



# Hawkesbury City Council

## attachment 2 to item 65

### 2013 Hawkesbury Local Business Awards

date of meeting: 30 April 2013

location: council chambers

time: 6:30 p.m.





# 2013 Local Business Awards

*Getting to the heart of local business*

Presented by



## A Reputation for Excellence

The Local Business Awards recognises the most outstanding businesses in over 20 local areas in Sydney, the Hunter and the Illawarra regions. Precedent Productions established the Local Business Awards brand over 25 years ago and over the years it has grown into a widely recognised and well respected program among the business community.

The Awards is an opportunity for your organisation to build a relationship with and promote itself to business owners, their employees and their customers. Sponsoring organisations are provided with an opportunity to engage with and build lasting relationships with what is considered the backbone of the Australian economy.

The Local Business Awards are:

- 21 Business Awards programs
- A 12 week media program reaching over 2 million readers
- A database of over 12,000 businesses
- A night of celebration for over 9,000 guests
- A community involvement program with 215,000 locals voting for their favourite businesses







THE LONG BEACH  
BUSINESS AWARDS





## Aims & Objectives

- Deliver a high profile program throughout Sydney, Hunter and Illawarra regions
- Acknowledge the drive and dedication required to succeed in business and recognise the best in the industry locally
- Present businesses with marketing tools that take them to a new level within their region, while also enhancing the acquisition of new customers from beyond their local areas
- Provide sponsors with a unique marketing opportunity that allows their products or services to be promoted to various markets, by either focusing on specific regions or particular categories that the Local Business Awards cover
- Provide the general public with a source of information that acts as a guide to some of the state's most outstanding businesses in over 25 industry specific categories
- Unique networking opportunities for all participants - sponsors, local government, businesses and the general public





We are a  
**FINALIST**  
in 2012



Thank you for your

Maria

Brothers  
MARKET  
HILLS

## Benefits

As a Sponsoring Partner, benefits include:

- Recognition as a supporter of a reputable program whose status is confirmed within the business community and among the general public
- Opportunities to associate with the local area's most dynamic and successful business people
- Media exposure throughout the twelve weeks of each program sponsored
- Selection from a number of programs that best suit your company's marketing strategy, allowing you to target specific audiences
- Networking with other sponsors and supporters, including other businesses, media partners and local government

## Targeting the Market

The Local Business Awards targets a variety of markets including:

### Businesses

- Small businesses
- Medium Enterprises
- Franchises
- Chain Stores
- Community Organisations

### Employees

Employees have a high influence on business decisions. They are directly involved in the Awards by encouraging customers to make nominations, seeking methods on improving their standards to achieve success.

### Community & General Public

The community participate in the Awards by nominating businesses within their local areas. They have come to rely on the Local Business Awards as a vital source of information to locate the most outstanding businesses in their specific region.





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High & Curly  
\$ 8.99





# Local Business Awards Statistics

Area	Finalists		Nominations		Presentation Attendance	
	2012	2011	2012	2011	2012	2011
Blacktown City	176	165	9,527	6,577	381	435
Fairfield City	186	159	12,717	8,098	616	479
Inner West	188	190	18,099	17,128	488	454
Holroyd City	161	132	10,295	7,472	379	278
Hills	166	167	9,422	12,375	411	414
Campbelltown	172	179	12,230	8,475	588	492
Camden Wollondilly	189	153	14,708	9,979	480	444
Bankstown City	182	166	9,365	6,466	428	299
St George	189	157	18,607	17,896	496	464
Liverpool City	181	147	8,726	5,042	472	367
Illawarra & South Coast	162	164	5,961	8,254	479	508
Northern Beaches	197	183	15,215	11,209	456	450
Parramatta	163	135	6,445	5,702	366	257
Penrith City	182	163	13,067	12,067	568	451
Auburn City	199	123	5,927	3,703	351	244
Mt. Druitt/St. Marys	180	142	7,269	5,141	399	307
Hawkesbury	184	159	9,774	10,773	509	503
Canterbury	163	145	7,659	4,770	311	255
Hunter	191	156	6,735	3,389	532	347
Sutherland Shire	172	147	19,168	22,347	643	617
TOTALS	3,583	3,132	220,916	186,863	9,353	8,065



# The Program at a glance

*Every Local Business Awards program features weekly editorial*

- |                   |                                                                                                                                                                                            |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>WEEK 1</b>     | Nomination coupons available in print, distributed, delivered to sponsors and on website<br>30,000 coupons printed<br>Awards launch editorial<br>Coupon appears in media partner newspaper |
| <b>WEEK 2</b>     | Dedicated sponsor advertisement in media partner newspaper<br>Nominations collated                                                                                                         |
| <b>WEEK 3</b>     | Awards progress editorial                                                                                                                                                                  |
| <b>WEEK 4</b>     | Voting closes<br>Finalists determined                                                                                                                                                      |
| <b>WEEK 5</b>     | Finalist Kits delivered to successful businesses                                                                                                                                           |
| <b>WEEK 6 – 8</b> | Judging period for all Finalists<br>Finalists prepare and submit written documents detailing their business                                                                                |
| <b>WEEK 9</b>     | Photographer visits all finalists                                                                                                                                                          |
| <b>WEEK 10</b>    | Finalist Feature appears in media partner newspaper                                                                                                                                        |
| <b>WEEK 11</b>    | Presentation Evening held for Finalists, Sponsors and Dignitaries                                                                                                                          |
| <b>WEEK 12</b>    | Winners Feature to appear in media partner newspaper<br>Dedicated sponsor advertisement congratulating winners                                                                             |





Camden/Wollondilly  
Local Business  
Awards

**Winner**

Outstanding  
Beauty



## Communication

The twelve week Local Business Awards program is highly visible through various mediums throughout the program. This consists of weekly editorials and advertising in local publications outlining the progress of the Awards. There are also two multipage features that highlight the successful Finalists and Winners.

