

BUSINESS TERMS & CONDITIONS

By registering your business to participate in the Great Business Program, you agree to the following:

THE GREAT BUSINESS PROGRAM

The Great Business Program is an initiative of Dubbo Regional Council;

The administrator of the Program is Dubbo Regional Council, Civic Administration Building, Church Street Dubbo, phone 6801 4000;

Instructions on how to enter the Program form part of the conditions of entry;

By entering this Program, businesses agree to be bound by these terms and conditions (and by any other requirements set out in the promotional material) which may be amended or varied at any time by the administrator;

By entering this Program you agree to have your details published;

This Program will be handled in accordance with the Dubbo Regional Council Privacy Management Plan.

ELIGIBILITY

The Great Business Program is open to businesses trading in the Dubbo LGA only;

Minimum age of entrants is 18 years of age;

The Major Partner, Regional Australia Bank, may enter as a participating business in the Great Business Program but they are not eligible to win prize money for the business. Regional Australia Bank employees are encouraged to participate in the Business Development Workshops and customer feedback components of the Program. Regional Australia Bank employees are eligible to enter the 2 x \$2,500 Customer Draw when they make a valid entry.

Dubbo Regional Council businesses may enter as a participating business in the Great Business Program but they are not eligible to win prize money for the business. Dubbo Regional Council employees are encouraged to participate in the Business Development Workshops and customer feedback components of the Program, however are not eligible to enter the 2 x \$2,500 Customer Draw.

Businesses must complete the registration form in full and submit to Dubbo Regional Council through the Great Business Program website (www.greatbusinessprogram.com.au), by mail to PO BOX 81, Dubbo NSW 2830, email to council@dubbo.nsw.gov.au, or deliver in person to the Dubbo Civic Administration Building, Church Street Dubbo;

Payment of \$285 (GST inclusive) must be made upon receipt of invoice;

Registrations must be received by close of business Friday, 5 May 2017;

To be eligible for the Business Development Grant component of the Program, participating businesses must register and send a minimum of one staff member to at least one of the Great Business Program Workshop.

THE GRANTS

Three \$10,000 Business Development Grants are available through the Great Business Program.

Funding is provided as a grant and three successful applicants will each receive a cheque, posted by registered mail or delivered in person.

The condition of the grant money is that it must be spent "in or on" the registered business. Major partners and their families are not eligible to win the funding.

All registered businesses will receive details outlining what is required for the Business Development Grant Application.

Applications will be reviewed separately by a panel of three regionally-based industry representatives.

Applications will be assessed as outlined in the 'Business Development Grant Application Form'.

The panel's decision is final and no further correspondence will be entered into.

The business improvement/expansion ideas from the successful applicants will be made public.

Applications will not be made public.

Successful applicants will be asked to provide a follow-up to Dubbo Regional Council regarding the expenditure of funds and impact on the business.

TIMING

Registrations for the Great Business Program open 9am, Wednesday 12 April 2017 and close 5pm, Friday 5 May 2017;

The Great Business Development Workshops will be conducted throughout May 2017.

The Great Business Program Consumer Promotion commences at 9am, Friday 2 June 2017 and concludes at close of business on Monday, 10 July 2017.

Applications for a Business Development Grant must be received by 5pm, Tuesday 20 July 2017.

SELECTION AND NOTIFICATION OF WINNER

The winning businesses will be determined by an independent panel of judges. The panel's decision is final and no correspondence will be entered into.

Each Business Development Grant application will be judged against a set criteria relating to knowledge of their market environment, use of customer insight, and creativity;

There are three \$10,000 Business Development Grants available for three participating businesses in the Great Business Program. The Grants must be used on the winners' businesses;

The three winning businesses will be announced in early August 2017 at a time and location to be advised;

If the winner is not in attendance, they will be notified by phone and mail within two days of the announcement;

If the winner is in attendance, they will be presented with a cheque at the time of the announcement;

The winning businesses will be announced publicly through the Dubbo Regional Council Twitter and Facebook networks, websites www.dubbo.nsw.gov.au and www.greatbusinessprogram.com.au and in any publicity relating to the promotion.

