



WESTPAC AUCKLAND BUSINESS AWARDS

CENTRAL | NORTH | SOUTH | WEST

OFFICIAL ENTRY FORM





WESTPAC AUCKLAND BUSINESS AWARDS

CENTRAL | NORTH | SOUTH | WEST

Thank you
to our sponsors



CENTRAL



NORTH



SOUTH



WEST



SUPPORTING SPONSORS



FACILITATION SPONSOR



FORMAT

All businesses must complete a business profile, a business biography and award category questions.

Business Biography

All entries must include a brief business biography which includes a history of your business, highlights of what it does and any export markets (200 words maximum).

The business biography is for the sole purpose of providing information about your business for promotional purposes and for the awards ceremony should your business be chosen as a finalist.

Business Profile

Your entry should include the following:

- A short history of your business, outlining the main activities your business performs. (750 words maximum).
- The goals and objectives of your business. (750 words maximum).
- An outline of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. (750 words maximum). NB: financial results are to be included here (please see attached financial template).
- An explanation of what you would attribute these significant achievements to – ideally these achievements have contributed to meeting your goals and objectives. (750 words maximum).

How is my entry judged?

- All entries are judged against the individual award category criteria. See the 'Awards Categories' for more information.
- Each entry is read by category judges.
- The finalists' entries are read and considered by category judges.
- Business profile and category criteria are weighted 40% and 60% respectively.

Judging ethics

- For the award process to be effective there must be unquestionable fairness and objectivity for all concerned. Detailed policies and procedures are in place to ensure this.
- The decision of the panel of judges is final.
- Each judge is bound by a strict code of ethics and may not participate in any scoring or recognition decision where there may be, or could appear to be, any personal, professional, financial or other relationship or potential or perceived conflicts of interest.
- Each judge has volunteered their time without compensation and is committed to assist with the success of the Westpac Auckland Business Awards and to providing objective feedback to entrants.

Confidentiality

- All awards entry documentation and official entry forms are treated as confidential.
- All judges sign a confidentiality agreement.
- Judges are assigned in a way to avoid conflicts of interest.
- Applicants are not expected to provide or reveal proprietary information regarding products, processes or services.
- Information regarding participation, any awards, or successful strategies may be released only after written approval from the entrant.

AWARD CATEGORY QUESTIONS

Please make sure you answer the questions for your category. Answers to 'what' questions should provide specific data relating to the input or the outcome from a process or activity. This may be key data, decisions, and/or objectives.

Graphs, charts and other tools are also helpful in presenting information. When answering a 'describe' question, give a general account, concentrate on the main features, highlight and give the most essential points. When asked 'how' please clarify further about the manner in which something is achieved – you are being asked about the quantity or degree of success.

AWARDS CATEGORIES

Excellence in Innovation (1,000 words maximum)

Recognises a business that has enhanced its success through innovation – both in thinking and implementing the idea. An innovation can be in a product/service/technology or process.

Provide information in the following areas so the judges are able to evaluate your entry against these specific category criteria:

- Describe the innovation. (How is it unique/original? How did you identify the opportunity and introduce the change?).
- What have you done to ensure the benefit of this innovation is sustainable? (What plans do you have to use this innovation to sustain your growth, or develop new innovations?).
- How do you measure the value of the innovation? (How does the innovation contribute to your success and competitive position?).
- Describe any risks or challenges you faced in introducing this innovation (How did you manage them? What did you learn as a consequence?).

Excellence in Marketing (1,000 words maximum)

Recognises a business that shows a thorough understanding of, and commitment to, marketing in a way that makes it a clear leader in the field.

Provide information in the following areas so the judges are able to evaluate your entry against these specific category criteria:

- Describe your target market.
- Describe your competitive situation. (How competitive is your market? How do you differentiate yourself from your competitors?).
- Describe how you market your business. (What is your approach to promotion; how you ensure your product/service gets to customers; how you decide pricing?).
- What does your marketing achieve for your business? (Include the short and long term achievements or successes; how you measure effectiveness, feedback you receive; and how it is gathered).

Best Emerging Business (1,000 words maximum)

Recognises a business that has achieved significant business growth during the last one to three years as a result of effective planning and delivery. The business must have started trading after 31 March 2009 and to have been operating for a minimum three (3) year period as at 31 March 2014.

Provide information in the following areas so the judges are able to evaluate your entry against these specific category criteria:

- Describe your business growth. (Growth in staff numbers, profit, sales).
- Demonstrate the significance of the growth you have experienced.
- How did you achieve this level of growth? What obstacles, risks or challenges did you overcome and how?
- Describe what you are doing to ensure the business is sustainable. How you will make sure the business either consolidates its position and/or keeps growing?

