



## Award Questions for Business Excellence

### **Important Notes for Entrants:**

- a. **Word count** is specified as guide only. Submissions slightly over/under are acceptable, however a cap of 100 words over please.
- b. Supporting photos, marketing material etc., are welcome to support your application in **one email** only please.  
Email your marketing materials , brochures, (pdfs) photos (jpegs) separately,  
[info@womenwithaltitude.com.au](mailto:info@womenwithaltitude.com.au) - Subject: Awards Submission Support – Full Name – Awards Category
- c. All submissions are treated with utmost privacy and confidentiality.

*All in impartial and independent judges sign a confidentiality agreement, and your information is safe secure and your submission questions are not shared with any other parties.*

## **Entries must be received by midnight, 30th of September 2021**

1. Give a brief overview of your business/organization, including start date. (200-250 word count)
2. What problem do you solve for your clients/customers and how do you solve it? (250-300 word count)
3. Give an overview of your turnover growth over the past 3 years. Please note that you can record how your business was growing and tracking prior to Covid-19. (300-350 word count)
4. Why would a customer choose your business – what is your point of difference from your competitors? (300-350 word count)
5. How have you had to pivot, change, or recover from fires, floods or pandemics in the past year and what have you learnt or evolved? (300-350 word count)

### **Questions specific to your category:**

6. Where to from here? What is your big vision for your business in the next 3 years? (300-350 word count)
7. Name 3 key strategies you have implemented in your business that has made a difference to your bottom line (200-250 word count)

8. How have you grown or transformed personally in the last year and what impact has that had in your business or life?

- Lastly you will be asked to provide a **2 sentence bio** and a **photograph** for press purposes.

**Once you have prepared your answers, visit [altitudeawards.com](http://altitudeawards.com). Click on the Awards page and click on the category you are entering. Please paste your prepared answers and submit your award application online.**

**Please NOTE: You cannot save your online submission, so prepare first and then lodge once only.**

WWA Team members are here to help you. If you have any questions please contact us on 1300 036 615 or [info@womenwithaltitude.com.au](mailto:info@womenwithaltitude.com.au)

Good Luck from the WWA Team ☺