

## FREQUENTLY ASKED QUESTIONS

### FREQUENTLY ASKED QUESTIONS

#### **Do I have to be a member of the CBWC?**

No. All categories except for the Jean Skea Memorial Encouragement Award are open to Non-Members and Members of the CBWC. To be eligible to win the Jean Skea Award you need to be a member of the CBWC.

Independent Judges (not CBWC Committee) who are considered industry and business leaders are invited to be the Judging Panel for the Awards. The panel of judges is confidential until the Cocktail Party where they are invited to meet with applicants for the first time.

In October, each finalist is given a hour with a judging panel of between 3 to 4 judges to present a 3 minute Business Exposé then answer a series of questions related to the submission criteria.

The judges are managed by a Chairing Judge who oversees the judging process. All decisions are strictly confidential and not told to the CBWC Committee until the announcement at the Awards Gala Ball.

The Chairing Judge works confidentially with certificate and trophy suppliers to have names on trophies for the evening. All judges and suppliers involved in the Awards sign confidentiality documents.

## LETTER FROM THE PRESIDENT

Congratulations,

You have been nominated to become a CBWC Business Woman of the Year by a colleague or friend.

You are about to embark on an incredible professional journey. One that will inspire you, encourage and challenge you.

Enclosed is a Submission Kit that explains all you need to know about the Award Process. It outlines exactly what you need to know, what you need to submit and how, by when and to whom.

This is a fabulous opportunity to showcase your talents and achievements and a chance to illustrate your professional business and leadership acumen. We do hope you seize this moment and leap forward into the process.

The CBWC Awards Committee are here to help you and I will walk you through the process week by week by sending you a personal email full of tips and handy thoughts.

It is not everyday you are noticed as a woman of business and leadership substance. So go on - don't be shy.... 'Back yourself' and enter a Submission.

The CBWC Board is here to support you through the Awards Campaign.

For those of you planning to enter, all the very best and I look forward to encouraging you along the way. For those of you who want to enter at another time, thank you for considering this opportunity and we wish you the very best in your business and leadership endeavours.

Yours in business

Andrea Jackson  
**President**  
CBWC Inc

The Cairns Business Women's Club, is a non profit organisation, and is the premier women's networking club in Cairns.

Launched in October 1984, it continues to bring business women together to offer mutual support, inspiration, advice & assistance through its monthly lunches & annual awards.

## HISTORY OF THE AWARDS

### 2.0 - HISTORY OF THE AWARDS

The Cairns Business Women's Club Annual Awards commenced in 1985 and continues to grow from strength to strength.

Each year the Cairns Business Women's Club seeks to recognise the exceptional skills of women in business and corporate leadership from the Cairns region and the contribution they make to the community as a whole. The Awards are open to both members and non-members.

Since the first Awards were held in 1985, top business women from a diverse range of industries and across the region have been participating in this program. Many of these business women are ordinary people who rarely pause to consider the extra-ordinary things they do in their daily lives. These business owners and corporate leaders stand out from the crowd and step up to be recognized for their skills and contribution to their business and the community.

The Club's annual awards have now become one of the most recognised and sought after 'badges of honour' in the Cairns business community. Traditionally held in the second half of the calendar year, the awards include:

- **Business Woman of the Year (Business Owner)** - to acknowledge those who own and work their own business; for their outstanding skills and contribution to business and the business community.
- **Small-Business Woman of the Year**—To encourage those who own and manage their own small business of 1 to 5 employees; for their outstanding skills and contribution to their business.
- **Manager-in-Business Woman of the Year** - to acknowledge women in the corporate sector for their outstanding skills and contribution to business as an employee
- **Young Female Entrepreneur of the Year**—to encourage entrepreneurial women of the next generation. Open to young women under 30 who have started a business. who have taken a significant step into business within the last 2 years. The business needs to have been trading for a minimum of 1 year.
- **New Directions in Business Woman of the Year** - to recognise women with business and management experience who have recently made a significant change in direction. To recognise women over 45 who in the past two years have had to start their career again and have done so by starting their own business.
- **The Jean Skea Memorial Encouragement Award** - special recognition granted at the discretion of the judges and is open only to members of the club.

The Awards recognise the enormous contribution women give to the business community, and allows them the opportunity to showcase their talents and achievements. The number of women being nominated has increased substantially over recent years, which in turn generates greater awareness, sponsor support and media attention.

### 2.1 - ABOUT THE AWARDS

#### RATIONALE FOR THE AWARDS

Each year the Cairns Business Women's Club seeks to recognise the exceptional skills of Cairns business women and the contribution they make to the business community through the annual Cairns Business Women's Club Awards.

#### ABOUT THE AWARDS

There are five categories with **two major categories**: Business Owner and Small Business Owner; and **three distinction categories**: Manager-in-Business, Young Female Entrepreneur and New Direction in Business categories

##### ● **CBWC Business Woman of the Year Award**

To acknowledge those who own and manage their own business of 6+ employees; for their outstanding skills and contribution to their business and the business community.

##### ● **CBWC Small Business Woman of the Year Award**

To encourage those who own and manage their own small business of 1 to 5 employees; for their outstanding skills and contribution to their business.

##### ● **The Status Plus Manager-in-Business Woman of the Year Award**

To acknowledge women in the public or private sector for their outstanding skills and contribution to their employer as a middle manager.

##### ● **Hilton Cairns Young Female Entrepreneur of the Year Award**

To encourage entrepreneurial women under the age of 30 who have started a business. The business needs to have been trading for a minimum of 1 year.

##### ● **New Directions in Business Award**

To recognise women over 45 who in the past two years have had to start their career again and have done so by starting their own business.

#### ENCOURAGEMENT AWARD

##### **Jean Skea Memorial Encouragement Award**

In 1996, long serving Club member Jean Skea died and at the initiation of Jean's husband, George, and because she was held in such high regard by the Club, the *Jean Skea Memorial Encouragement Award* was set up to recognise the achievements of women in the Cairns business community. This award is given at the discretion of the judges and is open to all categories. However, to qualify, nominees must be financial members of the Cairns Business Women's Club.

#### WHO IS ELIGIBLE?

Eligibility is determined by the criteria for each Award category but, generally speaking, the Awards are open to residents of Tropical North Queensland, from Cardwell to the Torres Strait and west to the border of the Northern Territory. Depending on the category, women who own and operate their own entity; women working in business in Tropical Nth Qld who have at least two years career experience are eligible. **OPEN TO MEMBERS & NON-MEMBERS.**

\*\* Applicants must be available to participate in all of the event dates associated with the Awards.

\*\* Applicants must comply with relevant Award criteria (Available in the Submission Kit)

#### JUDGING CRITERIA & SUBMISSION DETAILS

Nomination may be by a colleague, club member or self nomination. Previous nominees and finalists are encouraged to nominate again. The judging panel will be made up of local business and corporate leaders. Committee members are excluded from either being nominated or serving on the judging panel. Nominees will be judged on a combination of the following;

- Current resume - detailing professional history
- Written submission - addressing criteria in a questionnaire provided upon nomination
- Interview with a Judging Panel of regional Business Leaders

#### IMPORTANT DATES

Close of Nominations:	15 Jul
Showcase Evening:	16 Jul
Close of Submissions:	4 Sept
Cocktail Party:	2 Oct
People Skills Workshop	26 Sept (sponsored by Zanzoo Sales Solutions)
Judging:	16 and 17 Sept
Awards Gala Ball	17 Oct

The Cairns Business Women's Club is a non profit organisation, and is the premier women's business networking club in the Far North region.

