

## Excellence in Micro Business

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 or Excellence in Business.
- ✓ A representative of this business has not been a judge in this category in 2024.
- ✓ A representative of this business is not a judge in the 2025 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. *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*