



Hawkesbury City Council

Attachment 1 to item 112

Local Business Awards 2009's
"Business Development Proposal -
Partnership Program"

date of meeting: 30 June 2009
location: council chambers
time: 5:00 p.m.

Business Development Proposal

Partnership Program



Local Business Awards 2009



Getting to the Heart of local business

The Local Business Awards program 2009 is a unique opportunity for your company to promote itself to some of the most outstanding businesses, their employees, customers, governments and media within both Sydney and the metropolitan area..

Precedent Productions, founders and managers of the Small Business Awards, offers sponsors a widely recognised and creditable brand with unlimited opportunities to reach not only business leaders but, their employees and the community which are their customers.

This program not only recognises high performers in small business, but also gives sponsoring partners the opportunity to establish strong relationships with the small business community.

Precedent Productions understands that each company will have unique needs and decision-making considerations. Our sponsorship package has been designed with flexibility in mind, intended to accommodate your marketing needs.

In brief, The Local Business Awards involve:

- Twenty four Business Awards Programs
- Overall total of 8,100 businesses participating annually
- 9,500 guests in total attending the Awards Presentation Evenings
- Over 200,000 nominations received in total from local communities
- Exclusive media coverage lasting 11 weeks per program, reaching over 2 million readers.



FAIRFAX COMMUNITY NEWSPAPERS

Fairfax Community Newspapers are once again proud to be Media Partners of the Business Awards Program in 2009. We are honoured to be part of this prestigious program as it is a time to reflect on the determination, challenges and successes facing all businesses in our community, and we welcome the opportunity to showcase the efforts of local businesses in their quest for excellence.

Allen Williams
Chief Executive & Publisher
Fairfax Community Newspapers (NSW)

Local Business Awards 2009

Building Successful Partnerships



DEFENCE RESERVES SUPPORT

AUSTRALIAN DEFENCE FORCE - DEFENCE RESERVES SUPPORT

Defence Reserves Support NSW is very proud to support the 2009 Local Business Awards. It is a very positive experience for DRS giving us exposure of our branding and information right across the state of NSW. The Australian Defence Force needs support from local businesses across the state to ensure our capability is there when we require it. Being a part of these Awards allows us to communicate with a very broad group of employers who may not know about the benefits of employing Reservists.

Squadron Leader Del Gaudry, NSW Liaison Officer



ONLINE OHS

Online OHS prides itself in delivering a program that not only enables businesses to meet OH&S compliance but allows them to build systems and procedures for improving the quality of the service or product they provide. The Local Business Awards is an excellent forum for engaging successful businesses and aligns perfectly with our marketing strategy. The exposure generated through advertising campaign and the informal nature of the Awards presentations allows us to convey our message to a broad range of businesses that otherwise would have been difficult to achieve.

Colin McAlpine - Finance & Business Development Director



CUMBERLAND BUSINESS CHAMBER

The mission of the Cumberland Business Chamber is to be a primary point of contact between businesses, government agencies, other business groups and the wider community in the local government areas of Blacktown, Fairfield, Liverpool, Holroyd and surrounding areas. By being part of the very successful Local Business Awards program, we can expand opportunities to businesses to assist them in the marketing of their products/services to facilitate the growth of their business. We look forward to continuing to support these awards in 2009.

Narelle Stoker - General Manager



CAD PARTNERS

CAD Partners is delighted to be a Support Sponsor of the Local Business Awards organised by The Precedent Productions. The Local Business Awards is a prestigious and well recognised business excellence tribute which plays an important role in encouraging and promoting local businesses.

Eric Tjoeng - Partner



IT'S ALL ABOUT LOCAL BUSINESS

The Awards reward the hard work of hundreds of local business owners - their contribution to local communities, their employment of millions of Australians, and their role in the Australian economy.

The Local Business Awards sponsorship program offers you more than just simple exposure or an association with the Awards. It aims to help you establish lasting relationships with the local business community, providing long-term benefits for sponsors and participants alike. The involvement of sponsors with a sincere interest in local businesses will be fundamental to the success and longevity of the program.

AIMS & OBJECTIVES

The aims and objectives of the Business Awards are to:

- Deliver a high profile program throughout Sydney and the metropolitan area;
- 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 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.
- To bring small business owners and sponsors together throughout the year via the "Masters of Small Business Network".

