



2025 WAIPĀ NETWORKS BUSINESS AWARDS

Categories Information and Entry Guide

*Please use this guide to help you complete your entry
for the following categories.*

EXCELLENCE AWARDS

New / Emerging Business (<2 years trading)

Small (1-5 full time equivalent employees)

Medium (6-15 full time equivalent employees)

Large (16+ full time equivalent employees)

CATEGORY AWARDS

Community Contribution

Innovation and Technology

Digital Strategy and E-Commerce

Tourism and/or Hospitality

Waste Minimisation - Environmental

People and Culture

Marketing and Communications

International Business

STAND-ALONE AWARDS

Leader of the Year

Employee of the Year – Waipa

Category Information and Entry Guide

Table of Contents

IMPORTANT INFORMATION FOR ALL CATEGORIES AND TERMS AND CONDITIONS:	Page 4
EXCELLENCE IN BUSINESS AWARDS	
SUPREME AWARD	
PRIVACY OF DATA	
ENTRIES CLOSE	
EXCELLENCE IN NEW / EMERGING BUSINESS	Page 5
EXCELLENCE IN SMALL BUSINESS	Page 9
EXCELLENCE IN MEDIUM BUSINES	Page 12
EXCELLENCE IN LARGE BUSINESS	Page 16
LEADER OF THE YEAR AWARD	Page 20
EMPLOYEE OF THE YEAR - WAIPA	Page 21

IMPORTANT INFORMATION FOR ALL CATEGORIES AND TERMS AND CONDITIONS:

The application process is an online application.

EXCELLENCE IN BUSINESS AWARDS

We strongly encourage you to complete **as many** sections as possible (Section 6 and 10 being optional), to give the judges a good overview of your business. At the time of judging, the judges will also consider your entry for the additional individual Category Awards.

This year the judges panel interview will be more important than ever so the more information or context you provide the better. Elements such as: Health and Safety, Quality and Systems, Strategic Planning and People Management will be evaluated verbally.

All applications and supporting documentation must be uploaded into the entry portal. Each section of the application is its own **WORD** document with a maximum upload of **one WORD document (max size 5MB)** per section. This document must include any photos or supporting information for the relevant section. Please ensure you please carefully review the details provided.

SUPREME AWARD

The Supreme Award will be chosen by our judges from one of the four Excellence in Business Award winners after judging and finalist visit occur.

PRIVACY OF DATA

Personal and business information provided will be held in confidence for the purpose of your Awards submission only. You will be asked to accept the data consent policy as part of your submission.

Chamber Member includes Cambridge Business Chamber and/or The Te Awamutu Business Chamber.

ENTRIES CLOSE

Entries can be submitted until the closing date of **Monday 10 March 2025 at 10.00am.**

Any concerns or queries?

Please contact: awards@waipabusinessawards.co.nz

EXCELLENCE IN NEW / EMERGING BUSINESS (Less than 2 Years Trading)

Entry Fee:

Chamber member: \$165.00 + GST

Non-Member: \$215.00 + GST

All sections must be completed

**Sections 6 and 10 are optional*

Your entry will be judged in the appropriate Excellence in Business categories and in addition, at time of judging, your entry will be considered for the additional Awards categories.

Overall, you will be submitting up to 10 separate entry documents, one for each section as appropriate.

SECTION 1: Executive Summary

Maximum: 500 words, please include any graphs or images of supporting evidence.

The purpose of this section is to help the judges establish a quick, yet succinct overview of your business, and to act as the starting point for your self- assessment. This information may be used for publicity purposes if you become a finalist or winner.

What the judges are looking for:

- ★ A brief history and description of your business
- ★ A description of what makes the business unique to the market and excellent in business
- ★ A summary of key business achievements and results

Supporting Documentation

Remember – you must provide evidence to support your claims.

Please include any supporting evidence in each of your individual entry documents.

Supporting evidence could include general financial overview - possibly showing changes as percentages rather than actual numbers, performance reports, strategic/ operational plans, examples of quality process or regulatory forms, data tables, graphs, images (.jpg or .eps) or hyperlinks to other forms of media (video etc).

Please ensure you retain a copy of your complete entry with all supporting information.

SECTION 2: Define your competitive edge

What makes this business special?

- ★ Provide a maximum of 500 words of text demonstrating your unique selling points, and why you believe your business stands out from your competitors. In your document, please include up to two pages of supporting evidence.

