



VBG Business of the Year Award

Sponsored by Hills Pet Nutrition

Celebrating excellence in veterinary business leadership, management, and teamwork.

Reflecting the foundations of strong patient, client, staff team and business owner outcomes, this award recognises a veterinary organisation that demonstrates outstanding work and performance across AVA's 10 Pillars of Great Veterinary Workplaces:

1. Meaning and Value
2. Health and Wellbeing
3. Equity, Diversity, and Inclusion
4. Job design and demands
5. Growth and development
6. Reward and recognition
7. Proactive people processes
8. Collegiality and connection
9. Social and environmental responsibility
10. Professional standards and ethics

Anyone may nominate any veterinary-related business for this prestigious award that encourages performance, professionalism, health, and sustained engagement for all stakeholders.

Submission requirements

To support your nomination, please submit:

1. Your response to each Pillar prompt on pages 3 and 4 of this document labelled "SECTION 1:", including:

1.1 Describe your relevant business activities related to each Pillar. For example, this could include business-as-usual and/or new initiatives relating to:

- strategic planning and value creation
- business measurement, monitoring and reporting
- customer experience
- marketing and communication
- financial management
- human resource management
- social and environmental responsibility
- technology and business systems management
- facilities and equipment
- professional patient care
- professional ethics
- risk management
- clinical governance: records, protocols, policies

1.2 Quantitative or qualitative evidence that demonstrates outcomes of the described activities, and/or illustrates performance against your patient, client, workplace team, shareholder, and business objectives. Your measurements and evidence could illustrate good performance, *or* a positive improvement in outcomes. Information will not be shared beyond the VBG's Executive Officer and Awards panel without your consent. Together, your response to Part 1 (1.1 and 1.2) must be no more than 600 words for each Pillar.

2. Two (2) references that describe the outstanding nature of this veterinary business. References may be from clients, employees, or other veterinary or business colleagues. References may be written letters, audio recordings or video testimonials.

Please compile all elements together as a single PDF document for submission. Video and audio recordings may be embedded as links (please check that these work) or attached as files.

Please submit nomination and supporting documents to vbg@ava.com.au

If you have any questions about nomination, please don't hesitate to reach out to vbg@ava.com.au



Essential Criteria

- Nominations will be accepted from any veterinary-related business in Australia.
- Minimum one person from the submitting veterinary-related business must be a current AVA and/or Veterinary Business Group (VBG) member.

Business nominations will be considered by an impartial panel with varied perspectives of veterinary business. An award will be made solely on information within the nomination submission. Consideration will be given to the range of activities described, alignment with contemporary evidence-based leadership and management practices and outcomes, and the demonstrated impact of the described activities.

Veterinary Business of the Year prize includes:

- Hill's Pet Nutrition product voucher valued at \$1,500
- Two registrations to the VBG Conference Program (inclusive of socials) in 2026.
- VBG Membership for one year (Membership cycle June 2025 – June 2026)
- A profile of the practice in AVA and Veterinary Business Group's electronic communications
- Award plaque for display
- A chance to present once within the Veterinary Business Group Education Program in 2026 (Webinars, AVA National, VBG Conference Program)



SECTION 1:

1. MEANING AND VALUE

Please tell us about the ways your business helps your shareholders, team members and clients find meaning and value in your work.

For example, you could outline and highlight aspects of your organisational vision, purpose & objectives (*this could include strategic planning, measurement, business KPIs, financial management, leadership*); lived values; well understood costs and value (*including financial management, marketing, client relations, communications*); workplace systems and processes (*including business technology*).

Please provide any quantitative/qualitative data that demonstrates related outcomes.

2. HEALTH AND WELLBEING

Please tell us about the ways your business prevents harm to, promotes and protects your people's health and wellbeing.

For example, you could outline and highlight aspects of your compliance and risk prevention; management and facilities; leadership behaviours; personal support; and well-informed workplace and community.

Please provide any quantitative/qualitative data that demonstrates related outcomes.

3. EQUITY, DIVERSITY, AND INCLUSION

Please tell us about the ways your business creates an environment where people feel safe, connected, respected, valued, and able to be and express themselves.

For example, you could outline and highlight aspects of your workplace behaviour and communication; human resource practices; psychological environment; physical environment; leadership and teamwork; and well-informed workplace.

Please provide any quantitative/qualitative data that demonstrates related outcomes.

4. JOB DESIGN AND DEMANDS

Please tell us about the ways your business ensures that allocated work is well-suited, efficient, engaging, and sustainable for your people.

For example, you could outline and highlight aspects of your decisions about job content; workload management; teamwork and support; hours and scheduling; team members' autonomy and flexibility.

Please provide any quantitative/qualitative data that demonstrates related outcomes.

5. GROWTH AND DEVELOPMENT

Please tell us about how your business encourages and supports continued learning and career development for your people.

For example, you could outline and highlight aspects of your opportunities and mechanisms for quality feedback; professional and personal development; and career progression

Please provide any quantitative/qualitative data that demonstrates related outcomes



6. REWARDS AND RECOGNITION

Please tell us how your business meaningfully recognises and rewards the efforts and achievements of your people and teams.

For example, you could outline and highlight aspects of your pay structures; other benefits; and mechanisms for recognition.

Please provide any quantitative/qualitative data that demonstrates related outcomes.

7. PROACTIVE PEOPLE PROCESSES

Please tell us how your business builds employer and employee confidence through consistent, considered, and effective human resource management processes.

For example, you could outline and highlight aspects of your recruitment, selection, and onboarding, performance review, career, and succession planning; performance management; exit processes; concern and conflict resolution; and leaders' human resource management training and support.

Please provide any quantitative/qualitative data that demonstrates related outcomes.

8. COLLEGIALITY AND CONNECTION

Please tell us how your business encourages and facilitates a sense of community.

For example, you could outline and highlight aspects of your opportunities and mechanisms for personal connection within and outside work; workplace team connection; professional collegiality; and client and broader community connection

Please provide any quantitative/qualitative data that demonstrates related outcomes.

9. SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

Please tell us how your business demonstrates corporate social responsibility, including how your business and people care for the environment and your community.

For example, you could outline and highlight aspects of your intra- and inter- business practices, and engagement with your community.

Please provide any quantitative/qualitative data that demonstrates related outcomes.

10. PROFESSIONAL STANDARDS AND ETHICS

Please tell us how your business enables your people to demonstrate professional and ethical decision-making and behaviours, and to deliver expected standards of clinical care to animals and their owners.

For example, you could outline and highlight aspects of how your business enables appropriate personal behaviour; application of professional judgement and skill and learning from complaints; develops, implements, and monitors relevant leadership and management systems (e.g., clinical policies, protocols, records etc); and provides appropriate facilities and equipment.

Please provide any quantitative/qualitative data that demonstrates related outcomes.