will be assessed in the category entered however Council reserves the right to move a nomination to a more appropriate category without consultation
- Nominations for each category will be short listed, with up to four finalists selected
- A judging panel will assess the finalists for each category using a scoring matrix, with a winner determined by the highest score and announced at the Awards Night
- All businesses will be notified of the outcome for their nomination
- Finalists and Business Network members will be invited to the Business Awards evening
- City of Whittlesea reserves the right not to issue an Award in any given category if an appropriate winner cannot be deemed.

Scoring Matrix

Nomination responses will be scored the average across each criteria rated 1 to 5 as follows:

Score Rating	Score Justification
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5	Nomination meets criterion to a high level. A clear understanding of the assessment criterion is demonstrated and there are no further questions regarding how the nomination will meet the criterion.
4	Nomination meets criterion well, but a few details could have been a little more specific.
3	Nomination meets criterion, however there are still questions regarding the nomination.
2	Nomination largely fails to meet the criterion.
1	Nomination completely fails to meet the criterion.

Program Period

The award program commences on Monday 3rd February 2025 and concludes with the Business Awards night on Thursday 29th May 2025. Key dates in the program are as follows:

Nominations Open	Monday 3 February 2025
nominations Close	Friday 7th March 2025
Finalist Announcement	Tuesday 1 April 2025
Awards Night Event (Winners Announced)	Thursday 29 May 2025

The Award Categories

Category	
Customer Service	<p>Do you go above and beyond to create memorable experiences for your customers? Is your team dedicated to providing attentive, reliable, and responsive service?</p> <p>Customer service is the heart of every successful business. It's where trust is built, relationships are strengthened, and loyalty is earned. This category celebrates businesses that excel in delivering outstanding customer care, from quick response times to resolving issues efficiently and creating innovative ways to enhance the customer experience.</p>
Innovation and Enterprise	<p>Is your business breaking new ground with creative solutions, cutting-edge ideas, or unique ways of doing things? Are you driving change and leading the way in your industry with a spirit of innovation and a bold entrepreneurial mindset?</p> <p>Innovation is the engine that propels businesses forward, enabling them to adapt, grow, and thrive in a competitive world. This category celebrates businesses that aren't afraid to think outside the box, solve problems in inventive ways, and bring fresh ideas to life. Whether it's through new products, ground-breaking services, or streamlined processes, we want to hear about the innovations that set your business apart.</p>

<p>Sustainability and Environment</p>	<p>Is your business making strides towards a more sustainable world? Do you prioritise eco-friendly practices, reduce waste, conserve resources, or engage the community in environmental initiatives? This category recognises businesses that are paving the way in environmental stewardship. Whether you're innovating to lower your carbon footprint, embracing sustainable sourcing, or leading by example in your community, your efforts matter! Sustainability isn't just a goal; it's essential to the future of our community, our local economy, and our planet.</p>
<p>Community Contribution</p>	<p>Is your business making a positive impact in our local community? Do you prioritise hiring local people, collaborate with fellow businesses, or support local causes through donations or volunteer work? Supporting the local community is more than just good business—it's about strengthening the fabric of our local economy and creating a thriving, connected, and resilient community. This category celebrates businesses that go above and beyond to make a difference, whether through providing local jobs, partnering with other businesses, or leading community initiatives that have a lasting impact.</p>
<p>Workplace Diversity</p>	<p>Is your business leading the way in fostering a diverse and inclusive workplace? Do you take pride in creating opportunities for people from all priority groups, jobseekers or the LGBTQIA+ community? A diverse and inclusive workplace strengthens not only individual businesses but the entire community. Embracing diversity means embracing new perspectives, fostering innovation, and creating a fairer and more equitable society for all. This category recognizes businesses that are committed to supporting diversity within their workforce and engaging with the wider community through meaningful partnerships and initiatives.</p>
<p>Small Business</p>	<p>Are you running a thriving business from the comfort of your home or a small business with up to five employees? This award celebrates sole traders and registered businesses with up to five employees whose primary workplace is the owner's home, co-working space, mobile operator or commercial premises. The Small Business Award shines a spotlight on those who have turned the challenges of working from home or in a small business into opportunities for excellence. Showcase your success in the areas of Customer Service, Innovation and Enterprise, Sustainability and Environment, Community Contribution, and Workplace Diversity.</p>
<p>Start Up</p>	<p>Are you a new business that's making waves with a fresh idea, a ground-breaking product, or a unique business model? Is your entrepreneurial journey marked by rapid growth, creative problem-solving, and a passion to disrupt the market?</p>

	<p>This category celebrates the bold spirit of start-ups that dare to dream big and make a difference. Whether you're transforming an industry, filling a gap in the market, or delivering exceptional value to your customers, we want to hear your story. This is your chance to showcase your innovation, growth, and potential as a newcomer in the business world.</p>
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