



ASIAN BUSINESS ASSOCIATION OF WHITEHORSE INC.

BUSINESS EXCELLENCE AWARDS 2025





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Date: Saturday, 30 August 2025

Time: 6:00pm – 10:00pm

Location: Melbourne Convention
and Exhibition Centre(MCEC)

Estimated Attendees: 450 Guests

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Award Force Platform Visibility:

- Home page and footer display
- Nomination gallery page display
- Public voting page display
- Specific category branding display
- Branding logo placement on all email and PDF collaterals to nominees, judges, and the public
- Sponsor branding embedded in nomination forms
- Clickable sponsor linking to sponsor websites
- Branding on confirmation and notification emails
- Visibility within the finalist and winner announcement pages



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AWARDS 2025



[Return to my entries](#)

Title Sponsor



Hosted By



Support By



Award Sponsors



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Printed Collateral:

- Posters, brochures, dinner menu, event program, place cards, award trophy & table numbers.

Social Media:

- Event official Website - www.abawards.com
- Social media platforms (Meta, WeChat, Rednote, LinkedIn, etc)

On the Day:

- Pull up banners, main stage screen, printed material, event host to announce all sponsors.

Estimated reach: 300,000+ impressions.



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Homepage and footer logo placement provides brands with a unique and valuable exposure opportunity, allowing them to reach both participants and judges.

This prominent positioning ensures increased visibility throughout the entry process.

Exposure time: May ~ September



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BUSINESS EXCELLENCE AWARDS 2025

Log in or register

Email

Continue

ABAW Business Excellence Awards

Start here

Honouring Excellence and Celebrating Community in our Multicultural Business Community

Why Nominate?

- Showcase your business success and industry leadership
- Gain media exposure and enhance your brand reputation
- Connect with influential leaders, government, and fellow entrepreneurs
- Be invited to the prestigious Gala Dinner on August 30, 2025

Key Information

Nominations close: June 30, 2025

Who can nominate? Businesses or organisations based in Victoria

Cost: Free to nominate.

Title Sponsor



Hosted By



Support By



Award Sponsors



YOUR
LOGO
HERE

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Category-specific sponsorship enables brands to precisely target specific demographics and businesses, with their logos prominently displayed on all nominated and winning entries.

Exposure time: May ~ June 30th

Award Categories



Excellence in Development
& Construction Award
卓越开发与建设奖

Excellence in
Education Award
杰出教育奖

Outstanding Social
Responsibility Award
社会责任杰出奖

Retail & Hospitality
Excellence Award
零售与服务卓越奖

Excellence in Financial
Services Award
金融服务卓越奖

Tourism Leadership
Award
旅游领导力大奖

Outstanding Export
Achievement Award
杰出出口成就奖

Innovation & Sustainability
Leadership Award
创新与可持续发展引领奖

Public Voting

People's Choice
Restaurant Award
人气餐厅奖

Health & Beauty
Award
最佳健康美容奖

Emerging Fashion
Businesses Award
新兴时尚企业奖

My entries → Nomination → Start entry

All questions must be answered, unless marked optional.

Entry form

Nominate A Business

Best Beauty Experience (Spa/Salon)

Public Voting Cover Image

ABAW Business Excellence Awards 2025

Category

Best Beauty Experience (Spa/Salon)

Meeting any of the following criteria qualifies an business for nomination.

Customer Experience & Satisfaction

Personalised and exceptional customer service
Positive customer reviews, testimonials, and repeat client rates
Unique and memorable experiences that exceed client expectations
Highly trained, certified, and experienced beauty professionals

Treatment & Service Excellence

High-quality beauty and wellness treatments with visible results
Use of premium products, modern techniques, and professional equipment
Consistency in service standards across all clients

Category Sponsorship Logo



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The Award Force entry form allows brands to add text, images, and videos in key areas to showcase their branding and link directly to their website, helping drive traffic. We can also include a website visit as part of the entry process to further increase exposure.

Exposure time: May ~ June 30th

The screenshot shows the ABAW Business Excellence Awards website. The top navigation bar includes 'ABAW Business Excellence Awards', 'Manage', 'Enter', and 'Judge'. The 'Enter' tab is selected. The main content area shows 'My entries → Nomination → Start entry' and a note: 'All questions must be answered, unless marked optional.' Below this is a section for 'Award Citation' with a dropdown arrow. The text reads: 'The Tourism Leadership Award is proudly sponsored by **XXX (your company name)**. For more details, visit **yourwebsite.com.au**'. Below this is a section for 'Destination Promotion & Impact' with a text area and a note: 'If certain questions are not applicable to your business, you may write "N/A."'. The text area contains: 'Tell us how your business promotes tourism and makes a measurable impact. (Required)'. To the right of the text area is a list of aspects to respond from: 'Describe how your business promotes the local or regional area as a tourism destination.', 'OR', 'Share marketing or promotional strategies that have been effective in attracting visitors to the destination.'

