



Tamworth
Business Chamber

2026 Quality BUSINESS Awards

1. Excellence in Customer Service – Aboriginal & Torres Strait Islander Business

This award recognises Aboriginal and/or Torres Strait Islander owned, operated, and/or managed businesses that deliver outstanding customer service and create positive customer experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, cultural connection, inclusivity, and a strong commitment to their customers and community. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships within the community.

Category Eligibility

To be eligible for this award, the business must:

- Be Aboriginal and/or Torres Strait Islander owned, operated, and/or managed
- Have at least 50% of its workforce identified as Aboriginal and/or Torres Strait Islander
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Community engagement and cultural inclusion
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers or community you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, community, reputation, or business growth?

You may wish to include examples of customer service practices, customer feedback, staff training, community engagement, repeat business, or culturally respectful service delivery.

2. Excellence in Customer Service – Agriculture & Agribusiness

This award recognises businesses within the agriculture and agribusiness sector that deliver outstanding customer service and create positive customer experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, reliability, strong communication, and a commitment to supporting their customers. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships within the agriculture and agribusiness sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the agriculture and agribusiness industry
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include agricultural suppliers, machinery and equipment providers, livestock and rural services, feed and produce businesses, agronomy services, irrigation suppliers, agricultural, livestock, and rural transport services, rural contractors, and other agribusiness-related services.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Industry knowledge and professionalism
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers or industries you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, customer feedback, communication, staff expertise, repeat business, or how your business supports the agriculture and agribusiness sector.



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3. Excellence in Customer Service – Animal Services

This award recognises businesses within the animal care and services industry that deliver outstanding customer service and create positive experiences for both clients and the animals in their care within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, compassion, expertise, and a strong commitment to both clients and the animals in their care. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships within the animal services industry.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the animal care and services industry
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include veterinary clinics, pet grooming services, pet sitting and dog walking businesses, trainers, equine services, livestock and rural animal services, rescue organisations, and wildlife care providers.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Compassionate and professional care
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers or animals you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, customer feedback, staff training, communication, repeat business, or how your business supports animal wellbeing and care.



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4. Excellence in Customer Service – Automotive & Transport

This award recognises businesses within the automotive and transport industry that deliver outstanding customer service and create positive customer experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, reliability, communication, and a strong commitment to supporting their customers. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships within the automotive and transport sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the automotive and transport industry
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include mechanics, vehicle dealerships, auto electricians, panel beaters, tyre and battery providers, heavy vehicle services, rural and livestock transport providers, towing services, logistics providers, and other automotive or transport-related businesses.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and reliability
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, repeat business, or how your business delivers reliable and professional service experiences.

5. Excellence in Customer Service – Beauty, Hair & Personal Services

This award recognises businesses within the beauty, hair, and personal services industry that deliver outstanding customer service and create exceptional client experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, creativity, technical skill, and personalised care. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships with their clients.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the beauty, hair, and personal services industry
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include hair salons, barbers, beauty salons, nail technicians, makeup artists, tanning services, skincare providers, lash and brow specialists, massage therapists, and personal grooming or wellbeing services.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and client care
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the clients you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, customer feedback, staff training, communication, repeat business, or how your business creates a welcoming and professional client experience.



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6. Excellence in Customer Service – Disability & Support Services

This award recognises businesses and organisations within the disability and support services sector that deliver outstanding customer service and create positive experiences for individuals, families, carers, and support networks within the Tamworth region.

The category celebrates businesses and organisations that deliver exceptional customer service through compassion, professionalism, inclusivity, and a strong commitment to supporting their clients. Judges will be looking for businesses and organisations that consistently provide high-quality customer experiences and build strong, trusted relationships within the disability and support services sector.

Category Eligibility

To be eligible for this award, the business or organisation must:

- Operate within the disability and support services sector
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses and organisations may include NDIS providers, in-home care services, support coordination providers, respite services, community participation providers, life skills and wellbeing services, transport support providers, and other disability or support services.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Compassion, professionalism, and inclusivity
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business or organisation, including the services you provide and the clients or participants you support.

Creating Exceptional Customer Experiences (300 words)

How does your business or organisation create exceptional customer experiences, and what impact has this had on your clients, reputation, or growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, inclusivity initiatives, repeat engagement, or how your business or organisation supports positive outcomes for clients and families.



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7. Excellence in Customer Service – Education & Training

This award recognises businesses and organisations within the education and training sector that deliver outstanding customer service and create positive learning and support experiences within the Tamworth region.

The category celebrates businesses and organisations that deliver exceptional customer service through professionalism, communication, knowledge, and a strong commitment to supporting students, participants, and learners. Judges will be looking for businesses and organisations that consistently provide high-quality customer experiences and build strong, trusted relationships within the education and training sector.

