



School Responses Co-ordinator:	Judging Co-ordinator
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10 May 2022
 Dear Teacher,

BUSINESS PLANNING COMPETITION 2022

The Business Planning Competition (run through the Business Liaison Association) is open to all students enrolled in business subjects, eg. Junior Business, Senior Business. This year it is sponsored by Financial Goddess and Acumen Accounting and Advisory.

The competition aims to provide teams and individual students with the opportunity to apply their knowledge and understanding of the business development process through the application of quality **Business Feasibility Studies (Year 11), Business Plan (Years 7-10) or Product Pitch (Years 7 – 10)**.

The competition closes on **Monday 12 September 2022**. Only **ELECTRONIC SUBMISSIONS** will be accepted – emailed through by this date.

CATEGORIES The competition will be run in two categories:

Category	Requirement	Open to
1. Junior Business Competition	<ul style="list-style-type: none"> Submission of Business Plan document OR Multimodal presentation – video upload (max 3 minutes) 	Individual students and/or teams in Years 7, 8, 9 & 10
2. Senior Business Feasibility Study Competition	<ul style="list-style-type: none"> Submission of Business Feasibility Study document 10-minute presentation of Business Feasibility Study (finalists only) 	Individual students and/or teams in Year 11 (only)

PRIZES

Senior Business Feasibility Study Competition:

Winning Entry: \$500
 Runner up Entry: \$300
 Encouragement Award x 2: \$100

Junior Business Competition:

Winning Entry: \$400
 Runner up Entry: \$300
 Encouragement Award x 2: \$100

IMPORTANT DATES TO NOTE:

Registration Due Date:	5:00 pm Friday 19th August 2022
Closing Date for all entries:	5:00 pm Monday 12th September 2022
Judging Session for Senior Competition :	Saturday 15th October 2022 (Time and venue to be advised)
2022 Annual Awards Presentation: (All winners of an award MUST ATTEND)	Thursday 1st December 2022 Time: 5:30 pm to 7:30 pm Venue: Cairns Pullman International Hotel

INSTRUCTIONS FOR ENTRY

1. Registration is essential.
 - Please complete the attached Registration Form as per the instructions on the special form (email to Janet Ross)
 - A **maximum of three** (3) entries will be accepted per school, per division.
2. Submission of entry:
 - Only **ELECTRONIC SUBMISSIONS** accepted* – email through to **Janet Ross** by closing deadline. (A return email confirming receipt will be sent within a day or two of its receipt).
 - Please ensure **each written entry** has a title page that clearly identifies school, student names AND category of competition.
 - Please ensure **each video entry** has the name of the student and school in the filename.

JUDGING INFORMATION

Selected executive members of the Cairns business community will judge the written Business Feasibility Studies and Business Plans. A copy of the judging criteria that plans will be assessed against is attached.

Sample guides for a Business Feasibility Study and Business Plan for your information are available at:

- http://bestentrepreneur.murdoch.edu.au/Business_Feasibility_Study_Outline.pdf and
 - <http://www.business.gov.au/business-topics/templates-and-downloads/business-plan-template-and-guide/Pages/default.aspx>
- (Sources: Murdoch University and business.gov.au respectively).

A shortlist of entrants from the senior category will be invited to formally present their Business Feasibility Study to the judging panel at a presentation session.

Teachers will be notified of the winning teams/students via email in the week following the judging.

The winning teams/students will be acknowledged at the BLA Annual Awards Presentation Night. Students receiving awards are expected to be in attendance and will be required to wear Formal School Uniform as per school instructions.

RULES AND CONDITIONS

Business Feasibility Studies and Business Plans should be the student's own work and not the existing plan of a business.

CONDITIONS OF ENTRY:

The Business Liaison Association (BLA) encourages its recipients of awards, prizes, gifts or bursaries to promote their achievements on Social Media/Media and positively attribute the support provided by the BLA. Any negative, defamatory, or slanderous comments regarding the BLA, its programs or sponsors will result in a cancellation of awards, prizes, gifts or bursaries.