Local Business Awards 2009

BENEFITS FOR SPONSORS

As a member of a select group, Awards Sponsors receive:

- 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 eleven 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.

REACHING MORE CUSTOMERS

The 2009 sponsorship package is designed to offer your company direct access to:

BUSINESSES

Business participating in the program include:

1. Small Businesses
 2. Medium Enterprises
 3. Franchises
 4. Chain Stores
- The Business Awards are the most comprehensive program in Australia with over 25 industry specific categories in 24 regions.
 - Over 8,000 businesses participate across all regions annually as award registrants
 - Over 4,000 businesses participate as award finalists.

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, and attending the Presentation Evening.

- With a variety of industries involved, your company will reach this highly diverse demographic.
- On average over 9,500 business entrepreneurs and their employees attend Business Awards presentations annually.

COMMUNITY (GENERAL PUBLIC)

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

- 200,000 nominations for outstanding businesses are submitted annually.
- With 24 programs, the Business Awards offer the opportunity to target specific regions.

YOUTH

The Local Business Awards also recognise the contribution made by younger members of the community and offer the opportunity to our partners to sponsor this Award.



Building Community Awareness

	WEEKS 1, 2 & 3	WEEK 4	WEEKS 5 & 6	
AWARDS PROGRAM	<ul style="list-style-type: none"> Nomination coupons available in print, distributed, delivered to sponsors and on website. 20,000 coupons printed 	<ul style="list-style-type: none"> Nomination coupons collated, on-line votes tallied and Finalists determined. 	<ul style="list-style-type: none"> Finalists Kits sent out to approximately 150 businesses. Company logo appears on all marketing materials. 	
MAJOR SPONSOR	<ul style="list-style-type: none"> Prominent logo on all marketing materials and direct link on website Delivery of coupons if requested for distribution Marketing materials to be ready for collection / delivery for Finalists Kits (150) Media release material to be ready for newspaper 	<ul style="list-style-type: none"> Finalist List sent for direct marketing 	<ul style="list-style-type: none"> Commercials to be delivered/collected for Presentation Evening Media release material to be ready for newspaper 	
SUPPORT SPONSOR	<ul style="list-style-type: none"> Logo on all marketing materials and direct link on website Delivery of coupons if requested for distribution 	<ul style="list-style-type: none"> Nil 	<ul style="list-style-type: none"> Nil 	
SUPPORTER	<ul style="list-style-type: none"> Name on all marketing materials and website Delivery of coupons if requested for distribution 	<ul style="list-style-type: none"> Nil 	<ul style="list-style-type: none"> Nil 	

Local Business Awards 2009

AWARDS PARTNERSHIP

The Business Awards programs are designed not only to acknowledge outstanding businesses, but also to enable sponsors to promote their products or services to their target market. Major & Support Sponsorships are available within each Awards program. Both provide practical levels of exposure to your target market. The following sponsorship information is based on single program sponsorship however, if your company wishes to discuss multiple programs, we invite you to discuss your needs directly with us.

	WEEKS 7 & 8	WEEK 9	WEEK 10	WEEK 11
	<ul style="list-style-type: none"> Judging - Mystery shoppers visit each finalist and submit a written report. Photographer visits each finalist and takes image of staff for display at presentation evening. Retail informed of photographer visits. 	<ul style="list-style-type: none"> Media Partner publishes Finalists Feature 	<ul style="list-style-type: none"> Presentation Evening where the audience leaves with a sense that they have experienced a unique evening recognising the best in the business. 	<ul style="list-style-type: none"> Media Partner publishes Winners Feature
	<ul style="list-style-type: none"> Presenter/Representative to be determined and Precedent Productions informed 	<ul style="list-style-type: none"> Any additional tickets to be booked and special meal requirement to be notified Event Manager to be informed of any giveaways or prizes 	<ul style="list-style-type: none"> Marketing materials to be delivered to venue for room dressing ie pull up banners Presenters briefed by Event Manager Winners List for direct marketing 	<ul style="list-style-type: none"> Thank you visit by BDM and Event Manager
	<ul style="list-style-type: none"> Event Manager to be informed of Presenter / Representative 	<ul style="list-style-type: none"> Any additional tickets to be booked and special meal requirement to be notified Event Manager to be informed of any giveaways or prizes 	<ul style="list-style-type: none"> Presenters briefed by Event Manager 	<ul style="list-style-type: none"> Thank you visit by BDM and Event Manager
	<ul style="list-style-type: none"> Event Manager to be informed of Presenter / Representative 	<ul style="list-style-type: none"> Any additional tickets to be booked and special meal requirement to be notified 	<ul style="list-style-type: none"> Presenters briefed by Event Manager 	<ul style="list-style-type: none"> Thank you visit by BDM and Event Manager



JUDGING

Customers determine the success of a business. The judging criteria is based solely on aspects of customer service.

- Business Appearance and Presentation
- Range of Products and/or Services
- Value for Money
- Service of Customers

Businesses are evaluated entirely from the perspective of a customer. There are three stages to the judging 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. After the finalist businesses are decided, judging visits commence. Each business is assessed by a panel of judges who conduct their evaluations at separate visits. Judges come from a variety of backgrounds and share the common attribute of being everyday customers.

In most instances, businesses are evaluated anonymously to ensure that judges receive the same treatment as any other customer. In some categories of business however, this is not possible. In those cases, impromptu interviews are conducted.

AWARDS WEBSITE

An average of 439 people visit the awards website each day to purchase tickets, download coupons, find information or simply vote for their favourite local small business.

Your logo (or name for supporters) will be displayed on every page of partnered programs with a hyperlink back to your own website.



Local Business Awards 2009

MAJOR SPONSOR \$8,500 (PER PROGRAM PLUS GST)

Pre-program Teaser Ads - Appears for
2 weeks prior to program launch 2

Nomination Coupons

Newspaper coupon Prominent
Printed coupon pads (at least 20,000 per area) Prominent

Finalist Kits (150 per area)

Certificates Prominent
Finalist Information Prominent
Invitations Prominent
Sponsor marketing material Yes

Finalists and Winners Lists

Finalists and Winners lists Yes

Media Coverage

Inclusion in the 'Launch' and 'Winner's
Feature' sponsor advertisement. Prominent
Mention throughout 11 weeks program Yes
Opportunity for attractive advertising
rates with community newspaper Yes

Website

Sponsor's logo on program web pages Prominent
Direct link to Sponsor's website Yes
Opportunity to advertise specially tailored
small business products or services. Yes

Presentation Evening

Programs Prominent
Guest List Billboards Prominent
30 second Audio Visual Commercial Yes
Large Screen Presentation Prominent
Speaking Role Segments 2
Awards Presentation 3-6
Complimentary Tickets 6
Logo on Awards Trophy Yes
Placing of advertising material Yes
Corporate signage in venue Yes
Brief description of business in program Yes
Logo on Winner's Poster Yes
Prize Draw Yes

Sponsorship audit

A presentation kit including all Promotional material Yes
List of Award Sponsors for networking purposes Yes
Award trophy as Major Sponsor Yes

SUPPORT SPONSOR \$4,500 (PER PROGRAM PLUS GST)

Nomination Coupons

Newspaper coupon Logo
Printed coupon pads (at least 20,000 per area) Logo

Finalist Kits (150 per area)

Certificates Logo
Finalist Information Logo
Invitations Logo

Media Coverage

Inclusion in the 'Launch' and
'Winner's Feature' sponsor advertisement. Yes
Mention throughout 11 weeks program Yes
Opportunity for attractive advertising
rates with community newspaper Yes

Website

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

Presentation Evening

Programs Logo
Guest List Billboards Logo
Large Screen Presentation Logo
Speaking Role Segments 1
Awards Presentation 2-3
Complimentary Tickets 2

