HEALTH AND WELLBEING BUSINESS OF THE YEAR

Category description
This award recognises the health and wellbeing business that has most effectively capitalised on market opportunities and driven demonstrable business growth.

It includes product manufacturers as well as service providers (such as doctors, dentists, chiropractors, physiologists, personal trainers and other health-related professionals).

It is open to all businesses that have been trading for at least two full financial years and is based on the period of the 2017 financial year.

To be eligible for this award, the business needs to have 200 or fewer employees as of 30 June 2017 and must be registered in Australia (or respective state/territory) as a sole trader, a partnership, or an incorporated or listed business.

Assessment criteria
Please answer the following questions (400 words max per question):

- Outline your product or service, distribution, customers, pricing and approach to customer service
- Detail the market potential for your business and the process for scaling/expanding it
- Outline your unique selling points/competitive advantages and how that translates into market dominance
- Demonstrate any unique innovation that has shaped your business, not just limited to financial gains
- Detail how you have funded the business, including any capital raising and the process to secure this, or use of financial products and services (such as cash flow finance)
- Highlight how you promote a culture of people empowerment in your business

Supporting documents
You are encouraged to provide and refer to any attached supporting material for the judges’ consideration. This material may differ depending on the category and can include financial or business metrics, images, statistics, media coverage and other relevant information. If documents are not directly referenced and relevant to your submission, they will be disregarded. You may submit a maximum of FOUR supporting documents to strengthen your entry, unless directly requested.

We also encourage entrants to submit an optional short video up to 30 seconds long answering the question, “What does business success mean to you?”