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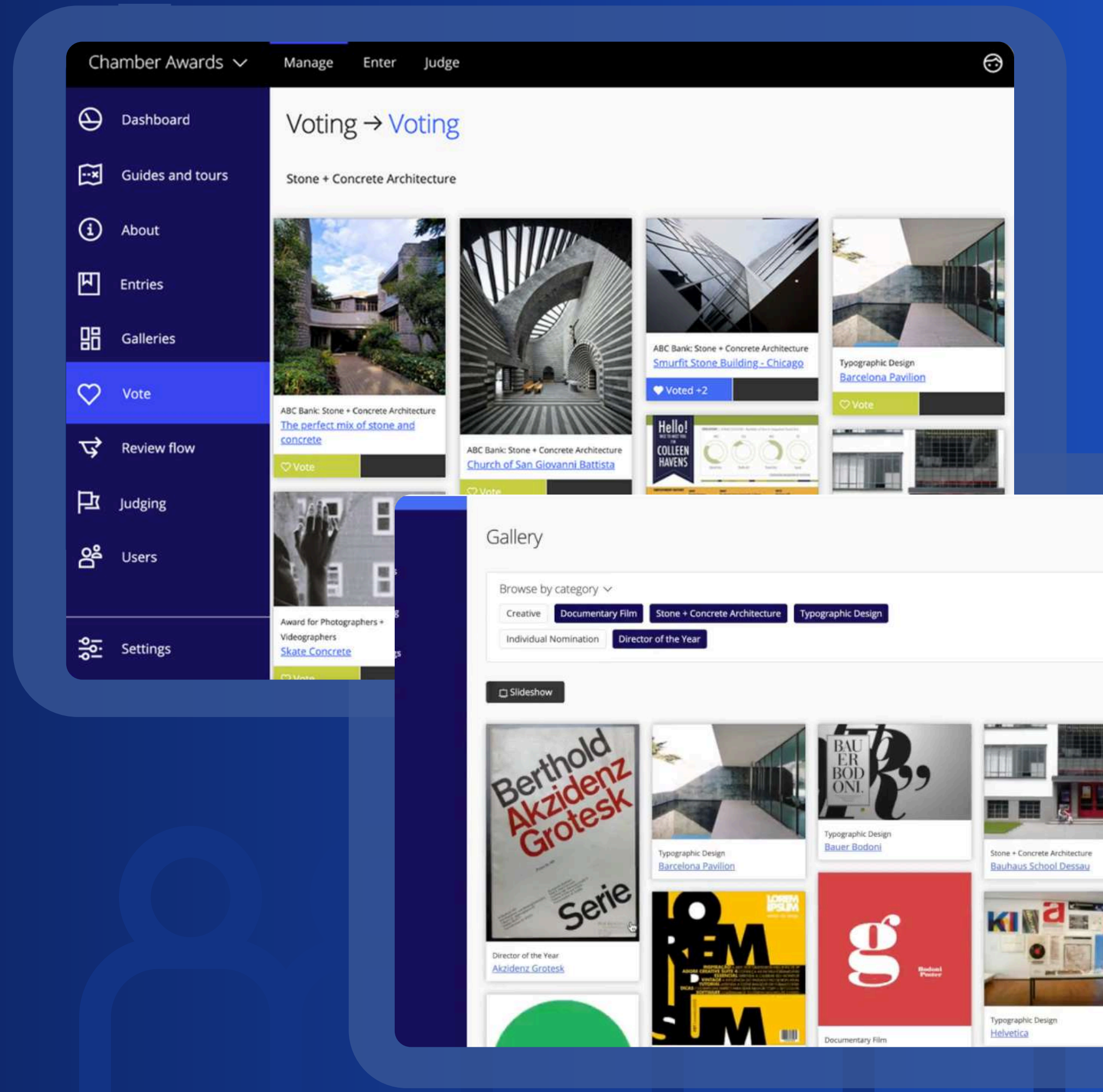


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Boost brand visibility by using Award Force galleries and public voting judging mode. This ensures consistent exposure, allowing sponsors to engage directly with participants, judges, and the public, increasing brand recognition and traffic.

Exposure time: July 1st ~ Aug 15th



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Send notification emails featuring branding logos to entrants and judges at key stages, including deadline reminders, entry eligible, requests for additional information, and more. This ensures ongoing branding visibility throughout the process.