THE RESEARCH

Participating businesses will be provided with customer survey forms to use during the Program;

Feedback will be collated and individual results will be provided directly to registered businesses;

One final report will be provided at the conclusion of the Great Business Program Customer Promotion;

Businesses are encouraged to refer to their customer survey report for insight to assist them in applying for a Great Business Program Business Development Grant;

A summary report based on all participating businesses will be developed. Note: No business, individual results or feedback will be identified as part of this report.

KEY DATES

5 MAY 2017	BUSINESS REGISTRATIONS CLOSE
2 JUNE 2017	'SHOP IN MY BUSINESS' COMPETITION OPENS
10 JULY 2017	'SHOP IN MY BUSINESS' COMPETITION CLOSES
18 JULY 2017	CUSTOMERS WINNER ANNOUNCEMENTS
20 JULY 2017	BUSINESS GRANT SUBMISSIONS CLOSE
3 AUGUST 2017	BUSINESS WINNER ANNOUNCEMENTS

The Great Business Pack includes;

- Window sticker to display in your business window
- Great Business Program survey pads
- Great Business Program entry box
- Great Business Program – "Getting to know your GREAT Community" handbook
- Great Business Program – Business Development Grant Criteria and Application Form

HOW TO PARTICIPATE

Get involved in a program that has proven to positively develop local business, supports local customers and promotes innovation and collaboration in our region.

REGISTER

COST \$285 (INCLUDING GST)

1. Registrations can be completed online at greatbusinessprogram.com.au or alternatively a hard copy can be downloaded.
2. Complete registration form and make payment of \$285 (inc. GST) by Friday, 5 May 2017
3. Attend the Business Development Workshops Tuesday, 9 May 2017 and Wednesday, 24 May 2017
4. During the 'Shop in my business' campaign dates of 2 June until 10 July:
 - Display the Program sticker in your business window
 - Display entry box
 - Distribute entry forms to customers who spend in your business, encourage them to provide feedback
 - Forward entry forms to Visitors Information Centre
 - Encourage your staff to support the Program.
5. Submit your Business Development Grant Criteria and Application Form (submissions close Tuesday, 20 July 2017)

MORE INFORMATION

Contact Dubbo Regional Council's Economic Development Office on 02 6801 4000

Jacki Parish – jacki.parish@dubbo.nsw.gov.au

Lizzy Rich – liz.rich@dubbo.nsw.gov.au

Julie Webster – julie.webster@dubbo.nsw.gov.au

GREATBUSINESSPROGRAM.COM.AU

GREAT BUSINESS PROGRAM

GROWING GREAT BUSINESS
GROWING A GREAT COMMUNITY

BE A PART OF A DYNAMIC LOCAL BUSINESS DEVELOPMENT PROGRAM THAT RECOGNISES AND REWARDS:

- Local business and staff development
- Customers who support local businesses
- Local business innovation and expansion

Whatever your type of business, whatever its size, if you are looking to develop your team and your business, the Great Business Program is for you.

Business development presentations with expert guest speakers

Extensive, personalised customer feedback reports

Grant funding packages totalling \$30,000 for business development, expansion or improvement.

SIGN UP TODAY

Business Registrations: Dubbo Regional Council's Economic Development Officer, Jacki Parish

P: 02 6801 4000

E: jacki.parish@dubbo.nsw.gov.au

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AN INITIATIVE OF



MAJOR PARTNER



SUPPORTED BY



PROMOTIONAL SUPPORT

1. SPEND LOCAL ADVERTISING CAMPAIGN (\$50,000)

Participating businesses featured on the GBP website. The Program will also be supported by an extensive 'spend local' media program including digital media, newspaper, radio, television, street signage and proactive local media activity.

2. BUSINESS WEBSITE LISTING

Business name with direct link back to your business site on the greatbusinessprogram.com.au

3. CAMPAIGN WEBSITE TILE

Website tile provided to your business to place on your own website promoting the customer competition and link to greatbusinessprogram.com.au for more information.

4. WINDOW STICKER

Sticker for your shopfront promoting your participation in the Great Business Program, and the customer promotion 'Win \$2,500'.

5. CUSTOMER PRIZE (\$5,000)

Two lucky customers will win \$2,500 each, just by shopping at participating businesses and completing a simple survey. Winners will be chosen by a lucky draw and the prize money will need to be spent in participating businesses. This promotion can be used to leverage your own commercial sales activity, including your own business promotion around this prize.