Excellence in Exporting (1,000 words maximum)

Recognises a business that successfully works within, and captures the benefits of, the global market, demonstrating outstanding export achievements, sustainable growth and results.

Provide information in the following areas so the judges are able to evaluate your entry against these specific category criteria:

- Describe your business strategies for exporting. (How do you determine and capture the export opportunities for your business? What role does the export market play in your overall business aspirations?).
- What are the unique obstacles, risks or challenges you face and how have you overcome/managed these? (Describe trade barriers, cultural challenges or other risks).
- Demonstrate your understanding of the off-shore markets/industries that you deal with.
- What are the key factors that have contributed to your success?

Excellence in Customer Service Delivery (1,000 words maximum)

Recognises a business that succeeds through showing consistent dedication to superlative service and demonstrates its commitment to the customer through its service policy, staff training and/or other specific means.

Provide information in the following areas so the judges are able to evaluate your entry against these specific category criteria:

- How do you determine the requirements of your customers to meet their needs?
- What is the company-wide philosophy and how does this create culture and commitment to the customer.
- How do you ensure that the whole team is able to deliver a high standard of customer service and commitments.
- Demonstrate how this commitment to service delivery contributes to business success (attach graphs/charts which show actual results achieved).

Excellence in Business Leadership (1,000 words maximum)

Recognises outstanding leadership in business. The individual will have achieved positive financial results, increased shareholder value, sound management, proven corporate governance, demonstrated innovation, best business practises and accountability, together with intangible qualities such as integrity and vision.

Provide information in the following areas so the judges are able to evaluate your entry against these specific category criteria:

- What individual characteristics does this person possess that have contributed to their success and the success of their business? (Describe personal attributes such as values, personal commitment, vision, teamwork).
- Describe how this individual achieved success through effective leadership and management of business activities.
- Describe the extent to which the individual has been a success. Where known, detail performance against measures of financial success (i.e. volume, growth rates, capacity, return to the economy).
- Describe how this individual demonstrates leadership in the wider arena of business. (Include involvement in industry groups and contribution to the local community).

Excellence in Strategy and Planning (1,000 words maximum)

Recognises where a business has developed a longer term strategy and has set business targets and devised specific plans that have been implemented across the business and have been fundamental to business success.

Provide information in the following areas so the judges are able to evaluate your entry against these specific category criteria:

- Describe in detail the steps you have taken in the planning process.
- How are your strategic objectives converted into initiatives, projects and plans of action?
- How do you monitor progress in achieving your planning objectives?
- How do you communicate your plans to internal and external stakeholders?



WESTPAC AUCKLAND BUSINESS AWARDS

CENTRAL | NORTH | SOUTH | WEST

ELIGIBILITY AND CONDITIONS OF ENTRY

- Any business of any size located in the Auckland Central area is eligible to enter the Central Auckland awards. The Auckland Central boundaries are:
 - Albert-Eden-Roskill Ward
 - Maungakiekie-Tamaki Ward
 - Orakei Ward
 - Puketapapa Ward
 - Waitemata Ward
- Any business of any size located in the North Auckland area is eligible to enter the North Auckland awards. The North Auckland boundaries are:
 - Albany Ward
 - North Shore Ward
 - Rodney Ward
- Any business of any size located in the South Auckland area is eligible to enter the South Auckland awards. The South Auckland boundaries are:
 - Howick Ward
 - Manukau Ward
 - Manurewa-Papakura Ward
 - Franklin Ward
- Any business of any size located in the West Auckland area is eligible to enter the West Auckland awards. The West Auckland boundaries are:
 - Whau Ward
 - Waitakere Ward
- Entrants must have been trading for 12 months or more as at 31 March 2014.
- In the Best Emerging Business category a business must have begun trading after 31 March 2009 and have been in operation for at least 3 years.
- If your organisation is part of a larger organisation you must be able to demonstrate that you function as a separate business unit.
- A franchise is judged on its own individual/independent merit and business success not as part of the franchisor.
- The awards are not open to employees or officers of Westpac, Auckland Chamber of Commerce, ATEED, sponsors, judges or other supporting partners of the Westpac Auckland Business Awards.
- Auckland Chamber of Commerce and ATEED place high value on the Awards. Entrants must disclose any issues that may compromise the integrity of the Awards or cause the business to discontinue in the next year. These issues may include legal action, law changes, possible loss of funding, or other risks.
- Each business may enter up to three categories.
- The Supreme Winners from 2013 are unable to enter the 2014 Awards.
- All entries must be received by 4.00pm on Thursday 26 June 2014.
- All businesses must complete a business profile and business biography.
- Your entry must be a hard copy submission.
- Your entry should be set on one side of white A4 paper typed with normal line spacing.
- The word limit for each entry is 1,000 words. Please do not exceed the word limit. If your entry goes over the limit your entry will not be accepted. Please do not send appendices, brochures, loose photographs or PowerPoint as these are not required with your entry.
- The official entry form must be attached to your documents with all details completed.
- Send six stapled copies of each category entry along with six copies of your Business Profile.
- By entering these awards you agree to ATEED and sponsors having access to your contact details.

