**The Unley Road Association, The Unley Rotary Club, and the Unley City Council, present the Small Business and Age Friendly Awards for 2022. These prestigious awards allow recognition of Unley Road Traders and team members as managers of exceptional businesses which are well run, look after staff and serve our community. Nominations close on Wednesday 13th April and the awards will be made on Tuesday 3rd May 2022**

**Nominations are open to customers of the Unley Road business or the business manager/owner and can be completed online at:** [www.onlyunleyroad.com.au](about:blank)

Category (Tick one or Both as Appropriate), Both Category Nomination forms are listed below

1. Small Business Award 2. Age Friendly Award

Name of business / organisation: …………………………………………………….…………………………….…

Business address……………………………………………………………………………………………………………….

Telephone number: ……………………………… Email …………………………….…………………………….

Nature of business: ………………………………………………………………….…….…………………………………

Name of nominator: …………………………………… Position in organisation: ………………….……….

No. Of staff: (including owners - equivalent to full-time) ………………………………………………….

How long has the business been operating ………………………….

Brief description of business:

**CATEGORY ONE – SMALL BUSINESS AWARD**

*Please state why this business is worthy of the small business award.*

*Please identify, in 25 words, or less, for each category how the business excels*

|  |
| --- |
| **Quality and Diversity of Product or Service** |
|  |
| **Quality Facilities, Presentation, Ambience** |
|  |
| **Reliability (e.g. Do what they say they will do.)** |
|  |
| **Innovation (e.g. up to date on technology, facilities, modern trends)** |
|  |
| **Regard for Employees (e.g. Equal Opportunity, Fair and Equitable, Good Communications, Encouragement, Development)** |
|  |
| **Employee Interaction with Customers (e.g. Welcoming, Friendly, Patient, Helpful)** |
|  |
| **Customer Satisfaction (e.g. Are you happy when you leave? Do you want to go back?)** |
|  |
| **Other Information** |
|  |

**CATEGORY TWO – AGE FRIENDLY AWARD**

Please tell us how your business excels in being age friendly and provide some examples.   
*(Not every item will necessarily be relevant to your business. Do not feel as though all boxes should be ticked.)*

|  |  |
| --- | --- |
| **Customer Service** | |
| Staff are welcoming, friendly and authentic in their greetings. | 🞏 |
| Staff speak clearly and without condescension. | 🞏 |
| Staff are patient and ensure customers don’t feel ‘hurried along’. | 🞏 |
| Staffing profile includes older people where possible. | 🞏 |
| *Please provide specific examples or elaborate on your business’s age friendly Customer Service* |  |
| **Marketing** | |
| Fonts are large and clear, with a high colour contrast between the text and background of promotional material. | 🞏 |
| Advertisements and materials feature a range of ages, including older people, in materials and advertisements. | 🞏 |
| A range of communication methods and channels are used. | 🞏 |
| Website is easy to navigate and is up to date. | 🞏 |
| *Please provide specific examples or elaborate on your business’s age friendly Marketing* |  |
| **Ambience** | |
| Adequate and even lighting is provided throughout, particularly in entrances and exits. | 🞏 |
| Excessive noise and loud music are minimised. | 🞏 |
| *Please provide specific examples or elaborate on your business’s age friendly Ambience* |  |
| **Design and Accessibility** | |
| Seating with arm and back rests. | 🞏 |
| Adequate space between and around furniture to manoeuvre. | 🞏 |
| Parking area for prams, mobility aids and scooters. | 🞏 |
| Products popular with older people are within reach on shelves. | 🞏 |
| Doors are lightweight or automatic. | 🞏 |
| Trip/ slip hazards are removed and/or minimised. | 🞏 |
| *Please provide specific examples or elaborate on your business’s age friendly Design and Accessibility* |  |
| **Age Friendly Services and Products (as appropriate)** |  |
| Home delivery services. | 🞏 |
| Seniors discount, seniors menu, special Seniors Days and/or membership to the Seniors Card Program. | 🞏 |
| *Please provide specific examples or elaborate on your business’s age friendly Services and Products.* | 🞏 |
| **Bonus Question**  What is one new strategy you will implement over the next year to make your business even more age friendly? | |