Launched in October 1984, it continues to bring business women together to offer mutual support, inspiration, advice & assistance through over 30 events per year, including the annual awards.

#### Step 1

Nominate a friend, colleague or your Manager. You don't need their permission. In fact it can be a complimentary surprise for them.

#### Step 2

Send to the CBWC

#### Step 3

Your colleague or friend will receive a letter from the President of the CBWC advising them of their nomination and an invitation to attend the Awards Showcase Evening.

At this event they will receive a Submission Kit. This kit will help them decide whether or not they would like to accept the Nomination and send in a Submission.

## AWARDS COMMITTEE

### 3.0 AWARDS COMMITTEE

The CBWC Awards Sub-Committee is committed to supporting all participants of the CBWC Awards.

#### 2009 AWARDS SUB-COMMITTEE

**Michelle Commins**

Vice President & Awards Chair, Submission Process

**Andrea Jackson**

President & Awards Co-chair

**Kerri Brown**

Awards General Support

**Gabi Plumm**

Events Manager & Award Events Coordinator

**Trudy Di Cola**

Awards Sponsorship Coordinator

**Nikki Firmin**

Awards General Support

**Peta Smerdon**

Awards General Support

#### SUPPORT FOR 2009 NOMINEES

If you need further information on the CBWC Awards please call either Michelle Commins or Andrea Jackson.

**Michelle Commins (Coach to Participants)**

michelle@tjcbusinessservices.com.au

*TJC Business Services*

0412 506 086

4057 4707

**Andrea Jackson**

andrea.jackson@lendlease.com.au

*Forest Gardens / Delfin Lendlease*

0418 808 041

4036 1233

## BENEFITS

### BENEFITS

Through your participation in the Awards, the Cairns Business Women's Club will provide you with;

- An opportunity to celebrate your business success
- Participation in a professional self & business evaluation process
- A chance to reflect on your business successes

In addition to acknowledgment of your business leadership, participation in the Awards will also provide you with an opportunity to:

- Benchmark your management and leadership skills
- Gain peer and industry recognition
- Expose your business in trade and general media
- Participate in a Promotional Video
- Expand your network of business contacts
- Self reflect on your business and leadership acumen
- Meet business and industry leaders
- Win an award and be showcased as an exceptional business leader
- Share a prize package worth over \$35 000
- Participate in a People Skills Workshop (awarded to all applicants)
- Attend the Showcase Information Evening
- Attend the Awards Cocktail Evening to meet other finalists, sponsors and CBWC committee
- Liaise with the CBWC Committee
- Participate in the Awards Gala Black Tie Ball
- Meet Platinum and Gold Sponsors at the Awards Gala Ball Pre-Dinner Drinks

### 6.0 PRIZES

#### PRIZES FOR ALL PARTICIPANTS

All Applicants are awarded:

- A **People Skills Workshop**: valued at \$385 per participant (26th Sept, 09)
- Opportunity to attend the **Awards Cocktail Evening** (2nd Oct, 09)
- **Participation Certificate**

#### PRIZES FOR FINALISTS

All Finalists are awarded (as well as the above):

- The CBWC congratulates all finalists of the CBWC Business Woman of the Year Awards through a **Media Promotion** in the Cairns Post during the month leading up to the Awards. Each participant (and their business ) is showcased in a double page lift out. This is valued at over \$800 per participant. (Sept / Oct - TBA)
- People Skills Workshop - 26th Sept 09
- Opportunity to participate in an Awards Promotional Video
- **Pre-Dinner drinks** with Platinum & Gold Sponsors at the Awards Gala Ball (17 Oct)
- **Business Name & Professional Photo promotion** at the Awards Gala Ball
- **Finalist Certificate**

#### WINNER'S PRIZES

The winners in the 2009 major categories (Business Owner and Small Business Owner) will take away some fabulous prizes which have been donated by local and regional businesses.

The Distinction Categories; Status Plus Manager-in-Business, Young Female Entrepreneur and New Directions in Business also share some wonderful prizes donated by local businesses.

In 2008 the total prize pool was valued at \$35 000. With prizes ranging from:

- Overseas trips (flights and accommodation)
- Advertising packages
- Jewellery
- Spa packages
- Management tools and resources
- Confectionery Gift packs
- Make-up and Hair packages
- Marketing opportunities
- Fitness vouchers
- Finalist Certificate
- Trophies

**The Winner of the Jean Skea Memorial Award is awarded:**

- Trophy
- Waterford Crystal Clock courtesy of the Jean Skea Memorial Trust
- Certificate

## PROGRAM OF EVENTS

### 7.0 PROGRAM OF EVENTS

#### Showcase Evening - 16th July, 2009

A Showcase Evening is hosted by Forest Gardens, to highlight 'How to Win an Award' - early nominees receive an opportunity to participate. Late nominees will receive a Submission Kit to help them enter the Awards.

#### Nominations Close - 15th July, 2009

Nominations will be open until 5pm on the 15th July. To nominate someone for an Award log on to [www.cbwc.org.au](http://www.cbwc.org.au) for a Nomination Form.

#### Submissions Close - 4th September, 2009

Must be received no later than 5pm Friday 4th September, 2009.

**Post:** CBWC Inc  
PO Box 7057  
CAIRNS QLD 4870

**Deliver to :** CBWC Inc  
c/- Forest Gardens Sales & Information Centre  
Forest Gardens Boulevard  
MT SHERIDAN QLD

#### Cocktail Party - Wednesday, 2nd October, 2009

Upon acknowledgement of receiving your Submission, an invitation will be extended by the President to all applicants to join the Awards Committee, Executive Board, Judges, Sponsors and CBWC Patrons at an exclusive Cocktail Party. Please note that Finalists will meet other finalists and judges at the Cocktail party and participate in a promotional video. ***At this Cocktail Party the finalists will be announced.***

#### People Skills Workshop - 26th September, 2009

This Workshop is a gift awarded to all participants of the CBWC Awards (i.e. Those who send in a Submission) - proudly sponsored by **Zanzoo Sales Solutions**

#### Judging Period - 16th and 17th September, 2009

Please note to set this time aside as it is non negotiable and an essential component of the judging process.

#### CBWC Awards Gala Ball - 17th October, 2009

This event is open to nominees, finalists, judges, CBWC Board, members and non-members of the CBWC, partners, spouses and special guests.

The Awards Gala Ball will be staged at the Hilton Hotel, Cairns.

#### Weekly Emails from President - From mid August to early September

Leading up to the close of submissions and the Gala Ball, participants and the finalists will receive weekly email support from the President of the CBWC.

#### Cairns Post Feature

In the month prior to the Gala Ball all finalists of the Awards are showcased in a double page feature of the Cairns Post.

### 8.0 COSTS

Participants of the Cairns Business Woman of the Year Awards are encouraged to enter the Awards having a thorough knowledge of the Awards Submission Kit.