Category Eligibility

To be eligible for this award, the business or organisation must:

- Operate within the education and training sector
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses and organisations may include schools, registered training organisations, tutoring services, early learning providers, vocational education providers, skills and development organisations, coaching services, and other education or training-related services.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and learner support
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business or organisation, including the services you provide and the students, participants, or learners you support.

Creating Exceptional Customer Experiences (300 words)

How does your business or organisation create exceptional customer experiences, and what impact has this had on your students, participants, reputation, or growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, learner support initiatives, repeat engagement, or how your business or organisation supports positive learning outcomes.



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8. Excellence in Customer Service – Health, Wellbeing & Community

This award recognises businesses and organisations within the health, wellbeing, and community sector that deliver outstanding customer service and create positive experiences for individuals and the wider community within the Tamworth region.

The category celebrates businesses and organisations that deliver exceptional customer service through compassion, professionalism, care, and a strong commitment to supporting the wellbeing of their clients and community. Judges will be looking for businesses and organisations that consistently provide high-quality customer experiences and build strong, trusted relationships within the health, wellbeing, and community sector.

Category Eligibility

To be eligible for this award, the business or organisation must:

- Operate within the health, wellbeing, and community sector
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses and organisations may include allied health providers, counselling and mental health services, wellbeing services, fitness and rehabilitation providers, community organisations, charities, support organisations, health clinics, and other health or community-focused services.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Compassion, professionalism, and inclusivity
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business or organisation, including the services you provide and the clients or community you support.

Creating Exceptional Customer Experiences (300 words)

How does your business or organisation create exceptional customer experiences, and what impact has this had on your clients, community, reputation, or growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, inclusivity initiatives, repeat engagement, or how your business or organisation supports positive outcomes for clients and the wider community.



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9. Excellence in Customer Service – Hospitality Food & Beverage Large

This award recognises hospitality businesses within the food and beverage sector with 6 or more employees that deliver outstanding customer service and create exceptional dining and hospitality experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, consistency, teamwork, and a strong commitment to creating positive customer experiences. Judges will be looking for businesses that consistently provide high-quality service and build strong, trusted relationships with their customers in a fast-paced hospitality environment.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the hospitality food and beverage industry
- Employ 6 or more employees
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include restaurants, cafes, pubs, clubs, bars, catering businesses, and large-scale dining or hospitality venues.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and team performance
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the food and beverage services you provide and the customers you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, staff training, customer feedback, repeat business, team culture, or how your business creates memorable hospitality experiences.

10. Excellence in Customer Service – Hospitality Food & Beverage Small

This award recognises hospitality businesses within the food and beverage sector with 5 or fewer employees that deliver outstanding customer service and create exceptional dining and hospitality experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, personalised service, creativity, and a strong commitment to creating positive customer experiences. Judges will be looking for businesses that consistently provide high-quality service and build strong, trusted relationships with their customers.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the hospitality food and beverage industry
- Employ 5 or fewer employees
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include cafes, takeaway outlets, food trucks, boutique eateries, bakeries, and small dining or hospitality venues.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and personalised service
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the food and beverage services you provide and the customers you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, repeat business, team culture, or how your business creates memorable hospitality experiences.

11. Excellence in Customer Service – Manufacturing

This award recognises businesses within the manufacturing industry that deliver outstanding customer service and create positive customer experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, reliability, communication, product quality, and a strong commitment to supporting their customers. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships within the manufacturing sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the manufacturing industry
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include fabrication businesses, engineering manufacturers, food and beverage manufacturers, industrial manufacturers, production facilities, custom manufacturers, processing businesses, and other manufacturing-related services.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and reliability
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, repeat business, or how your business delivers reliable and high-quality service experiences.



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12. Excellence in Customer Service – Professional Services Large

This award recognises professional service businesses with 6 or more employees that deliver outstanding customer service and create positive client experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, expertise, communication, and a strong commitment to supporting their clients. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted client relationships within the professional services sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the professional services industry
- Employ 6 or more employees
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include legal firms, accounting and financial services, real estate agencies, information technology providers, consulting businesses, design agencies, marketing agencies, and other professional service providers.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and industry expertise
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the professional services you provide and the clients you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, repeat business, client relationship management, or how your business delivers high-quality professional service outcomes.



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13. Excellence in Customer Service – Professional Services Small

This award recognises professional service businesses with 5 or fewer employees that deliver outstanding customer service and create positive client experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, personalised service, expertise, and a strong commitment to supporting their clients. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted client relationships within the professional services sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the professional services industry
- Employ 5 or fewer employees
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include legal firms, accounting and financial services, real estate agencies, information technology providers, consulting businesses, design agencies, marketing agencies, and other professional service providers.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and industry expertise
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the professional services you provide and the clients you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, repeat business, client relationship management, or how your business delivers high-quality professional service outcomes.



