



## 2025 IWIB Businesswomen's Awards

### APPLICATION FOR

## 2025 IWIB Outstanding Customer Focus

Proudly sponsored by



### Presentation at the IWIB Businesswomen's Awards Lunch

11.00am - Friday, 2<sup>nd</sup> May 2025

At City Diggers Wollongong

Applications are now open for the Illawarra Women in Business Businesswomen's Awards 2025!

**Illawarra Women in Business** is proud of the achievements of women in the local business community, and wants to recognize and celebrate their success through these Awards.

Entering awards are a vital part of your personal and professional development and gives those entering the opportunity to analyse themselves and their business – which in turn can help you develop professionally.

The awards are open to ALL businesses in the \*Illawarra (which are either owned or operated by a female or are a female friendly working environment) that best demonstrates energy, vision, as well as a tangible business success and is an Australian registered business, company or organisation. This includes partnerships, franchises, community organisations, registered charities, commonwealth & state government departments, agencies and local government bodies.

The award will be presented at a celebratory Lunchtime event held on Friday 3<sup>rd</sup> May 2025 and all **finalists must attend this event.**





**1. CATEGORY ENTERING** (please include this page as **page 1** in your application)

**IWIB Customer Focus Award 2025**

*proudly sponsored by **Commonwealth Bank***

IWIB Customer Focus Award recognises those constantly striving to exceed customer expectations.

This award recognises businesses that go above and beyond for their customer, have displayed initiative and innovation, drive repeat business, measure customer satisfaction and have found new ways to reward customers. Applicants for this category can come from any industry sector but should display an exceptional understanding of customer service with proven results and must be able to provide examples.

This award celebrates organisations that have enhanced their prospects and profitability by putting the customer at the heart of its business.

**2. DETAILS OF APPLICANT**

Applicants Surname:

Applicants First Name:

Company Name / Name of Business:

ABN:

Business Address:

Position in Business:

Email Address:

Applicants Phone Number:

Referee 1

Name:

Business Name:

Phone Number:

Referee 2

Name:

Business Name:

Phone Number:



**Commonwealth Bank**



**3. DECLARATION** (please include the signed declaration in your application/nomination)

*I, being ( \_\_\_\_\_ ), warrant that the information provided is true and correct as at the time of completing this nomination. I understand and abide by the rules as stated on this entry form I agree to abide by the conditions of entry as stated.*

***Signature of Applicant:***

***Date***

***Signature of Business Owner or CEO:***

***Date***

## 4. QUESTIONS TO BE ANSWERED IN YOUR APPLICATION

(please answer each question on a separate page – include the question and question number at the top of each page and each question has a **maximum word count of 400 words**)

1. Provide a general overview of your business, including a brief history and summary of your current operations
2. Describe your products and/or services. What makes your business unique and sets you apart from your competitors?
3. How do you maintain a happy staff – as they say happy staff means happy customers.  
**OR** if a sole trader – how do you maintain a work / life balance when running your business and juggling everything else in life.
4. How does your staff contribute to the high level of customer satisfaction in the business.  
**OR** if a *sole trader* –  
List your key priorities ensuring customer satisfaction is always met.
5. How do you deal with negative customer feedback in your business.
6. What processes do you have in place to measure customer satisfaction.
7. What strategies does your business use to create and retain loyal customers?
8. How will these awards affect your business if you won this category?

## HOW WE NEED YOU TO PUT YOUR APPLICATION TOGETHER:

Please put your completed Application together in the following order:

- ✓ **Category Entering** (No. 1 of this application) as your Front page
- ✓ **Completed Applicant Details** (No. 2 of this application)
- ✓ **Declaration completed** (No. 3 of the application)
- ✓ **Your Answers to Questions 1 – 8** (No. 4 of this application).  
Each question is to be on a separate page with a maximum 400 word count per question – include the question you are answering at the top of each page with the question number
- ✓ The full application must be emailed (**one complete application in ONE PDF FILE**) email to [events@iwib.com.au](mailto:events@iwib.com.au))
- ✓ You will receive confirmation of receipt of your application by email, within **48hours**. If you do not receive this confirmation, email us at [events@iwib.com.au](mailto:events@iwib.com.au)
- ✓ You may include an index & testimonials
- ✓ **Do not** email newspaper clippings & articles – bring these with you to the interview with your judges.