FREQUENTLY ASKED QUESTIONS

Why would I enter?

Entering the Westpac Auckland Business Awards will:

- Energise, motivate and build your team for the future.
- Highlight your success to current and potential clients, suppliers and staff. (Awards finalist logos are available for marketing and promotion).
- Add value to your strategic and business planning.
- Enable your business to receive an independent perspective of your strengths and improvement opportunities at no cost.
- Benchmark your business against your competitors.

How much does it cost to enter?

There is no cost to enter the Westpac Auckland Business Awards 2014. Facilitation services are also provided free of charge to entrants.

How long will it take me to enter?

This depends on how easy it is for you to gather the information for your entry.

The best entries are usually succinct – we're not looking for a 10 page document! The process of entering is usually helpful for your business so the time you take to complete your entry is never wasted.

How do I enter?

Send us six copies of each category entry – and six copies of your business profile and biography.

Is there someone who can help me?

Yes. Advantage Business in South, North and Central with Unitec in the West will provide facilitation services. They will work with you (at no charge) to determine:

- Which category you should enter (up to a maximum of three categories).
- What you need to do to enter.
- Whether your entry can be improved.

To make an appointment with a facilitator please contact, Rebecca Seymour-East on 09 302 9910 or email rseymour-east@chamber.co.nz

Do I receive feedback on my entry?

Finalists will receive feedback on your entry from the judges which will assist you to improve your entry for the following year. Please contact Rebecca Seymour-East on 09 302 9910 or email rseymour-east@chamber.co.nz after 31 October 2014 to request feedback.

Do I have to include detail of my business' financial details?

You need to include some numbers to show that your business is sound and/or growing. You may, for example, provide graphs showing revenues over the past few years. A financial template is attached.

How do I know that the information I provide won't get into the hands of my competitors or others?

The entries are only seen by:

- Two staff members at Auckland Chamber of Commerce, and
- Your facilitator (if you choose to share it with them), and
- The judges.

All of the people in these roles are ethical professionals and have signed a non-disclosure agreement.

Who reads my entry and decides if I am a finalist?

Every entry is read by the category judges. The finalists' entries are read and considered by all judges.

How do I know which judges will read my entry?

The names of the judges for each category are confidential. You can know the names of all the judges but not the individual ones who will be judging the specific categories you enter.



OFFICIAL ENTRY FORM

Company Name _____
Contact Person _____
Postal Address _____
Street Address _____
Phone _____ **Mobile** _____ **Email** _____

Deadline for Entry: **4.00pm Thursday 26 June 2014**

Please indicate the categories you are entering

- Excellence in Innovation Excellence in Business Leadership
 Best Emerging Business Excellence in Marketing
 Excellence in Customer Service Delivery Excellence in Exporting
 Excellence in Strategy and Planning
- I have enclosed six copies of my awards category entry and six copies of my Business Biography and Business Profile

Please indicate the Regional Awards you are entering

- Central
 North
 South
 West

DECLARATION

I declare, as an entrant of the Westpac Auckland Business Awards 2014, that I agree to accept and comply with all Terms and Conditions of Entry contained herein.

Director/Owner Name _____
Director/Owner Signature _____
Date _____

Post your entry to:

Westpac Auckland Business Awards 2014
Rebecca Seymour-East
Auckland Chamber of Commerce
PO Box 47 Shortland Street
Auckland City 1140

Courier your entry to:

Westpac Auckland Business Awards 2014
Rebecca Seymour-East
Auckland Chamber of Commerce
Level 3, 100 Mayoral Drive
Auckland City

All entries will be destroyed after 30 November 2014 unless entrants arrange for collection.

For help

If you have any questions concerning eligibility or conditions of entry please contact Rebecca Seymour-East on 09 302 9910 or email rseymour-east@chamber.co.nz. All entries will be acknowledged by the Auckland Chamber of Commerce.





FINANCIAL PERFORMANCE TEMPLATE

Financial Year to 31 March	2011/12	2012/13	2013/14
Total Revenue (\$)			
Revenue Increase/Decrease (%) (From previous year)			
Gross Profit (\$)			
Gross Profit (%)			
R & D Expenditure (\$)			
R & D Expenditure (%) (As % of Total Revenue)			
Net Profit (\$)			
Net Profit (%)			