What the judges are looking for:

- ★ Evidence of an understanding of your organisation's unique selling points and competitive differentiation.

SECTION 3: Community Contribution

(Category Award)

Demonstrate how your organisation, including staff, are proactively involved in your local community, and what criteria and process do you use to determine those areas that you become involved with (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Explain what social initiatives the organisation has adopted related to its own staff and the local or wider community (e.g., training, family friendly work practices, contributions of time or money to the community)
- ★ How does this contribution benefit your organisation?

What the judges are looking for:

- ★ Evidence of community contribution
- ★ Evidence how this is encouraged and supported

SECTION 4: Innovation and Technology

(Category Award)

Describe the innovation or technology within your organisation. (Maximum 500 words, please include supporting evidence in your entry document).

- ★ Describe any innovative products or services created, processes or technology developed or used, and/or people employed in an innovative role to further business excellence or performance (Maximum 500 words plus supporting evidence).

What the judges are looking for:

- ★ Use and implementation of innovation and knowledge to enhance business excellence and organisational performance
- ★ New ideas, systems, procedures, or other technology that have increased efficiency and/or resulted in the introduction of improved services, products or business sustainability.
- ★ Details of results gained from new ideas and Innovations.

SECTION 5: Digital Strategy and E-commerce

(Category Award)

Demonstrate how your organisation has utilised digital technology throughout your business. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ Explain how you have applied digital technology for the benefit of customers, staff, suppliers, and business performance.
- ★ Demonstrate how these innovations have been applied and measured within the business.

What the judges are looking for:

- ★ Use of specific technologies and digital Innovation
- ★ Evidence of how you have enabled your business through the use of digital tools, the internet or use of cloud-based technology.

SECTION 6: Tourism and/or Hospitality

*(*Optional - Category Award)*

Demonstrate how your organisation contributes to tourism and/or hospitality in Waipa, activities could include; accommodation, activities, events, support industries or similar. These questions aim to uncover how businesses in the hospitality and tourism sector prioritise customer experience, community involvement, resilience, and sustainability while driving growth. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ How do you ensure a consistently high level of customer experience in your hospitality or tourism business? Explain your process from customer awareness through to bookings and feedback loop.
- ★ What measures have you implemented to remain resilient in the face of market shifts?
- ★ What steps has your business taken to minimise its environmental impact and promote sustainability?
- ★ How does your business contribute to the local community or economy, and what role do local partnerships play in your success?
- ★ Share your successes.

What the judges are looking for:

- ★ A clear understanding of your business and its position and offering within the Waipā tourism industry.
- ★ Details of successes and how you measure these

SECTION 7: Waste Minimisation Environmental (Category Award)

Demonstrate how your organisation and its people are actively involved in implementing practices and achieving waste minimisation both within and outside your business. (Maximum 1000 words, please include supporting evidence in your entry document). The waste hierarchy (right) is a useful framework to think about how we create waste and what we do with it. The closer to the top, the more impactful the action.

- ★ Describe an action your organisation has taken that is closest to the top of the hierarchy and how that helped you reduce waste.
- ★ Tell us what inspired you to make a start and outline the journey you have taken to minimise waste in your organisation.
- ★ Provide details of waste types reduced, and volumes, if known.
- ★ Share a waste minimisation success you are most proud of, and a challenge you faced on your waste minimisation journey and how you overcame this.

What the judges are looking for:

- ★ Evidence of action/s which make an impact in actively reducing and minimising waste in your organisation.
- ★ A demonstration of understanding of business relevant waste minimisation practices



SECTION 8: People and Culture (Category Award)

Demonstrate how your business is leading with a people-first approach and fostering cultures that drive positive outcomes both within and outside of your organisation. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ How does your leadership team inspire and promote a positive workplace culture?
- ★ Provide examples of how your organisation's vision and values are integrated into everyday work life?
- ★ What methods do you use to collect and act on employee feedback?
- ★ What strategies do you use to attract and retain top talent in your industry?
- ★ How do you create a positive onboarding experience for new employees?

What the judges are looking for:

- ★ How your organisation supports the physical, mental, and emotional well-being of employees?
- ★ What key performance indicators (KPIs) you use to assess employee satisfaction?
- ★ Specific actions have you taken to promote diversity and inclusion within your workplace?

