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# The Gold Award



## The Gold Award for Business Excellence 2009

The **Australian Organisation for Quality-Queensland Inc** recognises that many organisations have achieved real progress in Business Improvement through the implementation of Management Systems. It also acknowledges that many organisations have progressed beyond these systems to best practice.

The **Gold Award for Business Excellence** recognises and encourages organisations whose leadership qualities and innovation have progressed them beyond Management Systems and Certification to leading examples of best practice.

The **Gold Award for Laboratory Management Excellence** recognises accredited laboratories that stand out from their competitors for their exemplary sustainable management activities.

The **Gold Award for Health/Aged Care Management Excellence** recognises accredited health and/or aged care facilities that display excellence in their management activity.

The **Gold Award for Aerospace Management Excellence** recognises the excellent management activities of accredited organisations in the aerospace industry.

The **Gold Award for Export Management Excellence** recognises organisations who export, for their excellent management activities.

The **Gold Award for Sustainable Environmental Management Excellence** recognises organisations who have achieved certified reductions in greenhouse emissions.

The **Gold Award for Sustainable Gardening Management Excellence** recognises gardening businesses that have achieved recognition for real, continually improving and easily understood environmental solutions for gardeners.

The **Gold Award for Software Systems and Engineering Management Excellence** recognises the excellent management activities of organisations in the software systems and engineering industry.

The **Gold Awards** are an annual State-based award with one of the State Gold awardees in each category being awarded a National award. The Gold Award focuses on:

- The awareness of Quality Management and the Continual Business Improvement Process as underlying principles for achieving competitiveness and organisational success; and
- An understanding of all of the requirements for business excellence.

It is based on eight critical Quality Management elements necessary for excellence and sound Company-wide Management outlined in the Australian Standard AS/NZS ISO 9004:2000.

The Gold Award is third party certified by Bureau Veritas Certification against AS/NZS 9001:2000 (certificate number 201480).



# Executive Summary



## The Gold Award for Business Excellence 2009

### ELIGIBILITY

Applications are invited from any organisation, which has in place an effective Third Party Certified Management System accredited by a body approved by the Federal Government.

Organisations with a third party certification accredited by JAS-ANZ are eligible to apply for the Gold Award for Business Excellence.

Organisations with third party certification issued by industry specific accreditation associations that are recognised by the Australian Government are eligible to apply for the Gold Award for "Industry" Management Excellence. If also eligible for the Gold Award for Business Excellence, these organisations may apply for both awards.

Organisations who have won three consecutive Gold Awards in a category award level and State may be inducted into the Hall of Fame for that State. They are then not eligible to apply for the Gold Award for a period of three years.

To be eligible for induction into the National Hall of Fame, an organisation must win three consecutive State Gold Awards for a particular office or branch.

### APPLYING FOR THE GOLD AWARD

The Awards Evaluation Process commences with the submission of the Application Package. The Application Package consists of:

1. Completed Application Form (pages 5 to 8).
2. Response to the Award Criteria  
A response to the eight (8) Award Criteria.
3. A copy of the last major Audit Report from the Certification/Accreditation Body which includes the Certificate to the Standard with capability statement.
4. Media Files (see page 4).
5. Application Fee (see page 5).

Forward the package by email to [goldaward@aoq.org.au](mailto:goldaward@aoq.org.au) or mail to Gold Awards Program, PO Box 15205, City East, Qld 4002 by close of business 25 September 2009.

### AWARD CRITERIA

- Customer Focus
- Leadership
- Involvement of People
- Process Approach
- System Approach to Management
- Innovation and Continual Improvement
- Factual Approach to Decision Making
- Mutually Beneficial Supplier Relationships

Each of the criteria address critical aspects of management and can be measured against the level of implementation ie Commitment Level/Achievement Level/Excellence Level.

Please provide a maximum four-page (total for the eight criteria) report on what your company/organisation does to meet these criteria.

Prior to the on-site assessment, you will be provided with a list of questions that will be put by the assessor, so that you can prepare for the visit.