Knowingly, participants are advised that there are the following personal/business costs associated with entering the awards:

\*\*NB The following costs are best guess estimates

- Cost of having two (2) high resolution photos taken and burnt onto a CD. Applicants are to source a professional photographer so photos can be used in Press Releases and Media campaign. Photos need to comply with PR Guidelines.
- Promotional item (not flyers or discount certificates) to be included in gift bag for Gala Ball attendees. Must be business card size or smaller. 200 to be supplied. Note: This is not a pre-requisite, however it provides you with an opportunity to promote yourself and your business.
- Ticket to Cocktail Function: \$30 (members) \$40 (non-members)
- Ticket to the Gala Ball (\$125 ticket per person)
- Cost of evening wear and associated accessories for the Gala Ball and other events
- (Optional) Professional CV/Resume or Submission writing. For example a professional Copy Writer, Graphic Artist

Every effort is made to keep the associated costs to a minimum while balancing the charter of the CBWC Annual Business Woman of the Year Awards and maintaining the reputed regional prestige of the Awards.

The CBWC Inc is a non-for-profit organisation. Each year the CBWC Awards Committee secure all possible sponsors and funding to support the costs of the events.

## STEP BY STEP GUIDE

### 9.0 STEP BY STEP GUIDE

#### Step 1

- You were nominated by a friend or business colleague

#### Step 2

- Attend Award Showcase Evening (16 Jul, 09)
- Receive Submission Kit (Phone CBWC Awards Chair on 4057 4707 if you don't have a Kit)

#### Step 3

- Decide whether or not you want to enter the Awards
- Decide on the Category you want to enter (Yes, you can enter more than one category if you fit the eligibility criteria)
- Talk to Michelle Commins or Andrea Jackson if you are not sure what category you can enter; or if you have any questions
- Look out for weekly emails from the President of the CBWC (If you do not start receiving weekly emails from the President call the Awards Chair on 4057 4707 and give them your email address).

#### Step 4

- Write your Submission - If you need help with your Submission, get your team or friends to help or engage a professional Copy Writer, Graphic Artist or Editor
- Complete all the necessary Forms
- Hand in promotional and publicity requirements
- Submit all requirements by the close of business 4th September, 2009

#### Step 5

- Attend the Business Woman of the Year People Skills Workshop (Date TBA) - here you will meet all of the other Applicants and participate in networking, fun and learning about people skills, leadership and management.

#### Step 6

- Look out for an Invitation to the Cocktail Function that will arrive by email
- Ensure you have sent an RSVP and paid for the Cocktail Function; Collect your tickets

#### Step 7

- Attend Cocktail Function and prepare to meet the Judges (2nd Oct)
- If you are announced as a Finalist...celebrate and participate in a promotional video interview. If you are not announced as a Finalist....celebrate and look forward to receiving a Certificate of Participation

#### Step 8

- Finalists prepare for Judge's Interview; practice your Business Exposé to present to Judges
- Look out for the Publicity Feature in the Cairns Post.

#### Step 9

- Attend Interview with Judging Panel (A time will be scheduled for you during 16 and 17 Sep)

#### Step 10

- Get your party frock, dancing shoes and book in for a hair do!
- Book and pay for tickets for the Ball for your entourage of fans & collect your tickets

#### Step 11

- Arrive in the afternoon of the Gala Ball to participate in photos and video promo
- Attend the CBWC Business Woman of the Year Gala Ball Pre-Dinner Drinks
- Attend the CBWC Business Woman of the Year Gala Ball (17th Oct)
- Look out for the CBWC eNote announcing winners via email (Date TBA)

## WRITTEN INFORMATION

### 10.0 WRITTEN INFORMATION REQUIRED

This page has been prepared to assist you in the production of your Cairns Business Women's Club Awards Submission. Remember, a good submission is not necessarily a long one.

#### WRITTEN INFORMATION REQUIRED

Attach written information that will allow the judges to gain insight into yourself and your business / career, including the following information:

**(a) Current CV / Resume**

*This is a copy of your work history to date highlighting your responsibilities and achievements. (Maximum 4 pages)*

**(b) Address Section Criteria**

*Attach brief written submission addressing the relevant category's selection criteria. (Maximum 8 pages) When completing your submission, ensure you emphasize your experience and capabilities in the relevant criteria. NB The weighting for each criteria is different.*

**(c) Two nominated referees (recommended referees include employers, immediate supervisors, business partners or clients)**

*These referees will be contacted and the reference will be presented to the Chair of the judging panel should they require any further information. All reference check information is confidential and all judges participating in the Cairns Business Women's Club Awards sign confidentiality agreements.*

**(d) Financials (Business Owner and Small Business Owner Categories only)**

*This information is to be sent under separate cover clearly marked 'confidential' for the attention of the designated judge only.*

*Mr Gerry Mier (CBWC Awards)  
Partner, KPMG  
PO Box 7200  
CAIRNS QLD 4870*

*Mr Mier alone reviews the financial statements and advises the other judges of his findings. The statements are returned to the finalists directly from Mr Mier's office after judging. Complete confidentiality is assured.*

*Send a copy of your last three (3) years financial statements (preferably prepared by your accountant), or alternative information to demonstrate the financial performance of your business. If accounts are not available for the current year ending June, 2009, alternative information or interim accounts which demonstrate the financial viability and performance of your business should be included. Where ownership is shared with other partners, your contribution needs to be distinguished.*

**(e) Publicity & Promotion Answers**

*Complete the PR Questions and submit with your application.*

**(f) Promotional Text (150 words)**

*Prepare a promotional text of 150 for the Cairns Post Feature. This 150 words must outline who you are and showcase your business in a 'snapshot'.*

## CRITERIA - BUSINESS OWNER CATEGORY

### 10.1 Business Owner (6+ employees)

Nominees must be able to demonstrate:

(a) **Business Best Practice**(10%)

Describe your **leadership characteristics** and ability; and how you apply them to demonstrate leadership within the business environment and examples of collaboration within the region.

How would you define your **management style** and how do you apply it to achieve sustainable business success?

Handy Hint: *This is an opportunity to provide the judges with an overview of your business/company. Share your leadership and management style; your vision, mission and goals and include information on demonstrated commercial growth.*

(b) **Strategies for Survival** (10%)

How do you monitor the progress of your business, intervene when problems arise and best manage your resources?

Handy Hint: *This is an opportunity to illustrate how you have planned for the continued success of your business. For example areas you may cover could include risk management strategies, factors that may affect growth and plans to overcome these.*

(c) **Communication Capability** (10%)

Communication: What methods do you use to effectively communicate with your team, colleagues, supervisors, suppliers and contractors regarding your business goals and directions?

People Management: What are your strategies to manage the confrontations / conflicts that occur within the business environment? How do you encourage and inspire others to recognize their own potential? How do you build a team?

Handy Hint: *This is an opportunity to illustrate how you share and communicate your vision of your business. Areas you may cover in your response could include who your stakeholders are, their awareness of your business vision, mission, goals and how you have assisted in communicating these. It is also an opportunity to demonstrate your ability to manage conflict and work with a team. This area could also include demonstrated examples of how you develop the potential of your staff. Areas you may cover are internal leadership/mentoring programs, coaching, team training.*

(d) **Creativity and Innovation** (10%)

Business Economic Impact: How do you add value to the regional economy? Provide examples of innovation and creativity that have added value to your business and for your clients.