SECTION 9: Marketing and Communications (Category Award)

Demonstrate an understanding around your business approach to marketing in a comprehensive, innovative, and results-driven way. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Can you describe the process behind developing your marketing strategy, including key insights and research?
- ★ Describe the role your customer feedback or data analytics play in shaping your marketing strategies?
- ★ What strategies do you use to coordinate cross-channel marketing efforts effectively?

What the judges are looking for:

- ★ An example of a campaign where your marketing efforts led to measurable results such as increased sales, customer engagement, or brand awareness?
- ★ How you measure the success of your marketing and communications efforts? What key performance indicators (KPIs) do you track?
- ★ How your organisation use content marketing and storytelling to engage audiences and communicate key messages?

SECTION 10: International Business (*Optional - Category Award)

These questions are designed to highlight the strategic approach, resilience, and innovation of businesses that have succeeded in the international marketplace. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Briefly describe products or services you export and key markets you export to
- ★ What percentage of your total revenue comes from export sales
- ★ How has your business leveraged innovation to succeed in international markets (e.g., product innovation, marketing techniques, operational efficiency)?
- ★ What measures do you take to ensure customer satisfaction and maintain strong relationships with international partners?

What the judges are looking for:

- ★ How you have adapted your products, services, or marketing strategies for international markets?
- ★ How you use technology and digital tools to enhance your export performance?
- ★ What measures are you taking to ensure customer satisfaction and maintain strong relationships with international partners?

EXCELLENCE IN SMALL BUSINESS (1-5 Full time equivalent employees)

Entry Fee:

Chamber member: \$185.00 + GST

Non-Member: \$235.00 + GST

All sections must be completed

**Sections 6 and 10 are optional*

Your entry will be judged in the appropriate Excellence in Business categories and in addition, at time of judging, your entry will be considered for the additional Awards categories.

Overall, you will be submitting up to 10 separate entry documents, one for each section as appropriate.

SECTION 1: Executive Summary

Maximum: 500 words, please include any graphs or images of supporting evidence.

The purpose of this section is to help the judges establish a quick, yet succinct overview of your business, and to act as the starting point for your self- assessment. This information may be used for publicity purposes if you become a finalist or winner.

What the judges are looking for:

- ★ A brief history and description of your business
- ★ A description of what makes the business unique to the market and excellent in business
- ★ A summary of key business achievements and results

Supporting Documentation

Remember – you must provide evidence to support your claims.

Please include any supporting evidence in each of your individual entry documents.

Supporting evidence could include general financial overview - possibly showing changes as percentages rather than actual numbers, performance reports, strategic/ operational plans, examples of quality process or regulatory forms, data tables, graphs, images (.jpg or .eps) or hyperlinks to other forms of media (video etc.).

Please ensure you retain a copy of your complete entry with all supporting information.

SECTION 2: Define your competitive edge

What makes this business special?

- ★ Provide a maximum of 500 words of text demonstrating your unique selling points, and why you believe your business stands out from your competitors. In your document, please include up to two pages of supporting evidence.

What the judges are looking for:

- ★ Evidence of an understanding of your organisation's unique selling points and competitive differentiation.

SECTION 3: Community Contribution

(Category Award)

Demonstrate how your organisation, including staff, are proactively involved in your local community, and what criteria and process do you use to determine those areas that you become involved with (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Explain what social initiatives the organisation has adopted related to its own staff and the local or wider community (e.g., training, family friendly work practices, contributions of time or money to the community)
- ★ How does this contribution benefit your organisation?

What the judges are looking for:

- ★ Evidence of community contribution
- ★ Evidence how this is encouraged and supported

SECTION 4: Innovation and Technology

(Category Award)

Describe the innovation or technology within your organisation. (Maximum 500 words, please include supporting evidence in your entry document).

- ★ Describe any innovative products or services created, processes or technology developed or used, and/or people employed in an innovative role to further business excellence or performance (Maximum 500 words plus supporting evidence).

What the judges are looking for:

- ★ Use and implementation of innovation and knowledge to enhance business excellence and organisational performance
- ★ New ideas, systems, procedures, or other technology that have increased efficiency and/or resulted in the introduction of improved services, products or business sustainability.
- ★ Details of results gained from new ideas and Innovations.

SECTION 5: Digital Strategy and E-commerce

(Category Award)

Demonstrate how your organisation has utilised digital technology throughout your business. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ Explain how you have applied digital technology for the benefit of customers, staff, suppliers, and business performance.
- ★ Demonstrate how these innovations have been applied and measured within the business.

