



Category FAQs – Hints & Tips for Entrants

Agri-Business

Who should enter?

Family-owned farming businesses and agri-related enterprises, including diversified operations.

What should I focus on?

Show how your farming or diversification activities strengthen resilience, sustainability, or long-term viability.

Tips for a strong entry

- Explain *why* you diversified or innovated
- Show how it supports the core farm business
- Include practical outcomes, not just ideas

Construction, Property & Engineering

Who should enter?

Family businesses involved in construction, development, property, or engineering services.

What should I focus on?

Quality of delivery, expertise, and your role in shaping the built environment.

Tips for a strong entry

- Highlight standout projects or achievements
- Focus on standards, professionalism, and delivery
- Demonstrate consistency, not just scale



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Business Services

Who should enter?

Family-owned businesses providing services to other businesses.

What should I focus on?

Client relationships, service quality, and reliability.

Tips for a strong entry

- Explain the value you deliver to clients
- Use client feedback or examples
- Show how you differentiate from competitors

Consumer Services

Who should enter?

Family businesses delivering services directly to consumers.

What should I focus on?

Customer experience, service standards, and consistency.

Tips for a strong entry

- Share how you build loyalty and trust
- Use feedback, reviews, or retention metrics
- Show how you adapt to customer needs



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Manufacturing

Who should enter?

Family-owned manufacturers across all production types.

What should I focus on?

Quality, operational excellence, and innovation.

Tips for a strong entry

- Highlight production improvements or efficiencies
- Show commitment to quality and standards
- Demonstrate investment in skills or technology

Haulage, Logistics, and Distribution

Who should enter?

Family businesses operating in transport, logistics, or distribution.

What should I focus on?

Reliability, efficiency, and service delivery.

Tips for a strong entry

- Focus on operational performance
- Highlight safety, compliance, or efficiency improvements
- Show how you support customers' supply chains



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Wholesalers

Who should enter?

Family-owned businesses supplying goods or services to other businesses.

What should I focus on?

Dependability, partnerships, and effective distribution.

Tips for a strong entry

- Highlight long-term customer relationships
- Demonstrate consistency and reliability
- Show how you add value beyond supply

Retail and E-Tailers

Who should enter?

Family-owned retail or e-commerce businesses.

What should I focus on?

Customer experience, brand, and adaptability.

Tips for a strong entry

- Highlight how you engage customers
- Show innovation in-store or online
- Demonstrate responsiveness to market changes



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Food and Drink Producers

Who should enter?

Family-owned producers of food or drink products.

What should I focus on?

Product quality, craftsmanship, and consistency.

Tips for a strong entry

- Explain what makes your product distinctive
- Highlight production standards and care
- Show how you've grown or refined your offering

Food and Drink Establishments

Who should enter?

Family-run cafés, restaurants, pubs, or similar venues.

What should I focus on?

Food quality, service, and overall experience.

Tips for a strong entry

- Focus on consistency and customer experience
- Highlight what makes your venue special
- Include feedback or repeat custom



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Leisure and Tourism

Who should enter?

Family businesses providing leisure, tourism, or visitor experiences.

What should I focus on?

Experience, hospitality, and service delivery.

Tips for a strong entry

- Explain what guests or visitors value most
- Show how you create memorable experiences
- Highlight service standards and innovation

Emerging Family Business

Who should enter?

Family businesses trading between one and three years.

What should I focus on?

Early achievements and future potential.

Tips for a strong entry

- Highlight momentum and progress
- Show resilience and learning
- Share where the business is heading



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Environmental and Sustainability Impact Award

Who should enter?

Family businesses taking meaningful environmental action.

What should I focus on?

Actions taken and outcomes achieved.

Tips for a strong entry

- Focus on what you've done, not intentions
- Include measurable results where possible
- Show sustainability embedded in operations

Social Impact Award

Who should enter?

Family businesses delivering positive social or community impact.

What should I focus on?

Real outcomes and benefits beyond profit.

Tips for a strong entry

- Show how your actions help people or communities
- Include evidence of impact
- Focus on sustained, meaningful activity



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People's Choice Award

Who should enter?

Any family-owned business with strong public support.

What should I focus on?

Why customers, clients, or the public value your business.

Tips for a strong entry

- Encourage customers to vote
- Focus on popularity and loyalty
- Keep messaging simple and authentic

Employee of the Year

Who should enter?

Non-family employees working in a family-owned business.

What should I focus on?

Contribution, attitude, and impact.

Tips for a strong entry

- Use real examples of going above and beyond
- Show impact on people or performance
- Highlight dedication and values



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Next Generation Impact Award

Who should enter?

Next-generation family members actively involved in the business.

What should I focus on?

Contribution and impact, not job title.

Tips for a strong entry

- Focus on what you've delivered or improved
- Show commitment and involvement
- Be clear about your role and contribution

Family Business Leadership Award

Who should enter?

Family or non-family leaders within a family-owned business.

What should I focus on?

Leadership impact and influence.

Tips for a strong entry

- Show how leadership has driven success
- Highlight people, culture, and decision-making
- Demonstrate long-term thinking