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14. Excellence in Customer Service – Retail Large

This award recognises retail businesses with 6 or more employees that deliver outstanding customer service and create positive shopping experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, product knowledge, team performance, and a strong commitment to customer satisfaction. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships with their customers within the retail sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the retail industry
- Employ 6 or more employees
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include department stores, supermarkets, national retailers, specialty retailers, homewares stores, fashion retailers, and other consumer-facing retail businesses.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and product knowledge
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, repeat business, team culture, or how your business creates positive retail experiences.



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15. Excellence in Customer Service – Retail Small

This award recognises retail businesses with 5 or fewer employees that deliver outstanding customer service and create positive shopping experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, personalised service, product knowledge, and a strong commitment to customer satisfaction. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships with their customers within the retail sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the retail industry
- Employ 5 or fewer employees
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include boutiques, specialty retailers, gift shops, fashion retailers, homewares stores, independent retailers, and other consumer-facing retail businesses.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and product knowledge
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, repeat business, product knowledge, or how your business creates positive retail experiences.



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16. Excellence in Customer Service – Trades & Construction

This award recognises businesses within the trades and construction industry that deliver outstanding customer service and create positive customer experiences within the Tamworth region.

The category celebrates businesses that deliver exceptional customer service through professionalism, reliability, communication, workmanship, and a strong commitment to supporting their customers. Judges will be looking for businesses that consistently provide high-quality customer experiences and build strong, trusted relationships within the trades and construction sector.

Category Eligibility

To be eligible for this award, the business must:

- Operate within the trades and construction industry
- Operate within or service the Tamworth Local Government Area
- Have operated continuously for a minimum of 12 months
- Demonstrate excellence in customer service
- Comply with all relevant licences, registrations, and insurances

Eligible businesses may include builders, electricians, plumbers, carpenters, painters, landscapers, concreters, earthmoving businesses, construction contractors, and other trade or construction-related services.

Judges May Consider

- Quality and consistency of customer service
- Customer communication and responsiveness
- Professionalism and reliability
- Customer feedback and reputation
- Innovation in service delivery
- Business impact and customer outcomes

Terms & Conditions

Entrants must comply with all general Terms and Conditions of the 2026 Quality Business Awards.

Application Questions

Business Overview (100 words)

Tell us about your business, including the products or services you provide and the customers you support.

Creating Exceptional Customer Experiences (300 words)

How does your business create exceptional customer experiences, and what impact has this had on your customers, reputation, or business growth?

You may wish to include examples of customer service practices, communication, customer feedback, staff training, repeat business, or how your business delivers reliable and professional service experiences.



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Ignite Initiative – 2026 Quality Business Awards

This initiative celebrates individuals and businesses in the early stages of their journey who are taking bold steps to launch, grow, or evolve a business concept through innovation, determination, creativity, and forward-thinking leadership.

Aligned with the 2026 Quality Business Awards theme, Lighting Up Business in Spring, the Ignite Initiative Award shines a spotlight on new ideas, fresh thinking, and the next generation of business leaders helping shape the future of the Tamworth business community.

The award is designed to encourage and recognise:

- Early-stage businesses and startups
- Innovative business concepts or initiatives
- Emerging entrepreneurs and young business leaders
- Businesses demonstrating strong potential for future growth
- Businesses or initiatives contributing positively to the local community or economy

This category focuses on potential, innovation, vision, and initiative rather than the size or turnover of the business.

Eligibility Criteria

To be eligible for the Ignite Initiative Award, applicants must:

- Be based in, operate within, or provide services within the Tamworth Local Government Area.
- Have been operating for less than two (2) years at the time of entry or be in the process of launching a new business initiative, concept, or startup.
- Demonstrate a clear vision, innovative approach, or unique business concept.
- Provide evidence of business planning, initiative, progress, or future growth potential.
- Demonstrate how the initiative or business contributes positively to the local community, economy, or industry.
- Be independently owned and operated or demonstrate local operational management where applicable.
- Agree to participate in awards-related marketing and promotional activities if selected as a finalist.
-

The following are not eligible:

- Businesses currently in liquidation, administration, or subject to insolvency proceedings.
- Businesses or individuals engaged in unlawful or unethical business practices.
- Previous winners of the Ignite Initiative Award within the past two (2) years.
- Businesses who have been operating for more than 2 years.



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Ignite Initiative – 2026 Quality Business Awards cont....

Judging Considerations

Entries may be assessed against the following areas:

- Innovation and originality of the business or initiative
- Vision, goals, and future growth potential
- Demonstrated initiative and entrepreneurial mindset
- Problem-solving and adaptability
- Community contribution or local impact
- Sustainability and long-term viability
- Passion, leadership, and commitment shown by the applicant
- Progress achieved to date relative to stage of business

Judges will consider the overall quality of the submission and the demonstrated potential of the business or initiative.