What the judges are looking for:

- ★ Use of specific technologies and digital Innovation
- ★ Evidence of how you have enabled your business through the use of digital tools, the internet or use of cloud-based technology.

SECTION 6: Tourism and/or Hospitality

*(*Optional - Category Award)*

Demonstrate how your organisation contributes to tourism and/or hospitality in Waipa, activities could include; accommodation, activities, events, support industries or similar. These questions aim to uncover how businesses in the hospitality and tourism sector prioritise customer experience, community involvement, resilience, and sustainability while driving growth. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ How do you ensure a consistently high level of customer experience in your hospitality or tourism business? Explain your process from customer awareness through to bookings and feedback loop.
- ★ What measures have you implemented to remain resilient in the face of market shifts?
- ★ What steps has your business taken to minimise its environmental impact and promote sustainability?
- ★ How does your business contribute to the local community or economy, and what role do local partnerships play in your success?
- ★ Share your successes.

What the judges are looking for:

- ★ A clear understanding of your business and its position and offering within the Waipā tourism industry.
- ★ Details of successes and how you measure these

SECTION 7: Waste Minimisation Environmental (Category Award)

Demonstrate how your organisation and its people are actively involved in implementing practices and achieving waste minimisation both within and outside your business. (Maximum 1000 words, please include supporting evidence in your entry document). The waste hierarchy (right) is a useful framework to think about how we create waste and what we do with it. The closer to the top, the more impactful the action.

- ★ Describe an action your organisation has taken that is closest to the top of the hierarchy and how that helped you reduce waste.
- ★ Tell us what inspired you to make a start and outline the journey you have taken to minimise waste in your organisation.
- ★ Provide details of waste types reduced, and volumes, if known.
- ★ Share a waste minimisation success you are most proud of, and a challenge you faced on your waste minimisation journey and how you overcame this.

What the judges are looking for:

- ★ Evidence of action/s which make an impact in actively reducing and minimising waste in your organisation.
- ★ A demonstration of understanding of business relevant waste minimisation practices



SECTION 8: People and Culture (Category Award)

Demonstrate how your business is leading with a people-first approach and fostering cultures that drive positive outcomes both within and outside of your organisation. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ How does your leadership team inspire and promote a positive workplace culture?
- ★ Provide examples of how your organisation's vision and values are integrated into everyday work life?
- ★ What methods do you use to collect and act on employee feedback?
- ★ What strategies do you use to attract and retain top talent in your industry?
- ★ How do you create a positive onboarding experience for new employees?

What the judges are looking for:

- ★ How your organisation supports the physical, mental, and emotional well-being of employees?
- ★ What key performance indicators (KPIs) you use to assess employee satisfaction?
- ★ Specific actions have you taken to promote diversity and inclusion within your workplace?

SECTION 9: Marketing and Communications (Category Award)

Demonstrate an understanding around your business approach to marketing in a comprehensive, innovative, and results-driven way. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Can you describe the process behind developing your marketing strategy, including key insights and research?
- ★ Describe the role your customer feedback or data analytics play in shaping your marketing strategies?
- ★ What strategies do you use to coordinate cross-channel marketing efforts effectively?

What the judges are looking for:

- ★ An example of a campaign where your marketing efforts led to measurable results such as increased sales, customer engagement, or brand awareness?
- ★ How you measure the success of your marketing and communications efforts? What key performance indicators (KPIs) do you track?
- ★ How your organisation use content marketing and storytelling to engage audiences and communicate key messages?

SECTION 10: International Business (*Optional - Category Award)

These questions are designed to highlight the strategic approach, resilience, and innovation of businesses that have succeeded in the international marketplace. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Briefly describe products or services you export and key markets you export to
- ★ What percentage of your total revenue comes from export sales
- ★ How has your business leveraged innovation to succeed in international markets (e.g., product innovation, marketing techniques, operational efficiency)?
- ★ What measures do you take to ensure customer satisfaction and maintain strong relationships with international partners?

What the judges are looking for:

- ★ How you have adapted your products, services, or marketing strategies for international markets?
- ★ How you use technology and digital tools to enhance your export performance?
- ★ What measures are you taking to ensure customer satisfaction and maintain strong relationships with international partners?

EXCELLENCE IN MEDIUM BUSINESS (6-15 Full time equivalent employees)

Entry Fee:

Chamber member: \$205.00 + GST

Non-Member: \$255.00 + GST

All sections must be completed

**Sections 6 and 10 are optional*

Your entry will be judged in the appropriate Excellence in Business categories and in addition, at time of judging, your entry will be considered for the additional Awards categories.