# Policy/Process/Benefits



## The Gold Award for Business Excellence 2009

### AWARD POLICY

The Awards for Business Excellence operates to an approved policy which may be downloaded from [www.aoo.org.au/PDF/policy.pdf](http://www.aoo.org.au/PDF/policy.pdf)

### CLOSING DATE FOR APPLICATIONS

Closing Date for Applications is 25 September in each year.

### AWARD PROCESS

An expert panel of assessors will be appointed by the Australian Organisation for Quality (Queensland) Inc to conduct the assessment process. An independent Adjudication Committee will also be appointed. On receipt of the Application/Assessment Fee the following stages are taken:

- **Stage 1 – Initial Review**  
A desktop review is used to ensure that all the requirements of the Application Form have been addressed.
- **Stage 2 – On-site Assessment**  
Submissions accepted into Stage 2 will be assessed by means of an on-site visit by the team of assessors.
- **Stage 3 – Selection of Award Winners**  
Following the on-site visits, the assessors prepare a report for the independent Adjudication Committee who will recommend award levels to the AOQ-QLD™ Council for acceptance.
- **Stage 4 – Presentation of Awards**  
The Award presentation will be made at the Award Dinner, details of which will be advised by the AOQ-QLD™. There will be individual State and National award presentation events.

### FEEDBACK REPORTS

All Applicants successfully reaching Stage 3 will be presented with a report discussing in detail areas of strengths together with areas for improvement, and giving encouragements focussing on the applicant's future directions.

### AWARD WINNERS' BENEFITS

Award winners will receive a copy of the assessor's report following the National Award presentations.

Award winners will be invited to participate in a networking opportunity to learn how best to utilise their achievement as a winner of the Gold Award.

For all applicants benefits include:

- Feedback Reports.
- Improvements not previously identified.
- Team building for the QA staff.
- Good motivational tool to start initiatives which previously may have been blocked.
- In multi-company organisations it can result in healthy competition between the companies.

For Gold and Silver Awardees extra benefits include:

- Great marketing tool.
- Networking opportunity with other winners to maximise marketing activities.
- In multi-company organisations it can result in healthy competition between the companies.

### COPYRIGHT

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# Application Form Guidelines

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## The Gold Award for Business Excellence 2009

### GENERAL

Clearly print all information requested. The Application Form may be duplicated and single-sided pages submitted. The Application Form and an Award Criteria Form is available as a Word document and can be requested by email to [goldaward@aoq.org.au](mailto:goldaward@aoq.org.au)

Attach organisation chart of the business.

If the applicant is a subsidiary, provide an organisation chart of the parent company showing the relationship to the applicant to other parts of the parent company.

A letter of intent on company stationery along with the completed form and fee, should be emailed to:

Email: [goldaward@aoq.org.au](mailto:goldaward@aoq.org.au) or mailed to

Gold Award

Australian Organisation for Quality-Queensland Inc.

PO Box 15205, City East, QLD 4002

Tel: 07 3816 2255

Fax: 07 3816 2288

### ITEM INSTRUCTIONS

- **Item 1. Applicant**  
Provide the official name and mailing address of the organisation applying for the Award.
- **Item 2. Contact Details**  
Provide the name, title, mailing address, and telephone number of the contact person.
- **Item 3. For-Profit Designation**  
Check the appropriate box. An answer of "no" is required for non-profit organisations and for government organisations.
- **Item 4. Size of Applicant**  
Give the estimated number of fulltime (or equivalent) employees as of the date the application is submitted.
- **Item 5. Award Category**  
Indicate which one of the Award categories the submission is directed.
- **Item 6. Description of Products and Services**  
In the space provided, describe the types of products or services sold or provided. Indicate the approximate percent each type represents of the total income. It is not necessary to list individual products or services.
- **Item 7. Fees**  
A non-refundable fee must be included with the Application form, documentation and cover letter of intent.

### Size of Organisation

Size of Organisation		Application / Assessment Fee	
		AOQ	Members Public**
		\$*	\$*
● Micro Organisations	– up to 5 employees	580	930
● Small Organisations	– 6-20 employees	1045	1605
● Medium Organisations	– 21-150 employees	1590	2340
● Large Organisations	– 151 to 999 employees	1925	2845
● Very Large Organisations	– 1000 to 1999 employees	2075	3070
● Mega Organisations	– 2000 and over employees	2175	3170

If applying for both the Gold Award for Business Excellence and the Gold Award for "Industry" Management Excellence add 60% to the nominated fee.