Entry Requirements

Applicants will be required to provide:

- A completed online entry submission
- Responses to category questions
- Supporting documentation, images, testimonials, or examples where relevant
- Social media, website, or branding examples where applicable
- Any additional information requested by the judging panel

Entries should be clear, concise, and provide practical examples where possible.

Category Terms & Conditions

1. Entry into the Ignite Initiative Award constitutes acceptance of these Terms and Conditions and the overall 2026 Quality Business Awards Terms and Conditions.
2. Entrants must be based in, operate within, or provide services within the Tamworth Local Government Area.
3. Entrants must meet the eligibility requirements outlined within the category description.
4. The Tamworth Business Chamber reserves the right to verify the eligibility of all entrants and request supporting documentation where required.
5. The Tamworth Business Chamber reserves the right to move an entry into an alternative category where deemed more appropriate.
6. Entries must be submitted by the advertised closing date. Late entries may not be accepted.
7. All information submitted must be true and correct at the time of entry.
8. Judges' decisions are final, and no correspondence will be entered into regarding judging outcomes.
9. The Tamworth Business Chamber reserves the right to withhold the award in this category if entries are deemed not to meet the required standard.
10. Finalists may be required to participate in interviews, judging visits, photography, videography, media opportunities, and promotional activities.
11. By entering this category, entrants grant the Tamworth Business Chamber permission to use submitted business names, logos, images, videos, and entry information for promotional and marketing purposes relating to the Quality Business Awards.



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Ignite Initiative – 2026 Quality Business Awards cont....

12. Entrants acknowledge that event photography and videography may be used by the Tamworth Business Chamber for future promotional and marketing purposes.
13. The Tamworth Business Chamber reserves the right to amend category criteria, timelines, or processes where required.
14. Entries that are incomplete, misleading, defamatory, or considered inappropriate may be deemed ineligible.
15. Businesses affiliated with the judging panel may be excluded from judging considerations where a conflict of interest exists.



Noel Park Award

The Noel Park Award is one of the most prestigious honours presented by the Tamworth Business Chamber. Awarded annually at the discretion of the Chamber Board, this recognition celebrates an individual who has made a significant, lasting, and meaningful contribution to the growth, prosperity, and development of the Tamworth region.

This award acknowledges outstanding leadership, dedication, influence, and long-term impact across business, industry, community development, advocacy, or regional advancement.

Aligned with the 2026 Quality Business Awards theme, Lighting Up Business in Spring, the Noel Park Award honours individuals whose contribution has helped shape, strengthen, and inspire the Tamworth community over an extended period of time.

The award recognises those who have demonstrated:

- Long-term commitment to the Tamworth region
- Exceptional leadership and influence
- Significant contribution to business or community growth
- Dedication to regional prosperity and development
- Positive impact on the broader community
- A lasting legacy within the Tamworth Local Government Area

Terms & Conditions

1. The Noel Park Award is awarded at the sole discretion of the Tamworth Business Chamber Board.
2. This award is not open for public nomination, application, or voting.
3. The Tamworth Business Chamber Board reserves the right to determine the recipient based on its own assessment and selection process.
4. The Board reserves the right not to present the award in any given year.
5. The recipient may be recognised for contributions across business, leadership, community service, advocacy, or regional development.
6. The decision of the Tamworth Business Chamber Board is final, and no correspondence will be entered into regarding the outcome.
7. The recipient agrees to participate in promotional activities, media opportunities, photography, and videography associated with the Quality Business Awards where reasonably required.
8. The Tamworth Business Chamber reserves the right to amend the award criteria or selection process where required.

The Board reserves the right not to present the award in any given year if no suitable recipient is identified.



Tamworth
Business Chamber

2026 Quality BUSINESS Awards

People's Choice Award

The People's Choice Award recognises one finalist business from the 2026 Quality Business Awards that has built strong support, trust, and connection within the Tamworth community.

This award celebrates finalist businesses that consistently deliver positive customer experiences and have earned recognition and support from the local business community through outstanding service, reputation, and community engagement.

Eligibility Criteria

To be eligible for the People's Choice Award, businesses must:

- Be selected as an official finalist in the 2026 Quality Business Awards.
- Be based in the Tamworth Local Government Area.
- Comply with all applicable Quality Business Awards Terms and Conditions.
- Maintain professional and ethical conduct throughout the awards process.
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Voting Process

The People's Choice Award is determined through a member voting process conducted by the Tamworth Business Chamber.