Overall, you will be submitting up to 10 separate entry documents, one for each section as appropriate.

SECTION 1: Executive Summary

Maximum: 500 words, please include any graphs or images of supporting evidence.

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What the judges are looking for:

- ★ A brief history and description of your business
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Supporting Documentation

Remember – you must provide evidence to support your claims.

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Please ensure you retain a copy of your complete entry with all supporting information.

SECTION 2: Define your competitive edge

What makes this business special?

- ★ Provide a maximum of 500 words of text demonstrating your unique selling points, and why you believe your business stands out from your competitors. In your document, please include up to two pages of supporting evidence.

What the judges are looking for:

- ★ Evidence of an understanding of your organisation's unique selling points and competitive differentiation.

SECTION 3: Community Contribution

(Category Award)

Demonstrate how your organisation, including staff, are proactively involved in your local community, and what criteria and process do you use to determine those areas that you become involved with (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Explain what social initiatives the organisation has adopted related to its own staff and the local or wider community (e.g., training, family friendly work practices, contributions of time or money to the community)
- ★ How does this contribution benefit your organisation?

What the judges are looking for:

- ★ Evidence of community contribution
- ★ Evidence how this is encouraged and supported

SECTION 4: Innovation and Technology

(Category Award)

Describe the innovation or technology within your organisation. (Maximum 500 words, please include supporting evidence in your entry document).

- ★ Describe any innovative products or services created, processes or technology developed or used, and/or people employed in an innovative role to further business excellence or performance (Maximum 500 words plus supporting evidence).

What the judges are looking for:

- ★ Use and implementation of innovation and knowledge to enhance business excellence and organisational performance
- ★ New ideas, systems, procedures, or other technology that have increased efficiency and/or resulted in the introduction of improved services, products or business sustainability.
- ★ Details of results gained from new ideas and Innovations.

SECTION 5: Digital Strategy and E-commerce

(Category Award)

Demonstrate how your organisation has utilised digital technology throughout your business. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ Explain how you have applied digital technology for the benefit of customers, staff, suppliers, and business performance.
- ★ Demonstrate how these innovations have been applied and measured within the business.

What the judges are looking for:

- ★ Use of specific technologies and digital Innovation
- ★ Evidence of how you have enabled your business through the use of digital tools, the internet or use of cloud-based technology.

SECTION 6: Tourism and/or Hospitality

*(*Optional - Category Award)*

Demonstrate how your organisation contributes to tourism and/or hospitality in Waipa, activities could include; accommodation, activities, events, support industries or similar. These questions aim to uncover how businesses in the hospitality and tourism sector prioritise customer experience, community involvement, resilience, and sustainability while driving growth. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ How do you ensure a consistently high level of customer experience in your hospitality or tourism business? Explain your process from customer awareness through to bookings and feedback loop.
- ★ What measures have you implemented to remain resilient in the face of market shifts?
- ★ What steps has your business taken to minimise its environmental impact and promote sustainability?
- ★ How does your business contribute to the local community or economy, and what role do local partnerships play in your success?
- ★ Share your successes.

What the judges are looking for:

- ★ A clear understanding of your business and its position and offering within the Waipā tourism industry.
- ★ Details of successes and how you measure these

SECTION 7: Waste Minimisation Environmental (Category Award)

Demonstrate how your organisation and its people are actively involved in implementing practices and achieving waste minimisation both within and outside your business. (Maximum 1000 words, please include supporting evidence in your entry document). The waste hierarchy (right) is a useful framework to think about how we create waste and what we do with it. The closer to the top, the more impactful the action.

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What the judges are looking for:

- ★ Evidence of action/s which make an impact in actively reducing and minimising waste in your organisation.
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SECTION 8: People and Culture (Category Award)

Demonstrate how your business is leading with a people-first approach and fostering cultures that drive positive outcomes both within and outside of your organisation. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ How does your leadership team inspire and promote a positive workplace culture?
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- ★ Can you describe the process behind developing your marketing strategy, including key insights and research?
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SECTION 10: International Business (*Optional - Category Award)

These questions are designed to highlight the strategic approach, resilience, and innovation of businesses that have succeeded in the international marketplace. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Briefly describe products or services you export and key markets you export to
- ★ What percentage of your total revenue comes from export sales
- ★ How has your business leveraged innovation to succeed in international markets (e.g., product innovation, marketing techniques, operational efficiency)?
- ★ What measures do you take to ensure customer satisfaction and maintain strong relationships with international partners?

