



2025 GREATER SHEPPARTON BUSINESS EXCELLENCE AWARDS

BROUGHT TO YOU
GREATER SHEPPARTON BUSINESS NETWORK

Awards & Nomination Guide



The 2025 Greater Shepparton SPC Business Excellence Awards celebrate the outstanding achievements, resilience, and innovation of businesses and individuals across our region. Brought to you by Greater Shepparton Business Network, these awards recognise those who demonstrate exceptional leadership, outstanding service, and a commitment to growth and excellence in their industry.

Each year, these awards shine a spotlight on the hardworking businesses that make Greater Shepparton a thriving hub of opportunity and success. Whether a small startup, a longstanding local business, or an industry leader, every nominee plays a vital role in shaping our vibrant business community. The 2025 Greater Shepparton SPC Business Excellence Awards will showcase the remarkable talent, dedication, and innovation that drive our region forward.

		KEY DATES		
Nominations Open	Gala Dinner Ticket Sales Open	Nominations Close	Gala Dinner Ticket Sales Close	Gala Dinner
Wednesday 14 May 2025	Monday 2 June 2025	Friday 22 August 2025	Wednesday 8 October 2025	Friday 24 October 2025

Excellence in Business

Professional Services

This award recognises a professional services business that has demonstrated outstanding business performance, customer service, and industry leadership. The business will have achieved significant milestones, implemented innovative strategies, and maintained a strong reputation for excellence within their sector.

Applicants for this category can come from industries, including Consulting Services, Legal Services, Financial Services, Accounting Services, Engineering Services, Architecture Services, IT and Technology Services, Marketing and Advertising Services, Recruitment and HR Services, Training and Development Services.

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Retail Services

This award acknowledges a retail business that has shown excellence in customer experience, business performance, and industry leadership. The business will have demonstrated a deep understanding of consumer needs, strong business acumen, and an ability to adapt to market changes. This award recognises businesses that create engaging shopping experiences, provide high-quality products, and go the extra mile to enhance customer satisfaction.

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Harvey Norman

Trade Services

This award honours a trade services business that has demonstrated excellence in service delivery, industry expertise, and customer satisfaction. The business will have upheld high industry standards, delivered quality workmanship, and maintained a strong reputation for reliability and professionalism. This award highlights businesses that continuously improve their skills, invest in training, and contribute to the success of their industry.

Applicants for this category can come from industries that include Beauticians, Construction, Carpenters, Chefs, Mechanics, Electricians, Hairdressers, Landscapers and Plumbers.

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Excellence in Customer Service

Professional Services

This award recognises a professional services business that has gone above and beyond to provide exceptional customer service and client experience. The business will have demonstrated a strong customer-first approach, personalised service, and a commitment to exceeding client expectations.

Applicants for this category can come from a variety of industries, including Financial, Insurance, Legal, IT, Accounting, Management Consulting, Scientific, Environmental, Engineering, Architectural, Marketing and Advertising Services.

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Retail / Hospitality Services

This award celebrates a retail or hospitality business that delivers outstanding customer service and enhances the customer experience. They could be Eateries, Clothing, Food Outlets, Bars or Speciality Shops. The business will have demonstrated a commitment to creating welcoming environments, offering personalised service, and going the extra mile to ensure customer satisfaction. The award recognises businesses that make a lasting impression on their customers, leading to repeat business and positive community engagement.

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Trade Services

This award recognises a trade-based business that consistently delivers outstanding customer service and exceeds client expectations. It celebrates businesses that prioritise clear communication, reliability, and professionalism while providing high-quality trade services. The business will demonstrate a strong commitment to customer satisfaction, building long-term relationships, and maintaining a positive reputation within the community.

Applicants for this category can come from industries that include Construction, Electrical and Plumbing services, Air Conditioning services, Landscaping and Gardening services, Mechanics, Chefs, Beauticians and Hairdressers.

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Apprentice / Trainee of the Year

This award recognises an outstanding apprentice or trainee who has demonstrated exceptional dedication, skill development, and commitment to their trade or profession. The individual will have shown a strong work ethic, a willingness to learn, and significant personal and professional growth. This award highlights individuals who have gone above and beyond in their roles, contributing to their workplace, industry, and the broader business community. It acknowledges their ability to adapt to challenges, apply new knowledge effectively, and take initiative in their learning.

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Best Marketing / Advertising Campaign

This award celebrates a business or organisation that has executed an outstanding marketing or advertising campaign, effectively engaging its target audience, driving business growth, and achieving measurable results. The campaign may include digital, print, social media, television, radio, or multi-channel strategies, demonstrating creativity, innovation, and strategic execution. This award highlights the power of storytelling, branding, and audience connection, recognising businesses that have successfully elevated their brand presence, increased customer engagement, and influenced consumer behaviour.

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Emerging & Micro Business of the Year

This award celebrates new and small businesses in the Greater Shepparton region who have been trading for a period of less than 2 years and who have shown exceptional growth potential, innovation, and contribution to their industry. It recognises emerging businesses that have demonstrated leadership, creativity, and a clear path to future success. The recipient of this award is an inspiring example of entrepreneurial spirit and resilience.

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Excellence in Export Market Development

This award recognises a business that has successfully expanded into international markets, contributing to the growth of the local economy through export. The business will have developed strong export strategies, built international relationships, and demonstrated sustained success in foreign markets.

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Excellence in Food & Agribusiness

This award honours businesses that have demonstrated exceptional performance, innovation, and impact within the food and agribusiness sector. It recognises businesses that prioritise sustainable practices, innovation, and contribute significantly to the growth of the industry. The recipient of this award leads by example, influencing their sector with strong financial performance, positive community engagement, and environmental responsibility.