Voting conditions include:

- Voting is open to current financial members of the Tamworth Business Chamber only.
- Each financial membership is entitled to one (1) vote only.
- Votes must be submitted through the official voting platform or process determined by the Tamworth Business Chamber.
- The finalist business receiving the highest number of verified eligible votes will be announced as the winner at the 2026 Quality Business Awards Gala Dinner.
- Finalist businesses are encouraged to promote their participation professionally and respectfully throughout the voting period.

Terms & Conditions

1. Entry into the People's Choice Award constitutes acceptance of these Terms and Conditions and the overall 2026 Quality Business Awards Terms and Conditions.
2. Only businesses selected as official finalists in the 2026 Quality Business Awards are eligible for consideration.
3. Businesses must be based in the Tamworth Local Government Area.
4. Voting is restricted to current financial members of the Tamworth Business Chamber.
5. Each financial membership is entitled to one (1) vote only.
6. The Tamworth Business Chamber reserves the right to verify membership status and voting eligibility.
7. Duplicate, fraudulent, automated, or manipulated votes may be removed or disqualified at the discretion of the Tamworth Business Chamber.
8. Finalist businesses must not offer financial incentives, prizes, discounts, gifts, or compensation of any kind in exchange for votes.
9. Any attempt to manipulate or interfere with the integrity of the voting process may result in disqualification.



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People's Choice Award cont...

10. The Tamworth Business Chamber reserves the right to audit voting results and determine the validity of all votes received.
11. The decision of the Tamworth Business Chamber is final, and no correspondence will be entered into regarding voting outcomes.
12. Finalists and winners may be required to participate in promotional activities, photography, videography, media opportunities, and event marketing.
13. The Tamworth Business Chamber reserves the right to amend the voting process, timelines, or Terms and Conditions where required.

17. Outstanding Employee

The Outstanding Employee Award recognises an inspirational employee who has demonstrated a passion for their role and a commitment to their workplace and the community.

Entry criteria

Employers are required to highlight their employees' commitment over the past 12 months to their workplace, the community, and to being an outstanding employee.

To be eligible to enter this category, the employee must have been employed by their current employer for a minimum of 18 months at the time of entry.

Additional T&Cs

In addition to the general T&Cs, the following apply to this category:

- Should the entrant leave the organisation before the Regional or State Gala event, they will not be eligible to receive an award.

Award eligibility check box

✓ The employee has been employed by their current employer for at least 18 months at the time of entry.

✓ The employee is not a Regional President, State Councillor or Board Member of NSW Business Chamber Limited.

✓ I acknowledge if the employee should leave the organisation before the Regional or State Gala event, my entry in this category will no longer be recognised in the Awards program.

✓ Neither I nor the employee have been a judge in this category in 2025.

✓ Neither I nor the employee am a judge in the 2026 Business Awards program.

1. Provide a brief profile, including their current role and scope of responsibilities. Maximum word count: 200
2. Outline their measurable achievements and key milestones while with the business. Maximum word count: 300
3. Outline how the employee demonstrates integrity and professionalism in the workplace. Maximum word count: 300
4. Detail specific activities and initiatives they have undertaken that demonstrate a passion for their role and a commitment to the workplace and/or the community. Maximum word count: 400
5. Outline the reasons why they are an outstanding employee. Maximum word count: 400

18. Outstanding Young Business Leader

The Outstanding Young Business Leader Award recognises an inspirational business leader, aged 35 or under at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership.

Entry criteria

Entrants must demonstrate their ability to lead and inspire people, showcasing exceptional leadership skills and strategic decision-making, while demonstrating how they have effectively utilised resources to achieve strong organisational outcomes, drive innovation, and deliver measurable success over the past 18 months.

Entrants must also demonstrate financial responsibility and success, outlining how their leadership has contributed to the organisation's financial stability, performance, or growth. This may include evidence of responsible financial management, improved financial outcomes, or initiatives that have strengthened the organisation's overall financial position.

To be eligible for this category, the individual must have held a senior management or executive-level position within their organisation for a minimum of 18 months at the time of entry.

Award eligibility check box

- ✓ I am aged 35 years or under at the time of entry.
- ✓ I am not an employee, Regional President, State Councillor or Board Member of NSW Business Chamber Limited.
- ✓ I declare that the business or organisation represented in this entry is currently trading solvent and are not under, or anticipating, administration, receivership, or liquidation at the time of submission.
- ✓ I acknowledge if the I should leave the organisation before the Regional or State Gala event, my entry in this category will no longer be recognised in the Awards program.
- ✓ I have not been a judge in this category in 2025.
- ✓ I am not a judge in the 2026 Business Awards program.