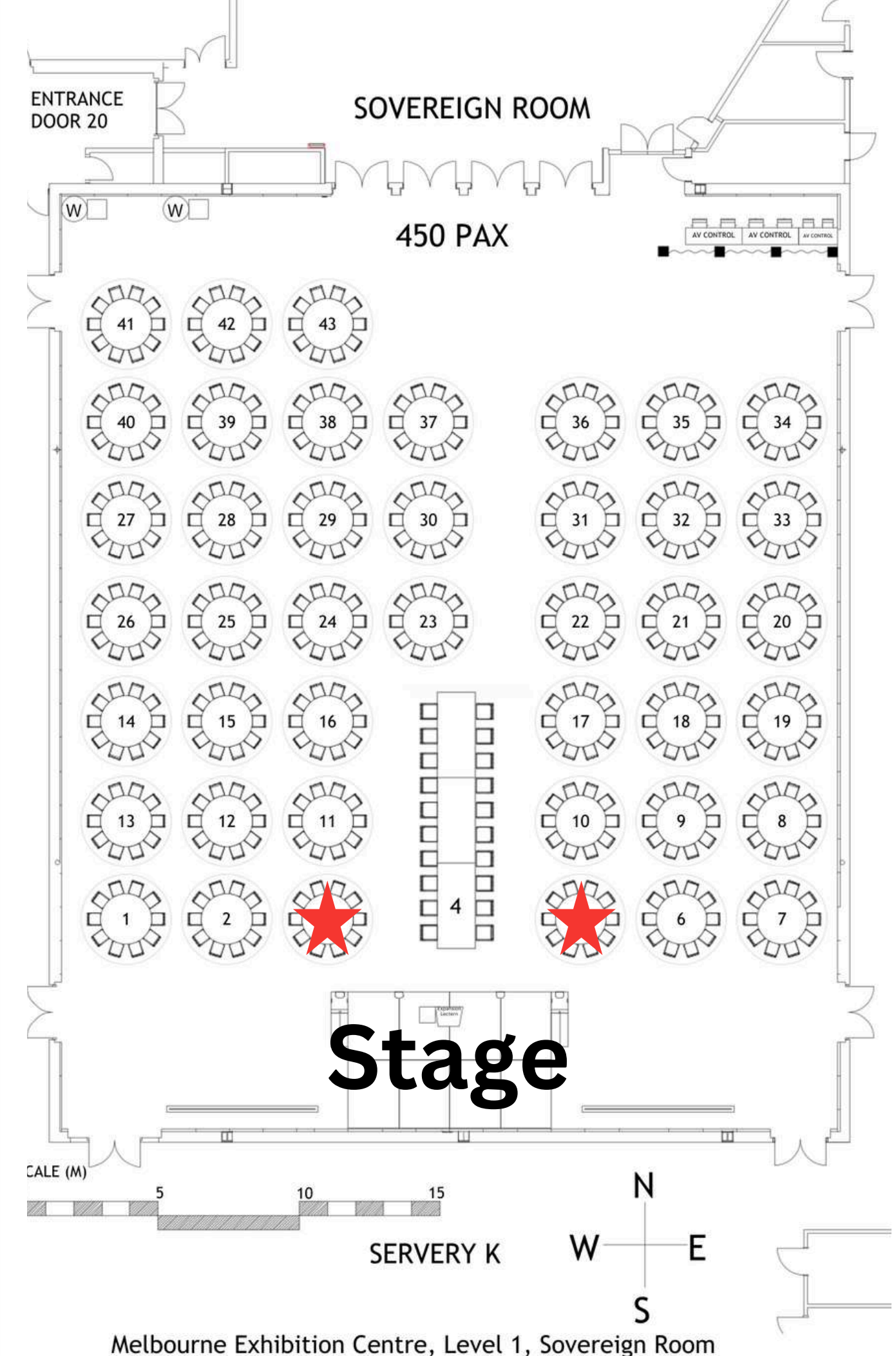
Sent irregularly at different periods

- Assignment completed
- Assignment created
- Document created
- Entry eligible
- Entry ineligible
- Entry invited
- ✓ Entry moderated
- Entry resubmitted
- Entry submitted
- Entry tagged
- Order payment pending
- Order payment success
- Review stage completed
- Review stage started
- Role granted
- User invited
- User registered