Sponsorship audit

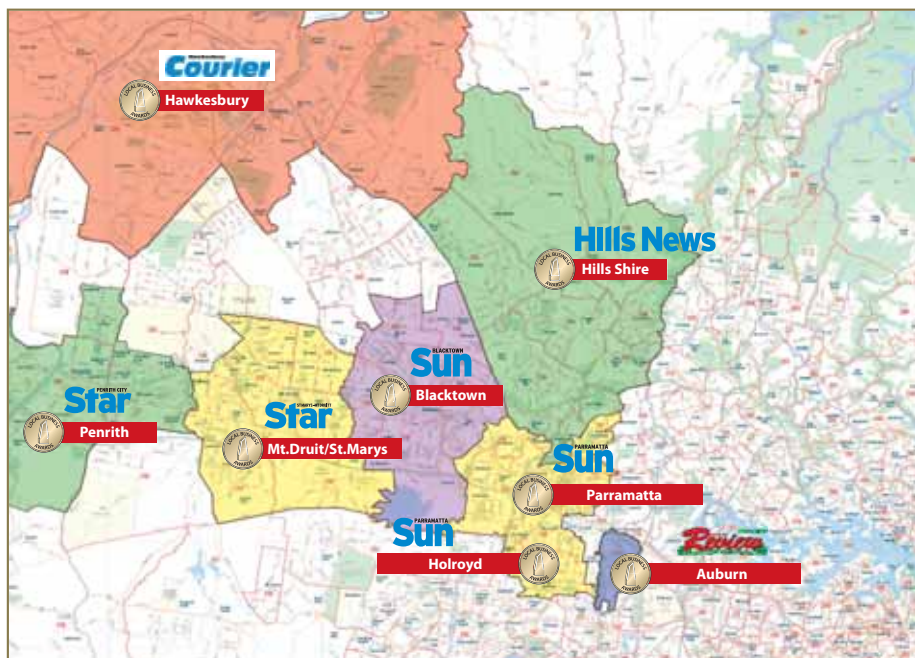
A presentation document including
all Promotional material Yes
List of Award Sponsors for networking purposes Yes

Benefits are available for multiple programs.



GREATER WEST

Business Awards	Media Partner	Circulation	Readership
Blacktown	Blacktown Sun	57,000	86,000
Hawkesbury	Hawkesbury Courier	20,400	38,700
Hills Shire	Hills News	60,758	122,000
Holroyd	Parramatta Sun	64,327	104,000
Parramatta	Parramatta Sun	64,327	104,000
Penrith	Penrith Star	58,857	94,000
Mt Druitt/St Marys	Mt Druitt/St Marys Star	42,010	59,000
Auburn	Auburn Review	28,771	N/A
		396,450	607,700



Note: The Awards Regions are determined by newspaper distribution boundaries not Local Council boundaries

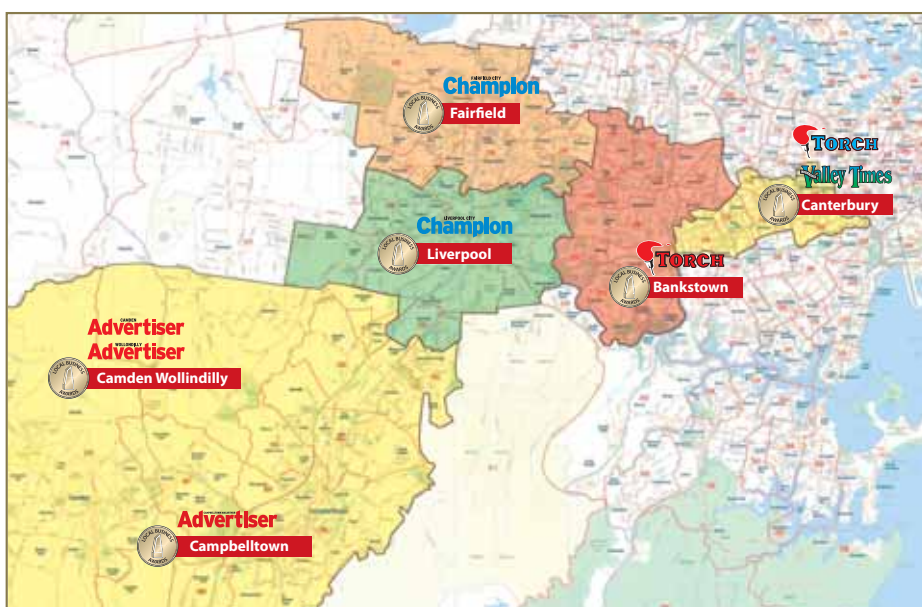
SPONSORS



Local Business Awards 2009

SOUTH WEST

Business Awards	Media Partner	Circulation	Readership
Bankstown	The Torch	89,931	159,000
Camden/Wollindilly	Camden Advertiser Wollondilly Advertiser	72,043 12,000	124,000 27,600
Campbelltown	Macarthur Advertiser	72,043	124,000
Canterbury	Valley Times	23,657	Not Available
Fairfield	Fairfield Champion	56,630	110,000
Liverpool	Liverpool City Champion	56,630	121,000
		371,190	638,000