1. Provide a brief profile, including your current role and scope of responsibilities. Maximum word count: 200
2. Detail the specific activities and initiatives you have undertaken to reshape your workplace, industry, or community to create a smarter and more inclusive future. Provide examples of how you have demonstrated exceptional leadership, effectively utilised resources, supported the organisation's financial stability or sustainability, and/or driven innovation. Maximum word count: 400
3. Describe the key challenges you have faced as a young business leader and how you overcame them. Maximum word count: 300
4. Provide an overview of your five-year goals and strategies for business growth, detailing how you are working towards achieving them. Maximum word count: 300
5. Outline the reasons why you are an outstanding young business leader. Maximum word count: 400

19. Outstanding Business Leader – 20 Employees and Under

The Outstanding Business Leader Award recognises an inspirational business leader, aged 36 years or over at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership, while also providing mentorship to others.

Entry criteria

Entrants must demonstrate their ability to lead and inspire people, showcasing exceptional leadership skills and strategic decision-making, while demonstrating how they have effectively utilised resources to achieve strong organisational outcomes, drive innovation, and deliver measurable success over the past 18 months.

Entrants must also demonstrate financial responsibility and success, outlining how their leadership has contributed to the organisation's financial stability, performance, or growth. This may include evidence of responsible financial management, improved financial outcomes, or initiatives that have strengthened the organisation's overall financial position.

To be eligible for this category, the individual must have held a senior management or executive-level position within their organisation for a minimum of 18 months at the time of entry.

Award eligibility check box

- ✓ I am aged 36 or over years at the time of entry.
- ✓ I am not an employee, Regional President, State Councillor or Board Member of NSW Business Chamber Limited.
- ✓ I declare that the business or organisation represented in this entry is currently trading solvent and are not under, or anticipating, administration, receivership, or liquidation at the time of submission.
- ✓ I acknowledge if the I should leave the organisation before the Regional or State Gala event, my entry in this category will no longer be recognised in the Awards program.
- ✓ I have not been a judge in this category in 2025.
- ✓ I am not a judge in the 2026 Business Awards program.
- ✓ This business has 20 or fewer employees on the payroll in Australia at the time of entry.

1. Provide a brief profile, including your current role and scope of responsibilities. Maximum word count: 200
2. Detail the specific activities and initiatives you have undertaken to reshape your workplace, industry, or community to create a smarter and more inclusive future. Provide examples of how you have demonstrated exceptional leadership, effectively utilised resources, supported the organisation's financial stability or sustainability, and/or driven innovation. Maximum word count: 400
3. Describe the key challenges you have faced as a business leader and how you overcame them. Maximum word count: 300
4. Provide an overview of your five-year goals and strategies for business growth, detailing how you are working towards achieving them. Maximum word count: 300
5. Outline the reasons why you are an outstanding business leader, including the ways in which you provide mentorship to others. Maximum word count: 400

20. Outstanding Business Leader – 21 Employees and Over

The Outstanding Business Leader Award recognises an inspirational business leader, aged 36 years or over at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership, while also providing mentorship to others.

Entry criteria

Entrants must demonstrate their ability to lead and inspire people, showcasing exceptional leadership skills and strategic decision-making, while demonstrating how they have effectively utilised resources to achieve strong organisational outcomes, drive innovation, and deliver measurable success over the past 18 months.

Entrants must also demonstrate financial responsibility and success, outlining how their leadership has contributed to the organisation's financial stability, performance, or growth. This may include evidence of responsible financial management, improved financial outcomes, or initiatives that have strengthened the organisation's overall financial position.

To be eligible for this category, the individual must have held a senior management or executive-level position within their organisation for a minimum of 18 months at the time of entry.

Award eligibility check box

- ✓ I am aged 36 or over years at the time of entry.
- ✓ I am not an employee, Regional President, State Councillor or Board Member of NSW Business Chamber Limited.
- ✓ I declare that the business or organisation represented in this entry is currently trading solvent and are not under, or anticipating, administration, receivership, or liquidation at the time of submission.
- ✓ I acknowledge if the I should leave the organisation before the Regional or State Gala event, my entry in this category will no longer be recognised in the Awards program.
- ✓ I have not been a judge in this category in 2025.
- ✓ I am not a judge in the 2026 Business Awards program.
- ✓ This business has 21 or more employees on the payroll in Australia at the time of entry.

1. Provide a brief profile, including your current role and scope of responsibilities. Maximum word count: 200
2. Detail the specific activities and initiatives you have undertaken to reshape your workplace, industry, or community to create a smarter and more inclusive future. Provide examples of how you have demonstrated exceptional leadership, effectively utilised resources, supported the organisation's financial stability or sustainability, and/or driven innovation. Maximum word count: 400
3. Describe the key challenges you have faced as a business leader and how you overcame them. Maximum word count: 300
4. Provide an overview of your five-year goals and strategies for business growth, detailing how you are working towards achieving them. Maximum word count: 300
5. Outline the reasons why you are an outstanding business leader, including the ways in which you provide mentorship to others. Maximum word count: 400

21. Employer of Choice – 20 Employees and Under

The Employer of Choice Award – Under 20 Employees recognises a business that has implemented strategies and initiatives to create a stimulating and supportive workplace environment.