\* Includes GST

\*\* Public fee includes membership in AOQ-QLD™ to 30 June 2010.

Please download a Membership Application Form from [www.aoq.org.au/ Membership-Application.pdf](http://www.aoq.org.au/Membership-Application.pdf) and submit with your Gold Awards application.

The Application Fee is non-refundable.

50% of application/assessment fee is required with application. Remainder by 14 October 2009.

- **Item 8. Statement**  
Please read this section carefully. A signed application indicates that the applicant agrees to the terms and conditions stated here.
- **Item 9. Media Files**  
Soft media for use at the awards ceremonies is required with your application. Up to 150 words describing the organisation for marketing purposes.
- **Item 10. Response to Award Criteria**
  - Customer Focus
  - Leadership
  - Involvement of People
  - Process Approach
  - System Approach to Management
  - Innovation and Continual Improvement
  - Factual Approach to Decision Making
  - Mutually Beneficial Supplier Relationships
- **Item 11. Authorising Official**  
The signature of the applicant's highest ranking official is required and indicates the applicant will comply with the terms and conditions stated in the document.
- The closing date for applications is 25 September each year.

# Application Form



## The Gold Award for Business Excellence 2009

This form may be copied and attached to, or bound with, other application materials.

The Application Form and an Award Criteria Form is available as a Word document and can be requested by email to [goldaward@aoq.org.au](mailto:goldaward@aoq.org.au)

● **1. Applicant**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

List addresses of all locations covered by this application-use separate sheet if required.

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

● **2. Contact Details**

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_

Email \_\_\_\_\_

● **3. Is the applicant a for-profit business (check one)?**

Yes  No



# Application Form



## The Gold Award for Business Excellence 2009

● 4. Size of Applicant

Total number of employees (EFT) \_\_\_\_\_ Total number of offices/branches \_\_\_\_\_

● 5. Award Category (tick one box in each column)

**Size**

- Micro Organisations – up to 5 employees
- Small Organisations – 6 to 20 employees
- Medium Organisations – 21 to 150 employees
- Large Organisations – 151 to 999 employees
- Very Large Organisations – 1000 to 1999 employees
- Mega Organisations – 2000 and over employees

**Category**

- Private–For-Profit
- Public Sector
- Private–Not For Profit

Award applied for:

- Gold Award for Business Excellence
- Gold Award for Laboratory Management Excellence
- Gold Award Health/Aged Care Management Excellence
- Gold Award for Aerospace Management Excellence
- Gold Award for Export Management Excellence
- Gold Award for Sustainable Environmental Management Excellence
- Gold Award for Sustainable Gardening Management Excellence
- Gold Award for Software Systems and Engineering Management Excellence
- Other Gold Award for “Industry” Management Excellence  
Please specify industry \_\_\_\_\_
- Both
- Corporate Application  
(organisations with multiple branches)
- Individual Branch/Office Application  
Please specify branch/office \_\_\_\_\_

For multi-office/branch organisations

● 6. Description of Products and Services and % of Total Income

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● 7. Fees (see page 4)

Enclosed is \$ \_\_\_\_\_ to cover our Application (a Tax Invoice will be forwarded). Please make cheque payable to: The Australian Organisation for Quality-Queensland Inc. (credit card payments are not acceptable).



# Application Form



## The Gold Award for Business Excellence 2009

### 8. Statement

We understand that this application will be reviewed by members of the Gold Award Committee, the Assessors and the members of the independent Adjudicating Committee. Should our company be selected for one or more site visits, we agree to host the site visit(s) and to facilitate an open and unbiased examination. We understand that the company must pay reasonable costs associated with any site visit(s) outside the major metropolitan cities of Brisbane, Sydney, Melbourne, Adelaide and Perth.