Photographic Consent

Unless expressly advised otherwise, the Business Liaison Association is authorised pursuant to your school's specific photography consent policies to use any photographs, videos or other images obtained as part of the Business Liaison Association's event, competition, presentation to which this correspondence pertains, for the purposes of promotion of the organisation, its events and award programs. Such promotions to include but not be limited to publications, flyers, advertising, sponsorship collateral, website and internet exposure and promotion including use on social media in the foreseeable future.



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 Email: eo@bla.org.au
 Website: www.bla.org.au

REGISTRATION FORM

2022 BUSINESS PLANNING COMPETITION

Name of School:	
Contact Person:	
Position:	
Telephone number:	
Email address:	
Category: (please tick)	<input type="checkbox"/> Junior Business Plan Competition Number of entries (teams and/or individuals): _____
	<input type="checkbox"/> Junior Product Pitch Competition Number of entries (teams and/or individuals): _____
	<input type="checkbox"/> Senior Business Feasibility Study Competition Number of entries (teams and/or individuals): _____

Please note:

There will be a \$88.00 (inc GST) registration fee per school payable to the Business Liaison Association for administration. **REGISTRATION FEE IS NON-REFUNDABLE.**

Please send me a Tax Invoice for the registration fee (tick)

PLEASE COMPLETE & RETURN THIS REGISTRATION FORM

by 5:00 pm **Friday 19th August 2022** ←
 to jross@cns.catholic.edu.au

Business Liaison Association
 PO Box 7371, Cairns QLD 4870
ABN 60902261190

Send Cheque Payments to
 Business Liaison Association
 P.O. Box 7371, Cairns QLD 4870
 AND ADVICE OF PAYMENT TO
accounts@bla.org.au

Business Liaison Association
BSB: 633000
Account No: 120970611
Ref: BLA BUSINESS PLANNING
and SCHOOL NAME
 and invoice number if applicable.



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ATTACHMENT

JUDGING CRITERIA

2022 Junior Business Competition

BUSINESS PLAN

Team/Student name:	
School:	
Business name:	
Date:	
Judge:	

Criterion:	Weighting	Judge's Score
Has the Business Plan been able to demonstrate sufficient market demand?	20	
Does the Business Plan provide evidence that market research has been conducted?	25	
Completeness of the Business Plan in covering each of the following: <ul style="list-style-type: none"> • Proposed product/service • Market analysis • Competitor analysis • Future statements and Action plans • Financials 	35	
Overall presentation and appearance of Business Plan document	20	
TOTAL	80	

Judge's Comments:

JUDGING CRITERIA

Business Feasibility Study – Senior Competition

2022 BUSINESS PLANNING COMPETITION

Team/Student name:	
School:	
Business name:	
Date:	
Judge:	

Criterion:	Weighting	Judge's Score
Has the Feasibility Study assessed the commercial viability of a business idea or a start-up business?	15	
Does the document provide evidence that market research and validation has been conducted?	10	
Has the Study presented a series of conclusions/recommendations/actions?	10	
Completeness of the Feasibility Study in covering each of the following: <ul style="list-style-type: none"> • Proposed product/service concept or acquisition • Proposed business & operational model and requirements • Market assessment & viability including competitor analysis • SWOT Analysis • Examination of associated risks and mitigation strategies • Proposed strategies/recommendations/conclusions • Financial requirements, analysis and viability (optional but recommended) 	30	
Overall presentation and appearance of Feasibility Study document	15	
TOTAL	80	

Judge's Comments:

ATTACHMENT

JUDGING CRITERIA

Overall Score Sheet

2022 SENIOR BUSINESS PLANNING COMPETITION

Team/Student name:	
School:	
Business name:	
Date:	
Judge:	

Component	Possible Score	Judge 1 Score	Judge 2 Score	Judge 3 Score	Judge's Scores Average
Business Feasibility Study Document	80				
Business Feasibility Study Presentation	20				
TOTAL	100				

Judge's Comments: