

CommBank Young Hero Awards 2024

Award	Judging Criteria
INDIVIDUAL AWARDS	
Entrepreneur of the Year	<p>Evidence of strong financial performance: Demonstrated strong financial performance, as evidenced by sales generated, profits, market share, customer growth and/or meeting a gap in the market.</p> <p>Proof of significant impact on the Australian economy: Demonstrated a significant impact on the Australian economy, as measured by revenue growth, job creation, or other economic indicators.</p> <p>Proof of trailblazing leadership and innovation: Demonstrated strong leadership in the industry, and demonstrated innovation in the business model or strategy.</p>
Innovator of the Year	<p>Strong evidence of product innovation and impact: Demonstrated innovation in developing a new product, service, or business model with significant market adoption and positive impact on the Australian technology sector.</p> <p>Proof of significant contribution to the Australian technology sector: Demonstrated a commitment to enhancing Australia's innovation sector with proof of impact on the economy with sales generated, interest created for consumers served.</p> <p>Proof of thought-leadership in innovation sector: evidenced by strong publicity, demonstrated positive impact as an innovation spokesperson.</p>
Rising Star Award	<p>Evidence of rapid growth: demonstrated significant growth in business operations in the last 24 months, as measured by revenue, profits, sales, or customer base.</p> <p>Evidence of significant and recent impact on Australian market: demonstrated a positive impact on the Australian business market, as evidenced by media coverage, awards, or other forms of recognition.</p> <p>Strong leadership and business foundations: Demonstrated a clear understanding of the business landscape and a strong vision for the future, implemented establishing an impactful business strategy.</p>
Sustainable Entrepreneur Award	<p>Evidence of sustainable business success: Evidence of a successful business, such as revenue growth, brand awareness, customer growth and sales volume.</p> <p>Leadership in the sustainability space: Evidence of the entrepreneur's leadership in the sustainability space, such as innovation in sustainable business practices, advocacy for sustainability, and mentorship of other sustainable entrepreneurs.</p>

	<p>Sustainable business model or practices: Evidence of a sustainable business model or practices, such as a commitment to environmental protection, social responsibility, and economic viability.</p>
<p>Indigenous Entrepreneur of the Year</p>	<p>Evidence of industry leadership: Demonstrates leadership in the Indigenous economy and broader business community with evidence of thought-leadership, advocacy, and mentorship and making a positive impact in the market.</p> <p>Evidence of driving the indigenous economy: Demonstrate strong financial performance, including metrics such as revenue growth, profitability, jobs creation, and market share and evidence of a growing customer base.</p> <p>Successful business strategy: include a clear and concise business plan that outlines the company's vision, mission, future plans and values, as well as a strategy for achieving its goals.</p>
<p>Retail Leader of the Year</p>	<p>Evidence of a successful retail business: Demonstrate strong financial performance, including metrics such as revenue growth, profitability, and market share and evidence of a growing customer base.</p> <p>Evidence of retail innovation: development of new products and services, the implementation of new technologies, the creation of unique shopping experiences, and/or successful execution of retail innovation initiatives.</p> <p>Proof of strong leadership within the retail industry: Demonstrated thought-leadership, advocacy, and mentorship. Provide evidence of the company's positive impact on the retail community.</p>
<p>Social Impact Entrepreneur of the Year</p>	<p>Evidence of social impact and goals: Evidence of a clear and concise social impact mission and goals, this could include metrics such as number of people served, social problems addressed, and/or environmental impact.</p> <p>Evidence of successful social enterprise initiatives: could include examples of social enterprise initiatives, such as fair-trade practices, employment opportunities for disadvantaged groups, or investments in sustainable technologies.</p> <p>Proof of strong, successful leadership: Evidence of the entrepreneur's successful leadership of their social enterprise. This could include metrics such as business growth, employee satisfaction, and customer satisfaction.</p>
<p>BUSINESS AWARDS</p>	
<p>Startup of the Year</p>	<p>Evidence of business success: include metrics such as financial statements of revenue growth, strong customer base or customer growth, employee growth, sales volume, customer satisfaction ratings, or product awards in the last 1-2 years.</p> <p>Successful business strategy: include a clear and concise business plan that outlines the company's vision, mission, and values, as well as a strategy for achieving its goals.</p>

	<p>Meeting a market gap: demonstrated by showing that the company is addressing a real need in the market and that its product or service is in high demand.</p>
Excellence in Marketing	<p>Evidence of marketing campaign success: include metrics such as sales generated, social media growth, increased brand awareness, website traffic, or other proof of a successful marketing campaign in the last 1-2 years.</p> <p>Effectiveness in reaching target audience: demonstrated by showing that the marketing campaign was effective in reaching its target audience with customer growth or brand awareness.</p> <p>Ahead of the competition: demonstrated by showing that the marketing campaign was unique and innovative, and that it stood out from the competition by successfully penetrating new consumers.</p>
Best Place to Work	<p>Proof of high employee satisfaction: This could be demonstrated by evidence of high staff retention, employee surveys, employee engagement metrics, or other proof that employees are satisfied with their jobs in the last 1-3 years</p> <p>Evidence of employee-centric business model: Evidence of a strong focus on employee well-being and satisfaction, such as competitive salaries and benefits, flexible work arrangements, and employee health and wellness programs.</p> <p>Proof of commitment to employee well-being and inclusivity: Evidence of a commitment to diversity and inclusion, such as a diverse workforce, inclusive hiring practices, and a workplace where all employees feel valued and respected.</p>
Most Innovative Tech Product	<p>Proof of product innovation and success in the market: Evidence of a truly innovative product that meets a real market gap. This could include demonstrating how the product is unique and different from existing solutions with strong uptake from consumers.</p> <p>Evidence of product success: Evidence of product uptake and success in the market, such as sales generated, customer feedback, and industry recognition.</p> <p>Innovative product design: Demonstrate a unique, well-designed product with clear and concise demonstration of the product's innovative features and benefits, detailed overview of the product's technology and how it works.</p>
Outstanding Growth Award	<p>Evidence of rapid growth: Evidence of fast growth within the last 24 months, such as revenue growth, customer growth, and employee growth. This could include metrics such as percentage increase in revenue, number of new customers acquired, and number of new employees hired.</p> <p>Proof of profitability: Evidence of profitability and successful growth, such as profit margins, sales generated, and financial statements. This could include metrics such as net profit margin, gross profit margin, and return on investment.</p>

	<p>Scalability and resilience: Evidence of the company's ability to scale and maintain its growth trajectory and the plan for future growth, as well as how it has overcome challenges in the past.</p>
<p>Excellence in Customer Service</p>	<p>Evidence of high customer satisfaction: Evidence of high customer satisfaction ratings, such as Net Promoter Score (NPS), customer satisfaction surveys, and customer reviews.</p> <p>Customer-centric business model: Evidence of a commitment to putting the customer first, such as customer-centric values and strategies, and customer feedback mechanisms.</p> <p>Customer service excellence: Evidence of outstanding customer service and customer experience, such as well-documented case studies, customer testimonials, and employee training programs.</p>
<p>Family Business of the Year</p>	<p>Proof of family-led business power-sharing: Evidence of a strong family culture and a commitment to power-sharing of family members within the business.</p> <p>Evidence of business success: Evidence of business success, such as profits, market share, or industry recognition. This could include metrics such as revenue growth, profit margins, customer satisfaction ratings or strong customer base.</p> <p>Community building and economic contribution: Evidence of the business's contribution to the local community and the Australian economy, including metrics such as the number of jobs created, involvement in community initiatives and its support for local suppliers.</p>