



## FREQUENTLY ASKED QUESTIONS

### **What is the Chapel Champion Awards 2022?**

Renowned as one of Australia's top destinations for shopping, bars, clubs, accommodation and restaurants, in 2019, Melbourne's iconic urban metropolitan strip Chapel Street Precinct commemorated the region's status by holding the inaugural Chapel Champion Awards.

Following its COVID hiatus in 2020 and 2021, this public voted competition is back to again unearth hidden gems and showcase our world-class offering across South Yarra, Windsor and Prahran.

There are two distinct phases to the Chapel Champion Awards - the *Nomination Voting Phase* and then the *Finalist Voting Phase*.

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## **CHAPEL CHAMPION AWARDS 'NOMINATION' VOTING PHASE**

### **How long does it take to nominate a business?**

The nomination process will take under 60 seconds [to fill out the e-form].

### **When do nominations open and close?**

The nomination period opens at 12 noon on Monday 14 March 2022.

All nominations close at 12 noon on Monday 18 April 2022.

### **Are nominations only open to businesses actually *on* Chapel Street [the main strip], or does it include businesses *off* Chapel Street, like those on Greville Street, High Street, Commercial Road etc.?**

Yes, nominations are open to all businesses in the Chapel Street Precinct special rate area. Please refer to map at the below link to cross-check if your business location is included:

<https://chapelstreet.com.au/special-rate-area/>

### **Are you allowed to nominate a business in more than one award category? How many times can I nominate a business?**

Yes, you are allowed to nominate a business in as many categories as you like [or as applicable]. During the nomination stage, you are only allowed one vote per email address [per category].

### **How much does it cost to enter my business into these Awards?**

There is no entry fee for the Chapel Champion Awards 2022. Most awards have an entry cost [sometimes as much as \$1,000+], however, CSPA wanted all businesses to have the opportunity to be nominated, become finalists and potentially win. The CSPA absorbs the cost to execute the entire awards campaign.

**What happens if the business I love doesn't fit into a category?**

All categories were devised to make sure *all* business types could at least fit into one of the prestigious categories.

**What business would I nominate in the NEW 'Soul of Chapel' category?**

Any business that has been in the Chapel Street Precinct for over a decade. Businesses nominated in this category must have been operational for *over ten years* and are known as somewhat of an institution in Melbourne & beyond. Businesses that reflect our unique fabric and community essence.

**What business would I nominate in the NEW 'Sweet Treats' category?**

Any business that serves or sells sugary delights. This could be anything from your fave gelato, to your fave fluffiest donut joint. A business that serves an unforgettable cinnamon scroll, or a perfect tantalising tart. You get the gist. Anything damn delicious!

**Is there an incentive for nominating a business [filling out the e-form]?**

Yes, just for nominating a business, you could win \$250 cash to spend in Chapel Street Precinct [Eftpos card]. One person will be awarded the incentive prize just for nominating their favourite business. *This winner will be chosen via a random digital draw from all the public nomination submissions post winners being announced.*

**Can I nominate my own business for an Award? Can my staff nominate my business also?**

Absolutely, to both. The more nominations, the better your chance to become a finalist. Also all nominations count as one vote [and carry over] if a business becomes a finalist.

**Do I have to give a reason for nominating a business?**

No, to keep the process nice and simple we have made this optional. Of course, we would love for you to take the time to provide a reason, as many of our Chapel Street Precinct businesses deserve praise, especially after what they have endured in the last two years.

**Who becomes finalists?**

We will count the nominations in each category and the top 8 to 15 businesses will be named finalists. The more nominations, the better chance of becoming a finalist. Also all nominations count as one vote [and carry over into the finalist voting phase].

**Is my nomination anonymous? Will the business know I nominated them?**

The kind words you say about the business on your nomination form may be used, however, your name and contact details will be kept anonymous and strictly confidential [unless otherwise advised].

**If I am a business owner in Chapel Street Precinct, how do I promote this to make sure I have as many customers nominating my business as possible?**

Easy, make sure you email all your customers and staff the below link and ask them to nominate your business in as many categories as they like [as applicable]:

<https://chapelstreet.com.au/chapel-champion>

Also remember to promote through your socials and other marketing channels. This is not just designed to just give your business a chance at an award, it's also designed to help you get your customers to rave about you and promote your business and encourage others to vote.