What the judges are looking for:

- ★ How you have adapted your products, services, or marketing strategies for international markets?
- ★ How you use technology and digital tools to enhance your export performance?
- ★ What measures are you taking to ensure customer satisfaction and maintain strong relationships with international partners?

EXCELLENCE IN LARGE BUSINESS (16+ Full time equivalent employees)

Entry Fee:

Chamber member: \$255.00 + GST

Non-Member: \$300.00 + GST

All sections must be completed

****Sections 6 and 10 are optional***

Your entry will be judged in the appropriate Excellence in Business categories and in addition, at time of judging, your entry will be considered for the additional Awards categories.

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Please ensure you retain a copy of your complete entry with all supporting information.

SECTION 2: Define your competitive edge

What makes this business special?

- ★ Provide a maximum of 500 words of text demonstrating your unique selling points, and why you believe your business stands out from your competitors. In your document, please include up to two pages of supporting evidence.

What the judges are looking for:

- ★ Evidence of an understanding of your organisation's unique selling points and competitive differentiation.

SECTION 3: Community Contribution

(Category Award)

Demonstrate how your organisation, including staff, are proactively involved in your local community, and what criteria and process do you use to determine those areas that you become involved with (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Explain what social initiatives the organisation has adopted related to its own staff and the local or wider community (e.g., training, family friendly work practices, contributions of time or money to the community)
- ★ How does this contribution benefit your organisation?

What the judges are looking for:

- ★ Evidence of community contribution
- ★ Evidence how this is encouraged and supported

SECTION 4: Innovation and Technology

(Category Award)

Describe the innovation or technology within your organisation. (Maximum 500 words, please include supporting evidence in your entry document).

- ★ Describe any innovative products or services created, processes or technology developed or used, and/or people employed in an innovative role to further business excellence or performance (Maximum 500 words plus supporting evidence).

What the judges are looking for:

- ★ Use and implementation of innovation and knowledge to enhance business excellence and organisational performance
- ★ New ideas, systems, procedures, or other technology that have increased efficiency and/or resulted in the introduction of improved services, products or business sustainability.
- ★ Details of results gained from new ideas and Innovations.

SECTION 5: Digital Strategy and E-commerce

(Category Award)

Demonstrate how your organisation has utilised digital technology throughout your business. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ Explain how you have applied digital technology for the benefit of customers, staff, suppliers, and business performance.
- ★ Demonstrate how these innovations have been applied and measured within the business.

What the judges are looking for:

- ★ Use of specific technologies and digital Innovation
- ★ Evidence of how you have enabled your business through the use of digital tools, the internet or use of cloud-based technology.

SECTION 6: Tourism and/or Hospitality

*(*Optional - Category Award)*

Demonstrate how your organisation contributes to tourism and/or hospitality in Waipa, activities could include; accommodation, activities, events, support industries or similar. These questions aim to uncover how businesses in the hospitality and tourism sector prioritise customer experience, community involvement, resilience, and sustainability while driving growth. (Maximum 1000 words, please include supporting evidence in your entry document)

- ★ How do you ensure a consistently high level of customer experience in your hospitality or tourism business? Explain your process from customer awareness through to bookings and feedback loop.
- ★ What measures have you implemented to remain resilient in the face of market shifts?
- ★ What steps has your business taken to minimise its environmental impact and promote sustainability?
- ★ How does your business contribute to the local community or economy, and what role do local partnerships play in your success?
- ★ Share your successes.

What the judges are looking for:

- ★ A clear understanding of your business and its position and offering within the Waipā tourism industry.
- ★ Evidence of researched and targeted branding and marketing
- ★ Details of successes and how you measure these

SECTION 7: Waste Minimisation Environmental (Category Award)

Demonstrate how your organisation and its people are actively involved in implementing practices and achieving waste minimisation both within and outside your business. (Maximum 1000 words, please include supporting evidence in your entry document). The waste hierarchy (right) is a useful framework to think about how we create waste and what we do with it. The closer to the top, the more impactful the action.