BUSINESS DEVELOPMENT TOOLS AND SUPPORT

RESEARCH

Primary research provided through customer feedback data specific to your business for you to use in future business development planning. The research is collated data direct from your customers' entry/feedback forms.

WORKSHOPS

Interactive business development presentations to help you build your business, led by an expert guest. The Great Business Program Workshop themes are based on previous mystery shopper feedback from former Business Development Programs. Please encourage your staff to attend.

GRANTS (TOTAL VALUE \$30,000)

A total of \$30,000 in Business Development Grants (3 x \$10,000) will be awarded to three participating businesses. Note: winning businesses must spend prize money in or on their business.

COMMUNITY HANDBOOK

The 'Great Business Program - Getting to know your GREAT Community' handbook is aimed at encouraging all businesses to work together to collectively grow our local economy. It will be a great tool for your staff, providing them with useful information to help them sell our destination and encourage local spend.

PROGRAM WORKSHOPS

WORKSHOP ONE



COLLABORATION NOT COMPETITION - LISA MCINNES-SMITH

TUESDAY, 9 MAY 2017

Dubbo Regional Theatre and Convention Centre
155 Darling Street, Dubbo

5.30pm (for 6pm start) - Light refreshments/canapes

6pm - 7.30pm - Presentation

7.30pm - 8.30pm - Light refreshments/canapes

Lisa McInnes-Smith was raised in her family's dynamic small business environment. She learned very early in her career that successful people help others and include others in their journey. It takes time, effort and focus to initiate new behaviours, and Lisa will encourage us to think beyond our current circumstances and embrace what is possible.

In the process of pursuing her own goals, Lisa has spoken to over 2 million people in 25 countries and was awarded Keynote Speaker of the Year for 2017 by Professional Speakers Australia. Her high energy presentation will challenge us to lift our attitude, streamline our behaviour and deliver on better outcomes.



WORKSHOP TWO

CONNECTING WITH TODAY'S CUSTOMERS - NAOMI SIMSON

WEDNESDAY, 24 MAY 2017

Dubbo Regional Theatre and Convention Centre
155 Darling Street, Dubbo

5.30pm (for 6pm start) - Light refreshments/canapes

6pm - 7pm - Presentation

7.15pm - 8.30pm - Light refreshments/canapes

Naomi Simson started her entrepreneurial journey with RedBalloon in 2001 from her front room with just \$25,000 and a second-hand computer - it is now considered one of Australia's online business success stories.

Naomi is a speaker, author, blogger, entrepreneur and LinkedIn Influencer with over 1.7 million followers.

Naomi is passionate about great workplaces and part her entrepreneurial energy is focused on redii.com, a leadership tool that drives the alignment of teams through recognition and reward. Along with her investments from Season 1 and Season 2 of Shark Tank, Naomi is a keen investor and supporter of the start-up community.



BUSINESS REGISTRATION

BUSINESS DETAILS

Business name _____

Postal address _____

Telephone _____, Fax _____

Number of staff _____, ABN _____

Website _____

Facebook _____

PREFERRED CONTACT PERSON

Contact name _____

Contact email _____

Contact phone _____

Note: condition of entry - the successful business development grants must be spent in or on your business.

PROGRAM WORKSHOPS

WORKSHOP ONE - COLLABORATION NOT COMPETITION
9 MAY 2017, 5.30PM - 8.30PM

Number of attendees* (please tick) 1 2 3 4

WORKSHOP TWO - CONNECTING WITH TODAY'S CUSTOMERS
24 MAY 2017, 5.30PM - 8.30PM

Number of attendees* (please tick) 1 2 3 4

*Limited attendees up to 4 people per business

INVOICE PAYMENT OPTIONS

YOU MUST RECEIVE A TAX INVOICE OF \$285 (INC. GST) BEFORE PAYMENT.

BPAY - I will pay through my financial institution or Australia Post.

Online - Go to Dubbo Regional Councils website www.dubbo.nsw.gov.au, click on the Pay Rates/Debtor account link and follow the instructions.

In person - I will pay at Dubbo Regional Council's Customer Service Centre, corner Church and Darling streets, open Monday to Friday, 9am to 5pm.

Office use only

Date received

____/____/____

Receipt Number

DUE BY FRIDAY, 5 MAY 2017

Refer to reverse for further details and conditions