Communication through e-newsletters provides a personalised approach regarding their program and also offers the opportunity to promote sponsors directly to our dedicated market.

The Local Business Awards website is a portal of activity for the community and business people to engage in the program. Sponsors are given prime front-page exposure with hyperlinks directing to their website.





## Nomination & Judging

Judging revolves around the customer experience. There are four stages to the Awards process:

1. The Awards begin with the call for public nominations of outstanding local businesses
2. At the close of nominations, all coupons and online votes are collated and those businesses receiving the greatest number of votes in each category become finalists
3. Finalists are assessed by a panel of judges who conduct their evaluations at separate visits anonymously
4. Additional information is submitted directly from each Finalist

Winners are determined by the judges' evaluations and the additional information provided by the Finalists.



# Sponsorship Benefits

## MAJOR SPONSOR

**\$8,500** (PER PROGRAM PLUS GST)

### Nomination Coupons

Logo on newspaper coupon  
Logo on printed coupon pads (at least 30,000 per area)

### Finalist Kits (average 180 per area)

Logo on Certificates  
Logo on Finalist Information  
Logo on Invitations  
Opportunity to include marketing material

### Finalists and Winners Lists

Access to Finalists and Winners lists

### Media Coverage

Pre-program Teaser Ads - Appears for 2 weeks prior to program launch  
Logo and comment in launch advertisement  
Logo and comment in Winners Feature advertisement  
Mentioned in editorials throughout 12 week program

### Website

Logo on program web pages  
Direct link to Sponsor's website

### Presentation Evening

Logo on Program  
Logo on Guest List Billboards  
30 second Audio Visual Commercial  
Logo appearing on Large Screen  
Two Speaking opportunities  
Presentation of 3-6 categories  
Six Complimentary Tickets  
Logo on Award Trophies  
Promotional material at event  
Corporate signage in venue  
Logo on Winner's Poster  
Opportunity to present a prize draw

### Acknowledgement

List of Award Sponsors for networking purposes  
Award trophy as Major Sponsor

## SUPPORT SPONSOR

**\$4,500** (PER PROGRAM PLUS GST)

### Nomination Coupons

Logo on newspaper coupon  
Logo on printed coupon pads (at least 30,000 per area)

### Finalist Kits (average 180 per area)

Logo on Certificates  
Logo on Finalist Information  
Logo on Invitations

### Media Coverage

Logo and comment in launch advertisement  
Logo and comment in Winners Feature advertisement  
Mentioned in editorials throughout 12 week program

### Website

Logo on program web pages  
Direct link to Sponsor's website

### Presentation Evening

Logo on Program  
Logo on Guest List Billboards  
Logo appearing on Large Screen  
One Speaking opportunity  
Presentation of 2-3 categories  
Two Complimentary Tickets  
Promotional material at event

### Acknowledgement

List of Award Sponsors for networking purposes  
Certificate of Appreciation



# 2013 Program Schedule

Program	Media Partner	Launch Date	Presentation Date
Sydney Hills	Hills News	Monday, 18 February	Wednesday, 1 May
Fairfield City	Fairfield City Champion	Monday, 25 February	Wednesday, 8 May
Blacktown City	Blacktown Sun	Monday, 4 March	Wednesday, 15 May
Inner West	Ciao Magazine, Burwood Scene and 2RDJ	Monday, 18 March	Wednesday, 29 May
Campbelltown	Campbelltown Macarthur Advertiser	Monday, 1 April	Wednesday, 12 June
Camden Wollondilly	Camden-Narellan and Wollondilly Advertisers	Monday, 8 April	Wednesday, 19 June
Northern Beaches	Peninsula Living	Monday, 1 April	Wednesday, 3 July
St George	St George and Sutherland Shire Leader	Monday, 29 April	Wednesday, 10 July
Holroyd City	Holroyd Sun	Monday, 13 May	Wednesday, 24 July
Liverpool City	Liverpool City Champion	Monday, 20 May	Wednesday, 31 July
Bankstown City	Bankstown Torch	Monday, 27 May	Wednesday, 7 August
Illawarra & South Coast	Lake Times, Kiama Independent and Wollongong Advertiser	Monday, 3 June	Wednesday, 14 August
Randwick City	Southern Courier	Monday, 6 May	Wednesday, 21 August
Parramatta	Parramatta Sun	Monday, 24 June	Wednesday, 4 September
Auburn City	Auburn Review	Monday, 1 July	Wednesday, 11 September
Penrith City	Penrith City Star	Monday, 15 July	Wednesday, 25 September
Hawkesbury	Hawkesbury Courier	Monday, 22 July	Wednesday, 2 October
Canterbury	Canterbury-Bankstown Torch and Valley Times	Monday, 5 August	Wednesday, 16 October
Mt Druitt / St Marys	St Marys Mt Druitt Star	Monday, 12 August	Wednesday, 23 October
Hunter	The Newcastle Herald	Monday, 19 August	Wednesday, 30 October
Sutherland Shire	St George and Sutherland Shire Leader	Monday, 2 September	Wednesday, 13 November

*Program dates are subject to change*







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