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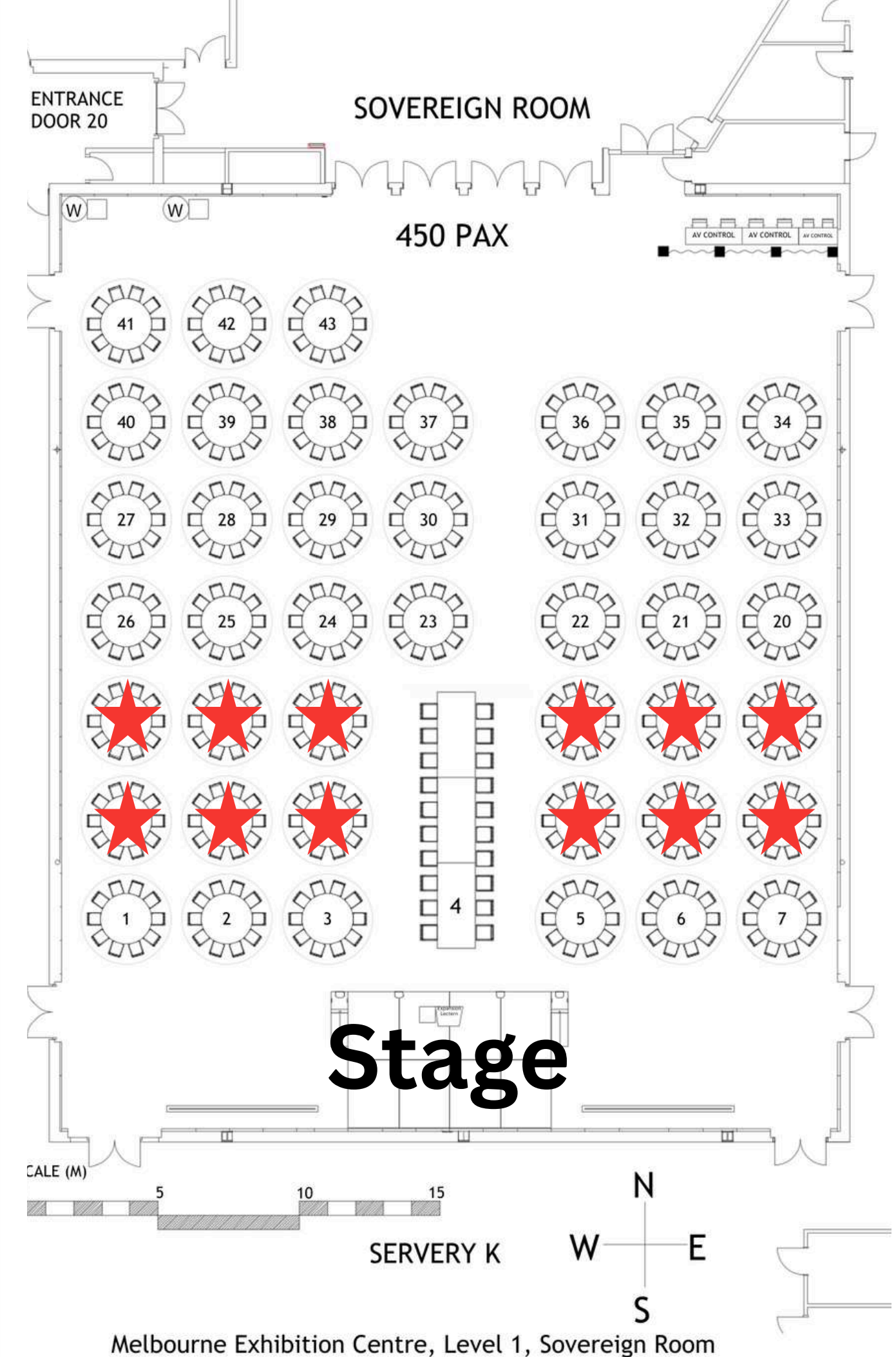
- Branding logo prominently displayed on all event materials, website, and social media
- Branding featured on the nomination page (left side), website footer, all system emails, and registration form (Award Force platform)
- Branding included on printed materials: media wall, award trophies, table cards, and table numbers
- 60-second brand video showcased on the main stage
- Opportunity to present awards on stage
- 10 VIP Gala Tickets (star-marked, first-come-first-served)
- 1 SVIP Gala Ticket at the Main Table
- Branding exposure in pre-event and post-event marketing and media coverage



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- Branding logo featured across all event materials, digital platforms, and social media
- Branding placement in key areas: header, footer, emails, etc.
- Branding displayed on printed materials: media wall, award trophies, table cards, table numbers, and more
- 30-second brand video showcased on the main stage
- Opportunity to present awards for sponsored categories
- 10 VIP Gala Tickets (star-marked, first-come-first-served)
- 1 SVIP Gala Tickets
- Branding exposure through pre-event and post-event marketing and media coverage





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Honouring Excellence
Celebrating Community