Marketing Strategies: Outline your main marketing or business strategies, including any opportunities you see for the successful economic future of your business.

Handy Hint: *This is an opportunity for you to share how you have approached new demands and opportunities that have arisen? What sets you apart from others? What is your point of difference?*

(e) **Personal Success and Community Contribution** (10%)

Community Contribution: How do you provide leadership or support within the community? How do you give back to the community as a result of your business success?

Personal Success: Describe the achievements and success you have had and how you developed them. How do you identify what personal development opportunities you require to enhance your professional and personal ability and business survival? What self development or improvement programs have you undertaken?

Handy Hint: *This is a chance for you to shine.*

(f) **Financial Performance** (20%)

*Send a copy of your last two (2) years financial statements (preferably prepared by your accountant), or alternative information to demonstrate the financial performance of your business. If accounts are not available for the current year ending June, alternative information or interim accounts which demonstrate the financial viability and performance of your business should be included. Where ownership is shared with other partners, your contribution needs to be distinguished. If full financial statements are difficult to obtain, ask your accountant to write a financial viability statement. They can write about your growth, income, revenue streams, turnover and profit.*

*This information is to be sent under separate cover clearly marked 'confidential' for the attention of the designated judge only.*

*Mr Gerry Mier (CBWC Awards), Partner, KPMG  
PO Box 7200, CAIRNS QLD 4870*

*Mr Mier alone reviews the financial statements.  
Complete confidentiality is assured.*

## CRITERIA - SMALL BUSINESS OWNER CATEGORY

### 10.2 Small Business Owner (1 to 5 employees)

Nominees must be able to demonstrate:

(a) **Business Best Practice**(10%)

Describe your **leadership characteristics** and ability; and how you apply them to demonstrate leadership within the business environment.  
How would you define your **management style** and how do you apply it to achieve sustainable business success?

Handy Hint: *This is an opportunity to provide the judges with an overview of your business/company. Share your leadership and management style; your vision, mission and goals and include information on demonstrated commercial growth.*

(b) **Strategies for Survival** (10%)

How do you monitor the progress of your business, intervene when problems arise and best manage your resources?

Handy Hint: *This is an opportunity to illustrate how you have planned for the continued success of your business. For example areas you may cover could include risk management strategies, factors that may affect growth and plans to overcome these.*

(c) **Communication Capability** (10%)

Communication: What methods do you use to effectively communicate with your team, colleagues, supervisors, suppliers and contractors regarding your business goals and directions?

People Management: What are your strategies to manage the confrontations / conflicts that occur within the business environment? How do you encourage and inspire others to recognize their own potential? How do you build a team? (If you don't have a team, comment on your relationship with suppliers, contractors, clients)

Handy Hint: *This is an opportunity to illustrate how you share and communicate the vision of your business. Areas you may cover in your response could include who your stakeholders are, their awareness of your business vision, mission, goals and how you have assisted in communicating these. It is also an opportunity to demonstrate your ability to manage conflict and work with a team. This area could also include demonstrated examples of how you develop the potential of your staff. Areas you may cover are internal leadership/mentoring programs, coaching, team training. Comment on stakeholder relationships including clients if you don't have a team.*

(d) **Creativity and Innovation** (10%)

Business Economic Impact: How do you add value to the regional economy? Provide examples of innovation and creativity that have added value to your business and for your clients.

Marketing Strategies: Outline your main marketing or business strategies, including any opportunities you see for the successful economic future of your business.

Handy Hint: *This is an opportunity for you to share how you have approached new demands and opportunities that have arisen? What sets you apart from others? What is your point of difference?*

(e) **Personal Success and Community Contribution** (10%)

Community Contribution: How do you provide leadership or support within the community? How do you give back to the community as a result of your business success?

Personal Success: Describe the achievements and success you have had and how you developed them. How do you identify what personal development opportunities you require to enhance your professional and personal ability and business survival? What self development or improvement programs have you undertaken?

Handy Hint: *This is a chance for you to shine.*

(f) **Financial Performance** (20%)

*Send a copy of your last two (2) years financial statements (preferably prepared by your accountant), or alternative information to demonstrate the financial performance of your business. If accounts are not available for the current year ending June, alternative information or interim accounts which demonstrate the financial viability and performance of your business should be included. Where ownership is shared with other partners, your contribution needs to be distinguished. If full financial statements are difficult to obtain, ask your accountant to write a financial viability statement. They can write about your growth, income, revenue streams, turnover and profit.*

*This information is to be sent under separate cover clearly marked 'confidential' for the attention of the designated judge only.*

*Mr Gerry Mier (CBWC Awards), Partner, KPMG*

*PO Box 7200, CAIRNS QLD 4870*

*Mr Mier alone reviews the financial statements.*

*Complete confidentiality is assured.*

## CRITERIA - MANAGER-IN-BUSINESS CATEGORY

### 10.3 STATUS PLUS MANAGER-IN-BUSINESS

Nominees must be able to demonstrate:

(a) **Management Best Practice**(50%)

Describe your **management / leadership style** and how you apply them to demonstrate achievable and sustainable corporate and / or team success?

Handy Hint: *This is an opportunity to provide the judges with an overview of your position within the corporate environment. Share your leadership and management style; and include information on demonstrated strategies you use to lead and manage your team, including how you have added value to the growth of the entity in which you work.*

(b) **Communication Capability** (10%)

Communication: What methods do you use to effectively communicate with your team, colleagues, supervisors and peers regarding the corporate goals and vision?

People Management: What are your strategies to manage the confrontations / conflicts that occur within the corporate or public sector environment? How do you encourage and inspire others to recognize their own potential? How do you build a team?

Handy Hint: *This is an opportunity to illustrate how you share and communicate the vision of the corporation or organization in which you work. Areas you may cover in your response could include who your stakeholders are, their awareness of the organization's vision, mission, goals and how you have assisted in communicating these. It is also an opportunity to demonstrate your ability to manage conflict and work with a team. Areas you may cover are internal leadership/mentoring programs, coaching, team training.*

(c) **Financial Finesse** (10%)

Comment specifically how you measure your budget/profit performance. Do you have a budget? Comment on your financial performance as a manager. You may like to talk about how you perform to Business Performance indicators? Billed hours? Comment on your recent performance against your organization's KPIs or other associated criteria.

Handy Hint: *This is a chance for you illustrate your commercial and business acumen and performance against a budget or financial indicators.*

## CRITERIA - FOREST GARDENS YOUNG FEMALE ENTREPRENEUR CATEGORY

### 10.4 Hilton Cairns Young Female Entrepreneur

For the Hilton Cairns Young Female Entrepreneur Category submissions need to include responses to address the following:

(a) **Establishment of a Business Enterprise (50%)**

Describe the business that you have established and how you have achieved business success in the past few years.

What leadership and management strengths and talents do you bring to your business enterprise?

Handy Hint: Give an overview or an outline of your business. It will help to include your leadership and management involvement. Discuss your business vision, strategic plans and growth strategies. Highlight significant milestones and innovations and what you learned as a result of managing and leading a business.