All entries must be EMAILED to [events@iwib.com.au](mailto:events@iwib.com.au) in **ONE PDF FILE** – to be received before 5pm Monday 3<sup>rd</sup> March 2025 deadline.

No entries will be accepted after this date.

## JUDGING

- ✓ All applicants will be notified within one week after 3<sup>rd</sup> March 2025 and advised if they have made it to a shortlist of finalists.
- ✓ All shortlisted finalists will be asked to a judging day. Your category Judge will contact you regarding the date & time.
- ✓ The winner will be announced at the IWIB Business Women's Awards Day on Friday 2<sup>nd</sup> May 2025
- ✓ A Judging Panel made up of well respected and experienced members of the Illawarra business community will judge the awards. Two (2) judges will conduct the interviews with the successful candidates who reach this stage.
- ✓ **All finalists are to attend the Awards Presentation on Friday 2<sup>nd</sup> May 2025.**

## Terms and Conditions

- Entries for the 2025 Awards are now open
- All entries must be emailed to [events@iwib.com.au](mailto:events@iwib.com.au) in **ONE PDF FILE** to be received before **5pm Monday 3<sup>rd</sup> March 2025 deadline.**
- No entries after this date will be accepted.
- You will receive confirmation of receipt of your application by email, within 48hours. If you do not receive this confirmation, email us at [events@iwib.com.au](mailto:events@iwib.com.au)
- The IWIB Business Women's Awards are free to enter and open to any female over the age of 18 provided they operate or work as an employee in a business located in the **\*Illawarra**.
- IWIB defines the **\*Illawarra** area to cover the local governments of Wollongong, Shellharbour, Kiama, the Shoalhaven & Camden LGA's. Applicants must conduct their business in one of these areas of local government.
- The business can be a sole trader, a private or public limited company, a partnership or limited liability partnership, a business unit within a company or a not-for-profit organisation. Businesses can operate in any trading sector.
- **It is a condition that entrants must declare** whether they, or the business they represent, are involved in (or could be involved in) any dispute or judgement that could in any way significantly interfere with the proper conduct of the Illawarra Women in Business Businesswomen Awards.
- Responsibility within the scope of these conditions cannot be accepted for any failure of confidentiality. Entrants will be expected to protect those aspects of their business that may be patentable, registerable or otherwise secret and governed by intellectual property, copyright or similar legislation.
- All information provided will be considered as confidential by Illawarra Women in Business and will only be accessible to the directors of Illawarra Women in Business and to the Judging Panels. Judges will observe the requirements of confidentiality and will declare any possible conflict of interest.
- Winners may refer to the competition in their own publicity material following approval by the organisers of such material.
- By entering the competition, applicants agree that their name may be held on an awards database.
- By entering the competition, applicants agree that their name and photo may be used in any future promotion of IWIB and similar IWIB awards, and used in any media releases associated with IWIB
- There can be no appeal against the decisions of the judges and these decisions must be accepted as final in respect of all matters concerning the Illawarra Women in Business Businesswomen Awards, including the interpretation of the conditions of entry.
- All applications will be destroyed 3 months after the Awards Day
- No correspondence will be entered into

## **WE THANK YOU FOR YOUR APPLICATION**

*The IWIB Businesswomen Awards 2025 are an initiative of Illawarra Women in Business.*

*We thank you for entering the awards and wish all candidates the best of luck!*

### ***PLEASE NOTE***

*All completed applications must be **emailed** to [events@iwib.com.au](mailto:events@iwib.com.au)*

*Application must be in **ONE PDF file***

*to be received before **5pm Monday 3<sup>rd</sup> March 2025***

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