Entry criteria

Entrants must demonstrate their achievements over the past 12 months across the key areas of employee recruitment, engagement, and retention. Category criteria are based on initiatives that have had a positive impact on both employees and the business.

Award eligibility check box

- ✓ The business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has 20 or fewer employees on the payroll in Australia at the time of entry.
- ✓ A representative of this business has not been a judge in this category in 2025.
- ✓ A representative of this business is not a judge in the 2026 Business Awards program.

Questions

1. What are the initiatives you have undertaken to develop a positive workplace culture within your business? Maximum word count: 400
2. Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, including examples. Maximum word count: 400
3. Excluding business growth or expansion, what percentage of staff turnover has your business experienced in the past 12 months and what are the reasons for this turnover? Maximum word count: 300
4. How does your business empower its workforce to develop their skills, contribute to a positive workplace culture and deepen their engagement with the business and the community? Maximum word count: 400
5. Provide measurable evidence that demonstrates how these initiatives make you an employer of choice. Maximum word count: 400

22. Employer of Choice – 21 Employees and Over

The Employer of Choice Award – Over 20 Employees recognises a business that has implemented strategies and initiatives to create a stimulating and supportive workplace environment.

Entry criteria

Entrants must demonstrate their achievements over the past 12 months across the key areas of employee recruitment, engagement, and retention. Category criteria are based on initiatives that have had a positive impact on both employees and the business.

Award eligibility check box

- ✓ The business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has 21 or more employees on the payroll in Australia at the time of entry.
- ✓ A representative of this business has not been a judge in this category in 2025.
- ✓ A representative of this business is not a judge in the 2026 Business Awards program.

Questions

1. What are the initiatives you have undertaken to develop a positive workplace culture within your business? Maximum word count: 400
2. Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, including examples. Maximum word count: 400
3. Excluding business growth or expansion, what percentage of staff turnover has your business experienced in the past 12 months and what are the reasons for this turnover? Maximum word count: 300
4. How does your business empower its workforce to develop their skills, contribute to a positive workplace culture and deepen their engagement with the business and the community? Maximum word count: 400
5. Provide measurable evidence that demonstrates how these initiatives make you an employer of choice. Maximum word count: 400

23. Outstanding New Business

The Outstanding New Business Award recognises a start-up that has effectively driven growth and is able to demonstrate potential to achieve future success.

Entry criteria

Entrants must demonstrate their commitment to being an outstanding start-up over the past 12 months. This category is open to businesses that have been trading for less than 24 months at the time of entry.

Award eligibility check box

- ✓ This business has been trading for a period of less than two years and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has not been purchased or acquired and is not part of a franchise.
- ✓ The business has not entered the categories of Outstanding Community Organisation, Excellence in Micro Business, Excellence in Small Business or Excellence in Business.
- ✓ A representative of this business has not been a judge in this category in 2025.
- ✓ A representative of this business is not a judge in the 2026 Business Awards program.

Questions

1. Provide an overview of your business, including the product or service you offer, how you identified the market need and who your target customers are. Maximum word count: 200
2. Provide an overview of the key features of your business development strategy and projected outcomes for the future. Maximum word count: 300
3. Describe why your product or service offering is unique within your industry and differentiates your business from competitors. Maximum word count: 300
4. Detail the measurable growth and key milestones you have achieved since launching your business. Maximum word count: 400
5. Describe the key challenges your business has faced as a new business and how you overcame them. Maximum word count: 400

24. Excellence in Micro Business (0-5 Employees)

The Excellence in Micro Business Award recognises a business that has effectively driven growth and can demonstrate the specific strategies implemented to achieve business success and/or resilience.

Entry criteria

Entrants must demonstrate their achievements in business excellence over the past 12 months at the time of entry. This category is open to businesses with fewer than five employees at the time of entry, that have been trading for more than 24 months.

Award eligibility check box

- ✓ This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has fewer than five employees on the payroll in Australia at the time of entry.
- ✓ This business has not entered the categories of Outstanding Community Organisation, Outstanding New Business, Excellence in Small Business, Excellence in Medium Business or Excellence in Large Business.
- ✓ A representative of this business has not been a judge in this category in 2025.
- ✓ A representative of this business is not a judge in the 2026 Business Awards program.

Questions

1. Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. Include any measurable operational or financial outcomes that demonstrate your business performance over this period. Maximum word count: 300
2. Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected future outcomes. Maximum word count: 400
3. Describe what makes your product or service unique within your industry and how it differentiates your business from its competitors. Maximum word count: 400
4. Demonstrate how your business contributes to the local economy in your region. Maximum word count: 400
5. Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction. Maximum word count: 400

25. Excellence in Small Business (6-20 Employees)

The Excellence in Small Business Award recognises a business that has effectively driven growth and can demonstrate the strategies implemented to achieve business success and/or resilience.