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SPONSORS



Campbelltown Chamber of Commerce, Belfield Chamber of Commerce, Camden Chamber of Commerce & Industry, Canterbury Hurlstone Park Chamber of Commerce, Croydon Park Chamber of Commerce, Earlwood & District Chamber of Commerce, Ingleburn Chamber of Commerce, Lakemba Chamber of Commerce, Narellan Chamber of Commerce & Industry, Panania Chamber of Commerce, Padstow Chamber of Commerce & Industry



METROPOLITAN

Business Awards	Media Partner	Circulation	Readership
Inner West	Inner Western Courier	76,757	112,000
North Shore	No Media Partner	-	-
Northern Beaches	Peninsula Living	30,000	Not Available
Randwick	TBC	-	-
		106,757	112,000



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SPONSORS



DEFENCE RESERVES SUPPORT



Local Business Awards 2009

CENTRAL COAST & HUNTER

Business Awards	Media Partner	Circulation	Readership
Lakes	Lakes Mail	27,000	Not Available
Hunter	The Herald	53,082	212,000
		80,082	212,000



ST GEORGE & SUTHERLAND SHIRE



Business Awards	Media Partner	Circulation	Readership
St George	St George & Sutherland Shire Leader	146,196	276,000
Sutherland Shire	St George & Sutherland Shire Leader	146,196	276,000
		292,392	552,000

SPONSORS

THE HERALD

Lakes Mail

Commonwealth Bank
Local Business Banking



DEFENCE RESERVES SUPPORT



Department of State and Regional Development

Note: The Awards Regions are determined by newspaper distribution boundaries not Local Council boundaries

Leader

Commonwealth Bank
Local Business Banking

TAFE Sutherland College

TAFE Sutherland College

Westfield Hurstville



Westfield Miranda



SHARKIES
LET US ENTERTAIN YOU



DEFENCE RESERVES SUPPORT



Hurstville City Council

Sylvania BMW
Your individual BMW dealer



Online OHS



Department of State and Regional Development

Note: The Awards Regions are determined by newspaper distribution boundaries not Local Council boundaries



ILLAWARRA & SOUTH COAST



Participating Towns

(Primary & Secondary Hubs): Batemans Bay, Bega, Bermagui, Bowral, Corrimal, Dapto, Eden, Figtree, Huskisson, Kiama, Merimbula, Mittagong, Moruya, Moss Vale, Narooma, Nowra, Shellharbour, Thirroul, Ulladulla, Warrawong, Wollongong

Media Partner	Circulation	Readership
Lake Times	-	-
Kiama Independent	-	-
Wollongong & Northern Leader	-	-
	86,500	Not Available

SPONSORS



DEFENCE RESERVES SUPPORT



Department of State and Regional Development



PRESENTATION EVENING

Each 11 week program culminates in a gala presentation evening with a 3 course meal, entertainment, and the opportunity to have photographs taken by a well respected local photographer.

SABO PHOTOGRAPHY

Our Studio door is always open. We love nothing more than sitting down & discussing our next project at hand with our clients, whether it's as personal as a wedding / portrait or an advertising commission with a commercial client. We pride ourselves on creating a professional & unique experience through our passion in capturing photos that are truly world class. Don't take our word on it, take a browse through our portfolio at www.sabo.com.au.

Mile Sabljak - Owner



Local Business Awards 2009

PRECEDENT PRODUCTIONS

Precedent Productions has the skill and expertise vital to delivering high profile awards programs. Precedent has successfully managed national and localised business programs and charity related programs including, the Australian Garden Industry Awards, Hardware Industry Awards, over twenty local Business Awards programs, the Australian Small Business Champion Awards, NSW Seafood Industry Awards and Brambles CommunityReach. The synergy of inhouse development and production of all program elements ensures consistency and constantly delivers a superior result. The Champions program was expanded in 2007 to include the whole of Australia culminating in a National Award in November. Precedent's progressive approach to new ideas and ventures means that no project is too big or small. We welcome the opportunity to discuss ways of bringing new programs or events into the public spotlight and creating greater opportunities for existing programs. Selected winners form the basis of "Business Sense", the Sunday morning television program on Channel Nine.





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