

Casey Cardinia Business Awards 2016

14 July 2016

Congratulations Cranbourne Body Works!

Being a finalist in the Casey Cardinia Business Awards 2016 is a great opportunity to further promote your business.

This kit provides you with up-to-date advice and materials to promote your success through local media and online channels.

Inside you will find:

- 'Finalist' sticker for you to display at the site of your business
- Casey Cardinia Business Awards logo and artwork (for use on your website, e-mail signatures and print communications)
- A list of practical steps about promoting your success to the community
- Advice on how to write a media release as a finalist in 2016
- Tips for promoting your business as a finalist in 2016 through social media.

You should feel very proud of your success. With a high number of entries in this year's awards program, your business is recognised as one of the best in the Casey Cardinia Region.

The City of Casey and Cardinia Shire Council thank you for your valuable contribution to this year's awards program and we wish you continued success as an outstanding local business.

Yours sincerely



Cr Sam Aziz
Mayor, City of Casey



Cr Jodie Owen
Mayor, Cardinia Shire Council

Cranbourne Body Works – Environmental Sustainability Award

Finalist at the Casey Cardinia Business Awards 2016

The City of Casey and Cardinia Shire Council congratulates Cranbourne Body Works as a finalist of the 2016 Environmental Sustainability award.

The Casey Cardinia Business Awards 2016 program attracted a high amount of applications across all categories, from which 36 finalists have been chosen. All finalist are fine representations of the business vitality and vibrancy that Casey Cardinia Region is well-known for.

For further information on the Casey Cardinia Business Awards 2016, visit caseycardinia.com.au/businessawards or contact Raylene Wilson on 9705 5200.

Media Releases

(Cranbourne Body Works, Environmental Sustainability Award)

How to write your release

A well-written media release is one of the best ways to alert the media to an issue or idea.

Think NEWSworthy!

What makes a story newsworthy?

- News is always recent.
- News is often about something unusual, surprising or quirky.
- News is about latest developments.
- News generally appeals to a broad public audience.
- News is emotive.
- News is entertaining.
- News is about an event or statement that will be remembered.

How to draft a Media Release

Headline

- A one line sentence describing 'what' the media release is about.
- Must be attention-grabbing.
- Can use emotive or colourful language.
- Ensure you put in some "quotes" to give it 'life'.

Introduction

The introductory paragraph needs to include the five Ws and H.

- Who is involved?
- What is it?
- Where is it happening?
- When is it happening?
- Why is it happening?
- How is it going to happen?

Media Releases *cont'd*

Body of the Media Release

Put the most important information first, with following information in descending order of importance.

- Use one idea/thought per sentence/paragraph.
- Substantiate facts and statistics.
- Use credible research sources to back up statements.
- Include quotes from the key spokesperson.

Conclusion

Include contact details and / or website address for further information.

See the following page for an example of how to structure your media release to present to local media outlets.

(The below business names and sources are not real; example only)

Media Releases cont'd

MEDIA RELEASE: >Insert date it is issued<

>snappy headline<

It was a case of All Hands on Deck at the 2016 Casey Cardinia Business Awards finalist announcements

>opening paragraphs, WHO, WHAT, WHEN, WHY, HOW<

Local maintenance company All Hands On Deck (*WHO*) was announced as a finalist in the New Business category (*WHAT*) at yesterday's Casey Cardinia Business Awards 2016 Finalist function (*WHEN*).

Recognised for their employment and mentoring of over eighty troubled youths from the region over the past two years (*WHY*), competition judges agreed that the initiative deserved celebration (*HOW*).

>Body text: expand with quotes and supporting information<

Founder Paul Walker expressed the rewarding feeling of "watching young people excel when given a decent opportunity to prove themselves". Founded in 2011, 'All Hands On Deck' is a competitively priced house and garden maintenance service which sources its employees from local youth services organisations, offering young people a pathway out of poverty, crime and other social issues through the provision of mentored employment and training.

Paul Walker: "I'm very proud to say that All Hands On Deck has now been registered to conduct apprenticeship-based employment in the area of garden landscaping".

As a registered training organisation, Paul is confident he can do even more to help young people create a brighter future for themselves.

Jason Smith, who is now in the first year of his garden landscaping apprenticeship with All Hands On Deck, said "Paul has shown me that there is a place for me in society and I don't have to be on the outskirts for the rest of my life".