Entry criteria

Entrants must demonstrate their achievements in business excellence over the past 12 months. This category is open to businesses with 6 to 20 employees at the time of entry, who have been trading for more than 24 months at the time of entry.

Award eligibility check box

- ✓ This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has 6 to 20 employees on the payroll in Australia at the time of entry.
- ✓ This business has not entered the categories of Outstanding Community Organisation, Outstanding New Business, Excellence in Micro Business, Excellence in Medium Business or Excellence in Large Business.
- ✓ A representative of this business has not been a judge in this category in 2025.
- ✓ A representative of this business is not a judge in the 2026 Business Awards program.

Questions

1. Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. Include any measurable operational or financial outcomes that demonstrate your business performance over this period. Maximum word count: 300
2. Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected future outcomes. Maximum word count: 400
3. Describe what makes your product or service unique within your industry and how it differentiates your business from competitors. Maximum word count: 400
4. Demonstrate how your business contributes to the local economy in your region. Maximum word count: 400
5. Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction. Maximum word count: 400

26. Excellence in Medium Business (21-99 Employees)

The Excellence in Medium Business Award recognises a business that has effectively driven growth and can demonstrate the specific strategies implemented to achieve business success and/or resilience.

Entry criteria

Entrants must demonstrate their achievements in business excellence over the past 12 months. This category is open to businesses with 21 to 99 employees at the time of entry, who have been trading for more than 24 months at the time of entry.

Award eligibility check box

- ✓ This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has 21 or to 99 employees on the payroll in Australia at the time of entry.
- ✓ This business has not entered the categories of Outstanding Community Organisation, Outstanding New Business, Excellence in Micro Business, Excellence in Small Business or Excellence in Large Business.
- ✓ A representative of this business has not been a judge in this category in 2025.
- ✓ A representative of this business is not a judge in the 2026 Business Awards program.

Questions

1. Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. Include any measurable operational or financial outcomes that demonstrate your business performance over this period. Maximum word count: 300
2. Provide an overview of the key features of your business plan including goals, innovations, strategies, projected outcomes for the future. Maximum word count: 400
3. Describe what makes your product or service unique within your industry and how it differentiates your business from competitors. Maximum word count: 400
4. Demonstrate how your business contributes to the local economy in your region. Maximum word count: 400
5. Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction. Maximum word count: 400

27. Outstanding Visitor Experience

The Outstanding Visitor Experience award recognises a business that understands the importance of visitor engagement for a region's economy* and reputation. The business needs to articulate how they promote the region while as well as offering an exceptional visitor experience.

Entry criteria

Entrants must demonstrate how their business showcases the region/community and how their offering is unique within their industry.

Award eligibility check box

- This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2025.
- A representative of this business is not a judge in the 2026 Business & Tourism Awards program.

Questions

1. Provide an overview of your business and your target market/s. Maximum word count: 200
2. Describe what makes your service offering unique within your industry and how it differentiates your business from competitors. Maximum word count: 300
3. Describe your customer service strategy and how your business implements this strategy to ensure visitor satisfaction. Maximum word count: 300
4. Demonstrate how your business attracts and engages visitors to the region, including measurable targets. Maximum word count: 400
5. Provide an overview of the key features of your strategy and plans for the visitor economy over the next 12 months. Maximum word count: 400

*The visitor economy encompasses the direct and indirect contributions to the economy resulting from a person (a visitor) travelling outside their normal place of residence. (NSW Visitor Economy Strategy 2030)

27. Outstanding Visitor Experience

The Outstanding Visitor Experience award recognises a business that understands the importance of visitor engagement for a region's economy* and reputation. The business needs to articulate how they promote the region while as well as offering an exceptional visitor experience.

Entry criteria

Entrants must demonstrate how their business showcases the region/community and how their offering is unique within their industry.

Award eligibility check box

- This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- A representative of this business has not been a judge in this category in 2025.
- A representative of this business is not a judge in the 2026 Business & Tourism Awards program.

Questions

1. Provide an overview of your business and your target market/s. Maximum word count: 200
2. Describe what makes your service offering unique within your industry and how it differentiates your business from competitors. Maximum word count: 300
3. Describe your customer service strategy and how your business implements this strategy to ensure visitor satisfaction. Maximum word count: 300
4. Demonstrate how your business attracts and engages visitors to the region, including measurable targets. Maximum word count: 400
5. Provide an overview of the key features of your strategy and plans for the visitor economy over the next 12 months. Maximum word count: 400

*The visitor economy encompasses the direct and indirect contributions to the economy resulting from a person (a visitor) travelling outside their normal place of residence. (NSW Visitor Economy Strategy 2030)