Eligible businesses must be able to demonstrate they are engaged in substantially earning its revenue from agriculture. This includes, but is not limited to, farming, food processing, and manufacturing and/or distribution of agricultural products such as Regionally Grown produce (supply, sales, value adding), Dairy Producers, Livestock Producers, Aquaculture Producers, Wholesale food suppliers, Food Manufacturing and Farmers Markets.

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Excellence in Innovation

This award acknowledges a business that has introduced innovative products, services, or processes, demonstrating creativity and a forward-thinking approach. The business will have embraced new ideas, adapted to industry trends, and implemented solutions that drive success. This award celebrates businesses that push boundaries, foster innovation, and create new opportunities.

Applicants should validate their innovation through their use of new technologies, data analytics, modelling or visualisation. Applicants need to demonstrate significant innovation in either management and/or business practices or in their products or services. Applicants need to be able to show how this innovation has given them a “competitive edge” in the marketplace.

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Visitor Experience of the Year

This award honours a business or attraction that has created an outstanding experience for visitors, enhancing the tourism sector in the Greater Shepparton region over the past 12 months. The business will have demonstrated exceptional hospitality, unique visitor offerings, and a strong impact on the local tourism industry.

Entry is open - but not limited to - restaurants, event caterers, pubs and cafés, wineries, distilleries, cideries and boutique breweries that offer a cellar door experience. Visitor attractions such as museums, galleries, or businesses that offer experiences such workshops, tours, or events. Accommodation operators including caravan parks, motels, hotels, bed and breakfast and self-contained accommodation.

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Young Professional of the Year

This award recognises an emerging young professional who has made a significant impact in their industry, demonstrating leadership, innovation, and dedication to their career. The individual will have shown outstanding professional growth, commitment to their field, and contributions to their industry and community.

Please note that all applicants of this award category must agree to the additional requirements set by La Trobe University. This information can be found on our website.

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Hall of Fame

The Hall of Fame recognises businesses who have demonstrated sustained excellence, leadership, and contribution to the Greater Shepparton business community over many years. Inductees continue to uphold the highest standards in their industry, inspiring others through their commitment, innovation, and impact.

Induction into the Hall of Fame is a prestigious honour, reserved for those who not only achieve success but consistently embody the values of excellence, community engagement, and resilience. These businesses set the benchmark for others to follow and leave a lasting legacy in our region's economic and social fabric.

Interested in being considered for the Hall of Fame? If you believe your business exemplifies the values of this distinguished honour, we invite you to get in touch with the GSBN team to discuss the eligibility criteria and the application process.

Aim of the Awards

The aim of the awards is to:

- Acknowledge businesses, organisations, and individuals who have achieved outstanding results, demonstrated business excellence, and made significant contributions to the region.
- Highlight businesses that have shown adaptability, creative problem-solving, and strong leadership, especially in times of change or challenge, setting an example for others in the community.
- Encourage continuous improvement and best practice by recognising exceptional performance in a diverse range of industries, from startups and sole traders to well-established enterprises.
- Foster a strong sense of local pride by shining a spotlight on the people and businesses driving positive change, economic growth, and community wellbeing in Greater Shepparton.
- Motivate aspiring entrepreneurs and business owners by celebrating the achievements of current leaders, and providing a platform that builds visibility, credibility, and new opportunities.

Awards Process

These awards are open to all businesses and individuals operating within the Greater Shepparton region, regardless of size or industry.

From 14 May to 22 August, we invite customers, clients, employees, and business owners to get involved by submitting nominations. With 14 award categories available, we want to hear about the businesses and individuals who go above and beyond - the ones who make a real difference in our community. Chances are, they'd love to know their efforts are being noticed too!

We encourage local businesses to help spread the word by sharing the official Nomination QR Code online and in-store, or by offering printed nomination forms to customers and clients who wish to participate.

Throughout the nomination period, selected finalists will be announced on a fortnightly basis. Each finalist will be recognised with a framed certificate in the lead-up to the major awards night celebration.

Judging Process

Our judging process is made possible through the generosity, time, and expertise of an independent judging panel, made up of highly respected professionals from a diverse range of industry sectors. Each judge brings a wealth of knowledge, experience, and a strong commitment to recognising excellence within our local business community. Their collective insight ensures that every nomination is reviewed with care, objectivity, and fairness. The panel offers a well-rounded and balanced evaluation process.

The judging process consists of three key stages:

Initial Nomination

Nominations can be submitted by clients, customers, employees, or even through self-nomination. Each nomination recognises a business or individual who has demonstrated excellence in their field.

Follow Up Submission

Those who have not self-nominated will be invited to complete a detailed submission, responding to key criteria questions provided upon receipt of their nomination.

Entries are judged based on the quality and depth of information provided in the submission. Each application is assessed against pre-established category-specific criteria using a numerical grading system.

Nominees are encouraged to reflect on their achievements, strategic direction, goals, and business growth to help them prepare a strong, competitive application.

Finalist Site Visit

Our judges will carry out site visits to all finalists of the 2025 Greater Shepparton SPC Business Excellence Awards. These visits will take place between 29 September - 10 October 2025 and give judges an opportunity to see the business or individual in action, ask questions, and gain further insight into how the finalists meet the award criteria.

Each of our category award winners will be announced at the Awards Presentation Gala Dinner on Friday 24 October 2025.

HOW TO NOMINATE

In-Store: Simply ask the staff for a nomination form.

Online: Visit www.gsbnet.au to nominate online.

Post: Send your completed form to the PO Box below.

Greater Shepparton Business Network

Business Awards, PO Box 364, Shepparton VIC 3632

T: 0407 503 886

E: admin@gsbn.net.au

W: www.gsbnet.au



/greatersheppbusinessnetwork

Scan the QR
code to
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