### 9. Media Files

Please include:

- a high resolution file of your company logo (Illustrator EPS format for print and JPG format for the website)
- images in JPG format (300dpi).
- three Powerpoint slides to a total file size of less than 1mb. Should you be selected as an Award finalist or winner, the material supplied with your application will be used in the audiovisual presentation at the Awards Dinner and we recommend that you provide only high quality images.
- up to 150 words describing the organisation for marketing purposes.

### 10. Response to the Award Criteria

A maximum of four page response (total) to the eight (8) Award Criteria (see page 3).

### 11. Audit Report

Include a copy of the last major Audit Report from the Certification/Accreditation Body, the Certificate to the Standard and capability statement.

### 12. Signature, Authorising Official

SIGNATURE	DATE
Name _____	
Title _____	
Address _____	
_____	
Postcode _____	
Telephone _____ Facsimile _____	
Email _____	

Forward the package by email to [goldaward@aoq.org.au](mailto:goldaward@aoq.org.au) or mail to Gold Awards Program, PO Box 15205, City East, QLD 4002 by close of business 25 September 2009.





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VICKI THOMPSON, LEARNING SERVICES MANAGER, LEARNING @ BORAL

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HONG KONG

SINGAPORE

# WHY CERTIFICATION?

Sci-Qual International's Certified Environment, Quality and Workplace Health and Safety System helps enterprises demonstrate their credentials through independent assessment of management practices to the approved standards.

Our Certification gives you a third party assessment and certification of business management systems aimed at controlling environmental and workplace health and safety practices and risks for improving business risk management. We will be able to provide you with the assurance that your clients will have complete faith in your business practices and products.

Having our certification provides you with the opportunity to stay ahead of the trends in regulatory, community and trade requirements and *not forgetting your competition.*

## Benefits of being Certified with Sci-Qual International:

- Enhancing your corporate image.
- Paper trail to support your practices.
- Competitive edge in your trade.
- Early and improved identification and management of business risks.
- Increased bottom line profits due to smooth systems.
- Stakeholder satisfaction enhancements.
- Experienced auditors to give you a confident finished result.

## Other systems reviewed:

SQF 1000 and SQF 2000.

Food Safety HACCP.

NHVAS Mass and Maintenance Auditing.

TruckSafe Auditing.

*"We have that friendly approach to your certification."*



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**Web** [www.sci-qual.com.au](http://www.sci-qual.com.au)

JASANZ REGISTRATION

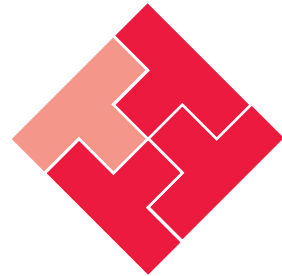
Quality No. S1210792AB

Environment No. E2060699AB

OH&S No. O2020400AB

# A TOTAL MANAGEMENT APPROACH TO INCREASING CUSTOMERS

- AUDIT • BUILD STAFF CAPACITY
- DEVELOP SERVICE STANDARDS • IMPROVE PROCESSES & SYSTEMS



MERCER  
MANAGEMENT  
CONSULTING SERVICES

## SELF ASSESS YOUR BUSINESS

### How many questions would you answer 'Yes' to?

1. Do you/your staff think customers are an interruption to business/and are they an irritation?
2. Is too much of your staff time spent answering customer questions?
3. Do you /your staff think customers are stupid and don't understand?
4. Do you /your staff think your customers are difficult and too much trouble?
5. Do you/your staff think customers are out to cheat your business?
6. Do your staff complain that they can't give good service because of poor back office processes?

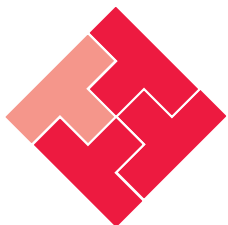
### And "No"?

7. Do you use information from customers to build ideas on how to improve your business processes?
8. Do you collect information about all your service transactions?
9. Are all your staff trained in delivering excellent service before they start work with your customers?
10. Are your back office staff trained in how important their role is to ensure frontline staff can give the best service to customers?

YOUR SCORE: \_\_\_\_\_/10

## NEED HELP? WANT TO KNOW MORE?

Contact us to find out more about our fully integrated in-sourcing approach to Customer Focus



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