



HKABA

HONG KONG-AUSTRALIA
BUSINESS ASSOCIATION

NSW Chapter
Business Awards

SUBMISSION FORM

2011

INTRODUCTION

The annual NSW Chapter Business Awards is designed to provide recognition and incentive to NSW individuals and companies who strive for excellence in all aspects of international trade between NSW and Hong Kong SAR/China. The Business Awards has become a prestigious event within the NSW business community since its inception in 2000.

JUDGING CRITERIA

The independent judging panel is chaired by The Hon. Sir Laurence Street AC KCMG QC. The panel comprises the representative of the NSW Government with other professionals and industry heads from Hong Kong Trade Development Council, Austrade and HKABA NSW Chapter 2011- 2012 Platinum Sponsors.

Aspects that the judges focus on strongly include:

- Professional approach to business practice
- Proportion of import/export turnover
- Contribution to industry and society
- Standard of marketing strategies
- Level of innovation and creativity
- Presentation
- Consumer/environmental contribution of products/services

Judges decision will be final and no correspondence will be entered.

ELIGIBILITY

Entrants must meet the criteria below to be eligible to enter the awards:

- Business related activity to/from NSW, Hong Kong SAR/China;
- Winners from previous years are eligible to reapply;
- Entrants or their agents must maintain a business office in NSW;
- Government departments are not eligible;
- 2011 Business Awards sponsors are not eligible;
- Individual committee members of the HKABA NSW Chapter are not eligible to enter.

COMPLETING THE SUBMISSION FORM

All questions are compulsory except those marked 'optional';
Lengthy descriptions/comments should be provided on separate A4 sheets;
Additional information such as client/customer testimonials, independent reviews, case histories, advertising, catalogues, photographs or current promotional and marketing material (such as brochures, product samples) and other awards won, should be securely bound to the submission form and forwarded with the submission; a loose copy is also preferred for photocopy purposes.

THE CATEGORIES

This year, entrants will be competing in the following categories and for a Grand Award:

- Export of Goods / Services Award - for achievement in the export of goods / services by an organisation within New South Wales
- Import of Goods / Services Award - for achievement in the import of goods / services by an organisation within New South Wales
- Creative SME - for a creative and dynamic organisation, with a turnover of less than \$10 million per annum within New South Wales
- Contribution to Industry - for achievement through their global contribution to industry by an organisation within New South Wales
- Grand Award - acknowledges the overall best category winner from the above categories

You are also invited to attend the grand finalé at the Business Awards Gala Dinner presentation ceremony on Friday 14 October 2011.

CONFIDENTIALITY

Any information provided in this submission form will only be used for the purposes of judging and will be treated as commercial in confidence by the organisers of the Hong Kong-Australia Business Association NSW Chapter 2010 Business Awards. None of this information will be published without the expressed permission of the applicant and any promotional information or extract will be cleared with the entrant before publication.

CLOSING DATE FOR ENTRIES

The closing date for entries is Friday 5th August 2011.
The completed submission form with all additional information should be returned to HKABA on or before Friday 5th August 2011 to:
Hong Kong-Australia Business Association NSW Chapter
Level 3, Hong Kong House,
80 Druiett Street, Sydney, NSW 2000
For sponsorship opportunities and entry enquiries, please contact:
Ms Selina Sun, Executive Officer, HKABA NSW Chapter
Tel: (02) 9267 3158 Fax: (02) 9261 8966
Email: hkaba_nsw@hktcdc.org

SUBMISSIONFORM

1. Contact details of person submitting:

First Name _____ Last Name _____

Job Title _____

Business Name _____

Business address _____

Suburb _____ Postcode _____

Phone _____ Fax _____

Email _____

Website (optional) _____

2. Tick awards categories (you may enter multiple categories):

- Export of goods Import of goods
 Export of services Import of services
 Creative SME Contribution to Industry

3. A short editorial on your core business (250 words max.; may be used in HKABA media/promotions):

4. A brief explanation of why your business should win this category (500 words max.):

5. List your major achievements (250 words max.):

6. Please state your annual turnover or percentage of growth for the past 1-2 financial years:

2008-2009 \$ _____ or _____ %
2009-2010 \$ _____ or _____ %

7. Total number of employees:

- <5 5-20 20-50 50-80 >80

8. Industry type (e.g. retail, health, manufacturing):

9. How did you hear about the HKABA NSW Chapter Business Awards?

- HKABA event
 HKABA website
 Past entrant into the HKABA NSW Chapter Business Awards
 Recommended by HKABA members
 Through newspaper/magazine/radio
 Via sponsor notifications

Other: _____

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