>Final paragraph: closing comment with contact details for more info<

The Winners of the Casey Cardinia Business Awards 2016 will be announced at a Gala dinner on Thursday 9 October. For more information, visit <http://www.caseycardinia.com.au/businessawards>

>Provide some quality photos – this humanizes your story and may give it more chance of being published as it makes the journalist's job a lot easier!<

Practical steps to promote your success!

- **Update your website and social media sites** with your award winning details and let your customers know that you've been successful. Your win may help to raise your profile and increase brand awareness. This may help target new customers and sectors by creating interest in the community.
- **Update your promotional material** including newsletters, pamphlets, and online information to include your Casey Cardinia Business Award 2016. Consider including the win on your business letterheads, email signatures and website banners.
- **Enhance your shopfront** by using the finalist sticker provided in this kit.
- **Look at the feedback** you received from the judges and use it to guide future development and improvements. This can also be useful if you choose to enter other awards as feedback gives you the opportunity to closely analyse your business from an outsider's perspective.
- **Consider creating a media information pack** so that your business has easily accessible information for media outlets. This could include your award press release, background information, photographs, business literature and your logo, which you can use for other award programs.
- **Work together with your category sponsor.** Be sure to establish contact with them and mention that you would like to help them if an opportunity arises, perhaps as a guest speaker at one of their events. This would also help raise your profile among a valuable local market.

Using Social Media to promote your business

Facebook

Facebook is becoming an increasingly important and in some cases necessary tool for business promotion and customer service. The social networking site has millions of Australian users – many of them potential customers.

Here are some tips to help you get involved in Facebook and use it to reach new customers, promote your business and drive traffic to your website.

Have you created a Facebook page for your business?

To find out more about how to set-up an effective Facebook page for your business visit: <https://bg-bg.facebook.com/business>.

Attract Followers

The first thing Facebook suggests is that you invite all of your Facebook friends to "like" your new page.

If your business has an established e-mail, newsletter, or blog following those are exactly the audience you want to connect with your Facebook page. Post or distribute an announcement with a link to the Facebook page and invite them to join your community.

You should also add a link to the Facebook page to your standard e-mail signature.

If you have a budget, and want to pursue Facebook members more aggressively, you can purchase a Facebook ad to promote the existence of the page as well.

Using Social Media to promote your business *cont'd*

Tips to improve your Facebook page

Engage Customers

Make sure you are adding content regularly - preferably at least weekly. You want to provide a reason for your audience to check in and see what's new.

You can post news or stories related to your business and provide unique commentary or insight. For example, a great post would be to inform followers of your success in the Casey Cardinia Business Awards 2016.

You can also use the Facebook page to provide tips, tricks, or information. Rather than just talking at the audience, though, try to incite comments and feedback from the members to foster a sense of community with your customers

Make your page interactive

When you edit your business page settings, you will have the option to allow people to post content to your wall — including photos and videos. Although you will need to spend more time moderating your page, it's a good idea to let people post to your wall.

Facebook should not be a one-way dialogue. Allow them to interact with you and start conversations. Many of these conversations can turn into business for you. Visit <https://bg-bg.facebook.com/business> for more information.

Advertise an event

Promote meetings, conferences, marketing events you may be hosting, product launches and your company's achievements. Be creative and reach out.

Using Social Media to promote your business *cont'd*

Some Facebook don'ts

Don't Neglect followers

People have liked or followed your page for a reason, don't give them another one to leave! Use the insights analysis on your page to note whether people are engaging or not, then improve on the quality or frequency of your posts and see if it makes a difference.

Limit administrators

Your social media pages are usually the first source for the community and journalists looking for a story, so make sure that you're only allowing a few people access to posting updates and information. Everyone in the company can still monitor the site without needing administrator privileges.

Being a spammer

You may not think it's spamming to tell your fans the same thing repeatedly on your own page, but it's uncomfortable. It's also one of the quickest ways to get fans to unlike your page or worse yet, just hide your updates! It's great if you have an event coming up and you want to tell people about it, but limit how many times per day, week or month you tell them about the same event.

Have you considered trying other social media channels?

You can find tips on using other websites and applications at these online destinations:

Twitter

<http://business.twitter.com>

LinkedIn

<http://www.linkedin.com/company/linkedin/linkedin-company-pages-1349/product>

Pinterest

<http://business.pinterest.com>

Sponsors

The City of Casey and Cardinia Shire Council would like to thank our Casey Cardinia Business Award 2016 sponsors. Their generous contribution and support in recognising the achievements of the business community throughout Casey Cardinia Region is greatly appreciated.

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Casey Cardinia Business Awards Co-ordinator

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