(b) **Young Female Entrepreneur (10%)**

Demonstrate how you are a young entrepreneur. How has your business been innovative? What niche market are you capitalizing on? What innovation have you designed or incorporated into your business?

What is a Young Entrepreneur to you? Write about your entrepreneurial skills and how you believe you could be/are a young entrepreneur model for other young people who want to establish a business.

Handy Hint: This is an opportunity to illustrate promotions you have received, awards you have won, feedback provided to you regarding your leadership and management style.

(c) **Aims for the Future (10%)**

Indicate where you would like to be in 5 years time and how you plan to get there.

What impact will this have on your life and how will it impact the business, clients, suppliers or wider community you work in?

Handy Hint: This is an opportunity to illustrate your vision and inspire the judges with your future aspirations.

**NB:** Applicants must be 30 years old and under to be eligible for this category. (Applicants can turn 30 in the year of the Awards.)

## CRITERIA - STATUS PLUS NEW DIRECTIONS CATEGORY

### 10.5 New Directions in Business Award

For the New Directions in Business Category, submissions need to include responses to address the following:

(a) **Significant Change in Career to Launch a Business (50%)**

Describe a significant change you have recently had in your life or career in the last few years. Why was this milestone a significant change in direction for you personally and/or professionally. How did it impact your life, your family, your career?

What motivated you and gave you the courage to start your own business in the wisest time of your life? (over 45 years of age)

Outline what your business is and how the success of your business will leverage you to a new level of personal and professional success.

*Handy Hint: Give an overview (outline) of the change. Look at this as a personal story of courage to share what you did and the impact this change has had in your life. Highlight significant moments, innovations and what you learned as a result of this change. Present your new business enterprise to the judges.*

(b) **New Direction Performance (10%)**

Demonstrate how you have invested in yourself to learn what you need to learn to start a business venture. How did you identify what personal and business development training you needed to enhance your business success. What have you participated in or completed to invest in yourself. What courses have you undertaken and how has the course helped you?

*Handy Hint: This is an opportunity to share when you have mentored and inspired others to achieve their potential. Areas may cover any public speaking moments, community activities you are involved in or mentoring programs you have participated in.*

(c) **Aims for the Future (10%)**

Indicate where you would like to be in 5 years time and how you plan to get there.

What impact will this have on your life and how will it impact the business, corporate or wider community you work in?

*Handy Hint: This is an opportunity to illustrate your vision and inspire the judges with your future aspirations.*

**NB#** Applicants must be 45 years old or older to be eligible for this category. (Applicants can turn 45 in the year of the Awards.)

## JEAN SKEA ENCOURAGEMENT AWARD

### 10.6 JEAN SKEA ENCOURAGEMENT AWARD

The **Jean Skea Memorial Encouragement Award** is an award selected from all submissions across all categories, where the finalist is a member of the Cairns Business Women's Club.

The **Jean Skea Memorial Encouragement Award** is presented in memory of Jean Skea, a valued member of the Cairns Business Women's Club. Jean's family and friends established the award in recognition of her unstinting service to the community and her personal interest and encouragement in other people's endeavours.

In 1996, a Memorial Trust document was developed and the donations amounting to \$7000 were invested. The interest earned was put towards the purchase of a trophy to be awarded as an encouragement award at the CBWC Annual Business Woman of the Year Awards Night.

The duration of the Trust is fifteen years and at the completion of the term, any funds remaining are to be distributed to The Jean and Lyndal Skea Leukaemia Fund at the Walter and Eliza Hall Institute, Royal Parade, Parkville, Vic. A Board of Directors comprising a representative of the Skea family, the President of the CBWC and three others administer the Trust, including Margaret Gill who founded the Cairns Business Women's Club.

The Board decided that the Award would be in the form of a Waterford Crystal Clock which would be suitably engraved and this would be presented each year.

The Chairman of the Board is currently Cr Margaret Gill. Other members are Mr George Skea, the CBWC President, Mrs Marcia Tudor and Mrs Angelina Brazier, herself a winner of the Jean Skea Encouragement Award.

The CBWC provides the criteria for the selection process of the award recipient. The Trust purchases the trophy to commemorate the Award, and a member of the Board makes the presentation.

**\*\*NB Eligible finalists must be financial members of the Cairns Business Women's Club.**

## SUBMISSION FORMAT

### 10.7 The following is what you have to submit to the Judges;

#### Format requirements;

- A4 sized paper
- **Stapled only** in the upper left-hand corner (no spiral, bound, boxed or other entries will be accepted)
- Double-spacing
- Font - 'Arial' (or similar that is easy to read) - accepted minimum font size is 10
- Hard covers, boxes, plastic pockets and the like are not appropriate and will be removed from application prior to Application being received by the Judges
- Not to be presented in plastic slips or document wallets
- A4 paper, stapled submission to be submitted in a sealed envelope

#### #1 - Resume (5B)

Your Resume/CV must be prepared as follows and needs to reflect your employment and business history;

- No more than 4 pages in length

*Remember - The quality of your written communication style, grammatical construction and business writing skill is given 10% weighting in the judging.*

#### #2 - Responses to Selection Criteria (6B)

Use the Selection Criteria in the Submission Kit and write 1.25 pages per criteria for your particular category. (i.e. There are 6 criteria for the Business Owner and Small Business Owner categories so 6 to 8 pages can be submitted. The Distinction Categories have 3 criteria; therefore 4 to 6 pages can be submitted.)

- Responses to Selection Criteria should not exceed the page limits set out above.

#### #3 - Referees (7B)

Submit the name, business name, contact phone numbers and email address for two Referees

- 1 page only

#### #4 - Financial Statements (8B) (Business Owner / Small Business Owner Categories ONLY)

Copy of your last three (3) years financial statements (preferably prepared by your accountant), or alternative information to demonstrate the financial performance of your business.

- Send copy in a separate CONFIDENTIAL envelope to Mr Gerry Mier (CBWC Awards), Partner KPMG, PO Box 7200, CAIRNS, Q 4870

#### Number of copies of #1 (5B); #2 (6B); #3 (7B); #4 (8B) required;

<b>Business Woman/Owner</b>	4 copies
<b>Small Business Owner</b>	4 copies
<b>Status Plus Manager-In-Business</b>	4 copies
<b>Hilton Cairns Young Female Entrepreneur</b>	4 copies
<b>New Directions in Business</b>	4 copies

## WHAT TO SUBMIT CHECKLIST

### 10.8 WHAT TO SUBMIT CHECKLIST

The following is a comprehensive list of what you have to submit when you send in your Application. Please use this list as a Checklist to ensure you have all items before you send in your entry.

Item	Description	Number of Pages in Length	# of Copies to be Submitted	Who will receive this information?
1A	FORM A Application Cover Sheet	Form on Website (1 form x A4)	1	<ul style="list-style-type: none"> <li>The CBWC Awards Chair will take this form to process your submission. Your eligibility will be checked and all of your details entered into a database for the Judges &amp; Ticketing.</li> </ul>
2A	FORM B Publicity & Promotions - Answers to the Questions	Form on Website (1 form x A4)	2	<ul style="list-style-type: none"> <li>1 copy will be given to the President of the CBWC who is the Master of Ceremonies for all Award events. She will use this information when introducing and promoting you</li> <li>2<sup>nd</sup> copy will be given to the CBWC Press and Media Public Relations Officer to be used for any press releases or promotions</li> </ul>
3A	Form C Consent Form	Form on Website (1 form x A4)	1	<ul style="list-style-type: none"> <li>The CBWC Awards Chair will check for your signature then file this Consent form</li> </ul>
4A	150 words of promotional text	1 page in length (A4)	2	<ul style="list-style-type: none"> <li>1<sup>st</sup> copy will be given by the CBWC Press &amp; Media Public Relations Officer for the Cairns Post feature</li> <li>2<sup>nd</sup> copy will be given to the President (Master of Ceremonies) of the Award Events to be used to promote and introduce you.</li> </ul>
5B	Resume	No more than 4 pages in length	4	<p style="text-align: center;"><b>J U D G E S</b></p> <p>This section is sent to the Judges</p> <p>6 to 8 pages if you are applying for Business Owner or Small Business Owner Category, and 4 to 6 pages if you are applying for Status Plus Manager-in-Business, Young Female Entrepreneur or New Directions in Business Categories</p> <p>To be sent directly to the Finance Judge (as per Submission Kit)</p>
6B	Selection Criteria	Major Categories: 6 to 8 pages in total; and Distinction Categories: 4 to 6 pages in total	4	
7B	Names of two Referees	1 page	4	
8B	Financial Statements (Business Owner Category only)		1	
9C	2 High resolution colour photos on CD - taken by a professional photographer	1 CD (in a soft cover case)	1 CD (2 photos)	<ul style="list-style-type: none"> <li>Your photo will be given to the Cairns Post for the promotional feature. It will also be displayed on our website and at the Awards Gala Ball your photo will be on video footage with your name and business name.</li> <li>If your photos are not high resolution and not of a high quality they cannot be used by the CBWC.</li> </ul>

## HOW YOU WILL BE JUDGED

### 11.0 HOW YOU WILL BE JUDGED

Independent Judges (not CBWC Board) who are considered industry and business leaders are invited to be the Judging Panel for the Awards. The panel of judges is confidential until the Cocktail Party where they are invited to meet with applicants for the first time.

In September, each finalist is given time with a judging panel of between 3 to 4 judges to present a 3 minute Business Exposé then answer a series of questions related to the submission criteria.

The judges are managed by a Chairing Judge who oversees the judging process. All decisions are strictly confidential and not told to the CBWC Committee until the announcement at the Awards Gala Ball.

For all categories the following judge's weighting is taken into consideration;

#### **Business Owner Category (6+ employees):**

Selection Criteria	50%
Financial Performance	20%
Resume (Experience)	10%
Overall Written submission	10% (Quality of communication style, grammatical construction & writing skills)
Interview Technique	5% (Finalists only)
Business Exposé	5%

#### **Small Business Owner (1 - 5 employees):**

Selection Criteria	50%
Financial Performance	20%
Resume (Experience)	10%
Overall Written submission	10% (Quality of communication style, grammatical construction & writing skills)
Interview Technique	5% (Finalists only)
Business Exposé	5%

#### **Status Plus Manager-in-Business Category, Hilton Cairns Young Female Entrepreneur & New Directions in Business:**

Selection Criteria	70%
Resume (Experience)	10%
Overall Written submission	10% (Quality of communication style, grammatical construction & writing skills)
Interview Technique	5% (Finalists only)
Business Exposé	5%

## INTERVIEW PROCESS

### 11.1 INTERVIEW PROCESS WITH THE JUDGES

Each **Finalist** will meet individually with the judging panel at an arranged time. An interview room will be booked at an office within the Central Business District and finalists will be notified of the venue for the **16th and 17th September**. The actual dates and times will be confirmed when finalist numbers are known.

Seven judges have been assembled as two panels. The judges are invited representatives of regional business associations who have experience in business, corporate leadership and management as well judging experience.

This year there will be the following:

#### Chairing Judge (1)

##### Panel 1 (3 Judges)

Business Owner, Small Business Owner & Hilton Cairns Young Female Entrepreneur Categories

##### Panel 2 (3 Judges)

Status Plus Manager-in-Business and New Directions Categories

Each interview will take about 30 minutes. Every effort will be made to accommodate the busy schedule of the finalists.

Some judges may need to be alternated between panels where there could be a conflict of interest between the judge and the finalist. This will be determined by the Awards Chair and the Chairing Judge.

### SITE VISITS

In the past, site visits of the finalist places of businesses were included in the judging routine. With the increased complexity and spread of finalists, these visits are no longer scheduled unless the judges indicate that the process would benefit from a site visit.

### BUSINESS PORTFOLIO / Exposé

Finalists bring to the judging interview a business/career portfolio which may include certificates, awards, press clippings, site photos, testimonials and any other material which they believe may support their submission. **These items are not to be included in the resume and written submission.**

### INTERVIEW SCHEDULE

**\*\*NB** Finalist must make themselves available for an interview during the set judging period of 16th and 17th September, 2009. The interview schedule is kept to a strict timetable determined by the Chairing Judge. There is limited room for negotiating your judging appointment during this period other than in extenuating circumstances.

## AWARD EVENTS

### 12.0 COCKTAIL PARTY

All **applicants** for each category of the CBWC Business Woman of the Year Awards will be invited to join the Awards Committee, the Club's Executive Committee, previous winners, Judges, Sponsors and other Finalists at a Cocktail Party to be held on Wednesday evening at 6:30pm, 3rd October. (A venue will be advised at a later date.)

This is a terrific opportunity to meet the judges in a less formal atmosphere, meet other finalists and shine on 'video' as finalists participate in an Awards promotional video that is viewed at the Gala Ball.

This is not an evening for partners and friends but rather an informal part of 'the judging period'.

**Handy Hint:** *This evening is an opportunity to practice your networking skills, share who you are and what you do with the many people who will be at the event. The judges will not be carrying a 'clipboard' and ticking off on a mysterious sheet of criteria but rather sharing this informal evening with you. Jostling for time with a 'judge' is not part of the deal....just relax, be authentic and enjoy this evening....after all....it is for you!*

### 13.0 THE CBWC AWARDS GALA BALL

The CBWC Awards Gala Ball will be staged at the Hilton Hotel, Cairns. The evening will commence with finalists participating in a Pre-Cocktail Hour with Platinum and Gold Sponsors followed by the arrival of the City's celebrities and the serving of champagne. A black tie dinner will be served together with the presentation of awards in the Ballroom. After the formal part of the evening, guests will be encouraged to stay and listen to the entertainment and demonstrate their skills on the dance floor.

Finalists are encouraged to bring along a team of supporters. You will be able to book tables of 10 on a first come best served basis.

Tickets available online:	<a href="http://www.cbwc.org.au">www.cbwc.org.au</a>
Ticket price:	\$125 per person (incl gst)
Tickets include:	2 course meal, entertainment & drink package
Entertainment:	"A huge surprise!"
Dress:	Elegant evening wear / Black Tie

The CBWC Awards Gala Ball has a reputation as one of the most prestigious evenings on the regional calendar. In 2008, tickets to the event (240) sold out with a waiting list of 20 guests held right up to two hours prior to the event.