- ★ Describe an action your organisation has taken that is closest to the top of the hierarchy and how that helped you reduce waste.
- ★ Tell us what inspired you to make a start and outline the journey you have taken to minimise waste in your organisation.
- ★ Provide details of waste types reduced, and volumes, if known.
- ★ Share a waste minimisation success you are most proud of, and a challenge you faced on your waste minimisation journey and how you overcame this.

What the judges are looking for:

- ★ Evidence of action/s which make an impact in actively reducing and minimising waste in your organisation.
- ★ A demonstration of understanding of business relevant waste minimisation practices



SECTION 8: People and Culture (Category Award)

Demonstrate how your business is leading with a people-first approach and fostering cultures that drive positive outcomes both within and outside of your organisation. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ How does your leadership team inspire and promote a positive workplace culture?
- ★ Provide examples of how your organisation's vision and values are integrated into everyday work life?
- ★ What methods do you use to collect and act on employee feedback?
- ★ What strategies do you use to attract and retain top talent in your industry?
- ★ How do you create a positive onboarding experience for new employees?

What the judges are looking for:

- ★ How your organisation supports the physical, mental, and emotional well-being of employees?
- ★ What key performance indicators (KPIs) you use to assess employee satisfaction?
- ★ Specific actions have you taken to promote diversity and inclusion within your workplace?

SECTION 9: Marketing and Communications (Category Award)

Demonstrate an understanding around your business approach to marketing in a comprehensive, innovative, and results-driven way. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Can you describe the process behind developing your marketing strategy, including key insights and research?
- ★ Describe the role your customer feedback or data analytics play in shaping your marketing strategies?
- ★ What strategies do you use to coordinate cross-channel marketing efforts effectively?

What the judges are looking for:

- ★ An example of a campaign where your marketing efforts led to measurable results such as increased sales, customer engagement, or brand awareness?
- ★ How you measure the success of your marketing and communications efforts? What key performance indicators (KPIs) do you track?
- ★ How your organisation use content marketing and storytelling to engage audiences and communicate key messages?

SECTION 10: International Business (*Optional - Category Award)

These questions are designed to highlight the strategic approach, resilience, and innovation of businesses that have succeeded in the international marketplace. (Maximum 1000 words, please include supporting evidence in your entry document).

- ★ Briefly describe products or services you export and key markets you export to
- ★ What percentage of your total revenue comes from export sales
- ★ How has your business leveraged innovation to succeed in international markets (e.g., product innovation, marketing techniques, operational efficiency)?
- ★ What measures do you take to ensure customer satisfaction and maintain strong relationships with international partners?

What the judges are looking for:

- ★ How you have adapted your products, services, or marketing strategies for international markets?
- ★ How you use technology and digital tools to enhance your export performance?
- ★ What measures are you taking to ensure customer satisfaction and maintain strong relationships with international partners?

LEADER OF THE YEAR AWARD

Entry Fee:

No Entry Fee

The Leader of the Year Award will go to an exemplary CEO who has successfully led a strategy for outstanding performance. A list of potential candidates will be compiled of exemplary industry leaders that have led their organisation and staff.

These may include:

- ★ Delivering profitable growth year-on-year
- ★ Developed a revised and sustainable strategy for the business through 2024 -2025.
- ★ Demonstrated an awareness of and engagement. with global, national and/or regional issues, through their actions.
- ★ Shown robust engagement and action around diversity and inclusion.
- ★ Shown a willingness to engage with the challenges around business continuity and digital economy.
- ★ Identified key challenges for the business and overcome them.

What the judges are looking for:

- ★ Leadership in the way the organisation is run, the way in which it seizes new opportunities and the way it deals with issues when they arise.
- ★ The judges highly recommend entries to the Business Leader of the Year award to demonstrate commitment to this process.

EMPLOYEE OF THE YEAR - WAIPA

Entry Fee:

Chamber member: \$155.00 + GST

Non-Member: \$205.00 + GST

The Employee of the Year – Waipa Award is awarded to an employee who has excelled in their role.

Describe how this employee provides a positive contribution to your organisation, its culture, community and/or clients (Maximum 500 words).

This may include:

- ★ Delivering excellence in customer service
- ★ Continuing to develop in their role, through self- directed learning, education, mentors or similar.
- ★ Providing exemplary leadership or support to other employees
- ★ Proactive steps in community or social engagement.

What the judges are looking for:

- ★ Evidence of excellence, this may include; customer feedback, achievement of key metrics, educational attainments etc.
- ★ Evidence of action/s that positively impact the organisation, its culture, community and/or clients.