Also, email [admin@chapelstreet.com.au](mailto:admin@chapelstreet.com.au) to be delivered an Awards Toolkit Pack containing marketing material [A2 posters, flyers with QR code for ease of nominating etc.] to place on your business windows, point of sale, or your staff pin-up/notice boards etc. You can also request a digital tile to drive nominations across your social platforms by emailing the above noted address.

**As I need to give you my email to nominate, does this mean I automatically OPT-IN to emails from CSPA?**

No, you will be given the option to *unsubscribe* from receiving future marketing and events correspondence.

**When are the finalists in each category announced?**

At 12 noon on Tuesday 26 April 2022 [press release outlining winners will be sent to media and all CSPA members].

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**CHAPEL CHAMPION AWARDS 'FINALIST' VOTING PHASE**

**When does the public finalist voting open and close?**

Voting opens at 12noon on Tuesday 26 April 2022.

Voting closes at 12 noon on Monday 16 May 2022.

**How many times can I vote for a finalist?**

During the finalist voting stage, you are only allowed one vote per email address [per category].

**Do nomination votes carry over into the finalist voting phase?**

Yes, they do. You are allowed one vote per email address [per category] in both voting phases.

**Can I win a prize just for voting for a finalist?**

Yes, just for voting for a finalist, you could win \$250 cash to spend in Chapel Street Precinct [Eftpos card]. One person will be awarded the second incentive prize post winners being announced.

**If I am a Chapel Street Precinct business owner and my business is named a finalist, how do I increase my chances of winning?**

Easy, make sure you email all your customers and staff the below link and ask them to vote for your business in the categories you were named a finalist:

<https://chapelstreet.com.au/chapel-champion>

Also, email [admin@chapelstreet.com.au](mailto:admin@chapelstreet.com.au) to be delivered a Finalist Awards Toolkit Pack containing marketing material [A2 VOTE FOR US posters, flyers with QR code for ease of nominating etc.] to place on your business windows, point of sale, or your staff pin-up/notice boards etc. You can also request digital tiles to drive votes across your social platforms by emailing the above noted address.

**When will the winners be announced?**

The winners will be announced week commencing 23 May 2022. Subject to COVID restrictions, they will be announced at a presentation night on Thursday 26 May 2022 [location TBC] and then announced to the public on Friday 27 May 2022.

**What if there is a tie?**

If there is a tie in the finalist voting phase, CSPA will conduct a digital poll (live for 48 hours) to determine the category winner.

**Do bigger businesses have an unfair advantage?**

No, this is *voted by the public* so even the smallest business could win just by getting all of their customers behind them and voting in both the nomination and finalist phases. A large percentage of our 2019 overall winners and finalists were small businesses.

**How is the winner in each category determined?**

Easy, the finalist with the collective most votes across both the nominations and finalist voting phase wins.

**What does the winner [business] in each category receive?**

A grand prize of a \$6,000 marketing package for the winning business in *each* category. Prize itemised below:

A commemorative framed certificate to proudly display your win to your customer

A commemorative digital tile to proudly display your win to your digital audience

Two Instagram posts on @chapelprecinct [over a 12 month period] [to promote a specific product, offer or event]

Two Facebook posts on @chapelstreetprecinct [as above]

Two Twitter posts on @chapelprecinct [as above]

A winner press release sent to prominent Australian media

Eftpos cash card [\$500] to spend anywhere in Chapel Street Precinct

Four weeks free ad space on the Chapel Street digital advertising billboards [timing subject to CSPA approval]

EDM sent to CSPA consumer database [promoting winners]

Winner listing on the Chapel Street Precinct website, Facebook, Instagram, Twitter and LinkedIn

**Are there any other voting conditions?**

Yes, CSPA full-time staff are excluded from nominating and voting. City of Stonnington staff and councillors are also excluded. Businesses that CSPA Board Members represent are permitted to be potential finalists (should they gain the required nomination votes), however, the business they represent cannot be deemed a Chapel Champion category winner.

**What if I have a question that isn't answered above? Who do I contact for more information?**

Please email [admin@chapelstreet.com.au](mailto:admin@chapelstreet.com.au) for any further clarity required. The Chapel Street Precinct team will be more than happy to help you maximise this major campaign for your business.