Sponsors clamour to get front row seat considering this to be the hottest property in town at Cairns' great night of nights.

### 14.0 PUBLICITY REQUIREMENTS

Each nominee is to supply the following with their submission;

- 2 x high resolution full colour images for promotional purposes; image (1) to be used in The Cairns Post Feature; image (2) to be used in all audio visual and video production for the CBWC Awards Gala Ball evening; these photos ideally need to be taken by a professional photographer - images taken on a home camera do not work for PR requirements
- Promotional text of 150 words about you and your business is also to be supplied along with your images. This text will be used in The Cairns Post feature

#### CONTENTS OF PROMOTIONAL TEXT

The 150 words are aimed at telling the members of the public about you and your business. Think of it as a 150 word business 'sell'. If you were given 150 words to sell yourself to win the awards, what would you say?

Please note: No images and promotional text will be received after the close of submissions. If in doubt as to the requirements, please call the Awards Chair before 28th August 2009. (4057 4707). Promotional text supplied will be edited by the Awards Chair for all grammatical and spelling errors and also trimmed to suit space requirements.

Sections of this text will be used by the Master of Ceremonies at the Cocktail and Gala Ball evening when introducing you.

#### IMAGES/PHOTOS

The CBWC requests a strict adherence to the following image specification. Following the specs applicants must submit 2 high resolution images on a CD handed in with their submission in a **soft casing**.

##### Image Specifications

Resolution: 300 dpi  
Minimum Size: 5cm wide x 7cm high  
Colour Type: Full Colour

##### Hard Copy / Printed Images

Hard Copy or printed images are unable to be accepted.

##### Images on CD

If you have images that were taken on a digital camera, it is best to supply them on CD in 300 dpi resolution.

##### Scanned Images

Do not supply scanned images. CBWC's Awards Chair needs the original image for promotional purposes.

#### VIDEO PRODUCTION

In 2008, as part of the Awards, a video will be produced to record interviews with the finalists, at the cocktail party. The video will be screened at the Awards Gala Ball and all finalists are encouraged to put on their best performance.

### COLOURED FEATURE IN THE CAIRNS POST

Each year, The Cairns Post runs a 4-page spread for the CBWC Awards. All **Finalists** are profiled with a portrait and brief outline of their role or achievements. If suitable coloured portraits are provided by all finalists that comply with the paper's requirements, the feature will be in colour, otherwise all portraits will be printed in black and white.

This feature represents an opportunity for finalists and members to advertise their businesses and wish the other finalists well as the CBWC Awards Gala Ball approaches. All members are encouraged to take up some advertising space at the special rates offered by the Cairns Post. Be on the look out for an offer directly from the Cairns Post closer to the Awards Night.

### 15.0 STATEMENT OF POLICY

#### ELIGIBILITY

Any woman working in business in Tropical Nth Qld in conjunction with the following guidelines may be nominated. Nominees must:

- Have at least one year business/career experience, with the exception of nominees for the New Directions in Business award
- Be residents of Tropical North Queensland (Cardwell to the Torres Strait and west to the border of the Northern Territory)
- Operate in the region as described at the time of entry submission
- Be 30 and under if entering the Young Female Entrepreneur category; they can be turning 30 in the year of the awards. (i.e. if 30 in February, and therefore 30 and 8 months at the Gala Ball they are still eligible.)
- Be 45 and over if entering the New Directions in Business category; they can be turning 45 in the year of the awards.
- Afford all necessary costs associated with entering the Awards
- **Be a financial member of the Cairns Business Women's Club if entering the Jean Skea Encouragement Award**
- Members of the current CBWC Board or Awards Committee are not eligible to enter the Awards
- If members of the CBWC Board are nominated and want to accept their nomination to submit an application, they must resign from their position on the CBWC Board
- Applicant must have access to a functioning email address
- You can only enter the Awards under one Business Name. If you own various of entities, you can only put forward one entity to be judged on (i.e. 1 set of financial statements), but you can mention in your resume or when addressing the criteria that you own a variety of entities.

#### JUDGING PANEL

The judging panel will be made up of local business and corporate leaders. Guidelines for the judges are as follows:

- Judges of the CBWC Awards are selected as per the Judges Criteria policy; available on request
- Judges are encouraged not be sponsors of the awards if possible
- Board members are excluded from either being nominated or serving on the judging panel.

#### JUDGING CRITERIA

Nominees will be judged upon a combination of the following:

- Current resume - detailing professional history
- Written submission - addressing criteria in a questionnaire provided upon nomination
- Interview with the Panel of Judges (at the discretion of the judges, a workplace visit may also be arranged)

The CBWC reserves the right to change the judging process without prior notice.

#### CONSENT

By entering the CBWC Business Woman of the Year Awards you grant permission for the CBWC to use your image, video and audio footage, submission and other material associated with the CBWC Awards and their promotions officer/s for the purpose of promotion and advertising.

Finalists must make themselves available for an interview during the set judging period: 16th and 17th September, 2009. The interview schedule is kept to a strict timetable determined by the Chairing Judge and Awards Chair. There is limited room for negotiation during this period other than in extenuating circumstances.

Applications become the property of the CBWC and we use them as deemed appropriate for publicity.

#### Privacy Policy

In applying for this award, relevant participant details may be made available to parties associated with CBWC Business Woman of the Year Award for the provision of resources or services. Should you wish that your details not be passed on in the manner described please notify CBWC on [info@cbwc.org.au](mailto:info@cbwc.org.au)

#### Disclaimer

Cairns Business Women's Club, its Board, staff and associated parties act in good faith in the setting forth of the Awards. It reserves the right to change the Awards, its judging process and event times if considered appropriate or necessary.

### 17.0 PREVIOUS WINNERS

#### 2008

Business Owner: Cally Densmore, Court House Realty  
Small Business Owner: Nikki Firmin, Abacus Shop Fittings and Displays  
Manager in Business: Maryanne Tranter, Vocational Partnerships Group  
Young Female Entrepreneur: Melisa Cook, Innisfail Courier Express  
Jean Skea Encouragement: Peta Smerdon, PS Complete

#### 2007

Business Owner: Paula Malaponte, NQ Crash & 4WD Supplies  
Small Business Owner: Renae Kunda, Cape York Motorcycles  
Manager in Business: Leanne Kear, Project Services  
Young Female Entrepreneur: Danae Jones, In Touch In Business  
New Directions: Carol Shipway, Carol Shipway Migration Services  
Jean Skea Encouragement: Natalie Critchell, Balloons etc

#### 2006

Business Owner: Geena Court, Court House Realty  
Corporate: Sue Darby, Education Queensland  
Third Age: Marilyn Marsh Booth, Individual Fitness  
Next Generation: Amanda Fell, GHD Pty Ltd  
Jean Skea Encouragement: Kathy Macdonald, Chocolate Sensations

#### 2005

Business Owner: Debbie Lane, Cairns Fencing  
Corporate: Bobby May, Vocational Partnership Group  
Third Age: Posy Thompson, Every Bloomin Thing  
Next Generation: Gina Skilbeck, 102.7 4CAFM  
Jean Skea Encouragement: Simone Travers

#### 2004

Business Owner: Christine Thurston, Northern Truck Spares  
Third Age: Nerida Cooksley  
Next Generation: Tara Diversi, Health Management

#### 2003

Business Owner: Therese Plath, Ray White Central  
Corporate: Bev Snell, Down Under Tours

#### 2002

Business Owner: Judy Freeman, Tjapukai  
Corporate: Lyn Griffiths, DMG Capital Radio

#### 2001

Business Owner: Beverley Cheeseman, Beverley Jewellers of Distinction  
Corporate: Deborah Maguire, State Development

#### 2000

Business Owner: Jenny Austin, Harley Educational Supplies  
Corporate: Jodi Blanchard

## APPLICATION COVER SHEET

### Form A

FULL NAME:

POSITION TITLE:

MAJOR CATEGORIES:

- BUSINESS WOMAN** (Own and manage a business with 6+ employees)  
 **SMALL BUSINESS WOMAN** (Own and manage a business with 1–5 employees)

DISTINCTION CATEGORIES:

- STATUS PLUS MANAGER IN BUSINESS** (Middle manager (public/private sector))  
 **HILTON CAIRNS YOUNG FEMALE ENTREPRENEUR** (30yrs or under in the year of the Awards)  
 **NEW DIRECTIONS IN BUSINESS** (45yrs or older and changed direction in career)

- Please write the name you want announced during the CBWC Awards advertising campaign i.e. your Pty Ltd name or your Trading Name
- You can only enter the Awards under one Business Name (if you own a various of entities, only put the name of one of these entitles.)

BUSINESS NAME:

TYPE OF BUSINESS: (i.e. Pty Ltd, Sole Trader, Home Based, Franchise)

BUSINESS ADDRESS:

POSTAL ADDRESS:

TELEPHONE:

FACSIMILE:

EMAIL:

MOBILE:

COCKTAIL PARTY:  YES, I am attending the Cocktail Party on **Fri 2nd Oct, 09**

NO, I am unable to attend the Cocktail Party

JEAN SKEA AWARD:  YES, I am eligible as I am a financial member of the CBWC

NO, I am not a member of the CBWC

**CHECKLIST:** Please ensure you have attended to the following **by 4th Sept, 09;**

- Form A** - Application Cover Sheet completed & attached to the front - 1 copy
- Form B** - Publicity & promotions questions answered and attached - 2 copies
- Form C** - Promotions Consent Form signed, dated and attached - 1 copy
- Promotional Text (150 words) - 2 copies
- Resume submitted by 4th Sept, 09 (no more than 6 x A4 pages) - 4 copies
- Written Submission addressing Selection Criteria for the correct category - 4 copies
- Two (2) Referees (1 page) - copies
- Financial Statements sent to Gerry Mier at KPMG (**Business Woman and Small Business Woman Owner Categories only**)
- 2 x high resolution colour images on a CD
- Check the important dates are in your diary & attendance can be confirmed
- Is your submission presented in the correct format
- If you want to be eligible for the Jean Skea Memorial Award check that you are a current financial member of the CBWC with Kim Gubiani on 4040 2840 or info@cbwc.org.au
- Do you have the correct number of copies?

MAIL:  
PO Box 7057  
Cairns Q 4870

OR

DELIVER TO:  
CBWC Awards Chair  
c/- Forest Gardens  
Sales Centre  
Forest Gardens Blvd  
Mt Sheridan QLD

P: 4057 4707  
f: 4057 4701

Submissions are to be  
received by close of  
business on:  
Friday 4th Sept, 09

## PUBLICITY & PROMOTIONS FORM Form B

To assist the CBWC to effectively promote you and the CBWC Business Woman of the Year Awards, please complete this form. This information may be used by the CBWC or the Awards Chair leading up to and after the Business Woman of the Year Awards.

This material will be specifically used in speech notes, profiles and any press related material.

1. List four (4) words that you would use to describe yourself as a leader.
2. List four (4) words that your colleagues would use to describe your management style.
3. Give a quote /proverb /phrase /anecdote that captures you, or what you aspire to be, as a leader/manager.
4. What is the greatest advice you have ever received during your career?
5. List two (2) achievements that you have personally accomplished within your company or division? (eg growth strategy, grew staff, turnover increase 50%)
6. What do you see as the greatest challenge for women in business in our region?
7. What /who did you want to be when you 'grew up' and why?
8. What do you think will be your legacy as a business owner /manager /leader?

## CONSENT FORM Form C

- I hereby give permission for my image, video, audio footage and other material associated with the CBWC Business Woman of the Year Awards and their promotions officer/s and or sub-contracted media suppliers for the purpose of promotion and advertising.
- I understand that to be eligible for the Jean Skea Award I need to be a fully paid and current member of the Cairns Business Woman's Club
- I have read the costs associated with entering the Awards and I am happy to pay the recommended amounts to ensure I take full and active participation in the Awards.
- I have entered all relevant events (dates) into my diary and understand that to participate fully in the award process I need to make myself available for these events. In particular the judging period 16th and 17th September, 2009.
- I further understand that in the event of becoming a finalist I am to fully prepare and practise a 3 minute award acceptance speech.

MAIL:  
PO Box 7057  
Cairns Q 4870

OR

DELIVER TO:  
CBWC Awards Chair  
c/- Forest Gardens  
Sales Centre  
Forest Gardens Blvd  
Mt Sheridan QLD

P: 4057 4707  
f: 4057 4701

Submissions are to be  
received by close of  
business on:  
Friday 4th Sept, 09

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## SUBMISSION HANDY TIPS

### SUBMISSION TIPS

Handy hints and tips from previous winners;

1. Draw yourself a long hot bath and soak for a while contemplating how amazing you are to have started a business or to have the management position that you do!
2. Don't forget to take your champagne with you to the bath! The bubbles in the glass help to ignite your memory - take some notes or make a list of all of your business and leadership accomplishments.
3. Keep this note paper (even better, buy yourself a gorgeous note book just for your Submission ideas) beside your bed or in your handbag and as you remember milestones write them down.
4. Call a team meeting and ask your team to help you remember all of your milestones
5. Hand your team or colleagues a questionnaire and add their answers to your note book. For example:
  - ◆ What top five qualities do I bring to the business?
  - ◆ What projects have I managed have added significant value to the business?
  - ◆ Here are the CBWC Awards Criteria (hand them out) - what do I do that demonstrates these criteria
6. Engage a Copy Writer to take away your stress—hand them your note book and they will make you sound absolutely fabulous - they are after all the professionals at writing.
7. Remember your submission is something you can add to your office reception coffee table or have launched onto your website - don't just use it for the awards.
8. In previous years, Applicants have engaged graphic artists to design pages for them that incorporates your business logo. A great idea to have your submission stand out from the rest. Remember your submission is like a business card.
9. Design a front cover; add your name and business name to the bottom or top of each page—the more you get your name 'out there' the better.
10. Follow the Submission Checklist and Criteria to the letter—submissions have been declined in the past because participants did not read the instructions.

### WHAT NOT TO DO:

1. Coffee stains and cigarette smoke smells in the paper —a BIG turn off! (Yep, this has been done before.)
2. Lipstick kisses on your envelope, Tim Tams or any equivalent bribe, whilst funny, when received by the Awards Chair, is not deemed appropriate. Bribes will be returned to you and not forwarded to the Judges.