



2019 Guidelines

Categories available for entry:

Excellence in Business - Emerging/New Business (<2 years trading)

Excellence in Business - Sole Trader/Partnership (no employees)

Excellence in Business - Small Business (1-5 full time equivalent employees)

Excellence in Business - Medium Business(6-15 full time equivalent employees)

Excellence in Business - Large Business (16+ full time equivalent employees)

Best Customer Service - Waipa

Customer Choice - Waipa

Employee of the Year - Waipa

Leader of the Year

Outstanding Services to Business

EXCELLENCE IN BUSINESS AWARDS.

All Excellence in Business entries will also be automatically be considered for:

Excellence in Community Contribution & Sustainability

Excellence in Innovation and Knowledge

Judges Award and

Supreme Winner.

You can complete a simple online form via the Awards website - www.waipabusinessawards.co.nz that will assist you in assessing which categories best suit your business.

All Excellence in Business Awards are judged by a panel of experts from the [Waikato Management School](http://www.waikatomanagementschool.ac.nz).

Entry prices are as follows

Excellence in Business - New/Emerging Business - \$120 +gst.

Excellence in Business - Sole Trader/Partnership- \$120 +gst.

Excellence in Business - Small Business - \$184 + gst.

Excellence in Business - Medium Business - \$184 + gst.

Excellence in Business - Large Business - \$184 + gst.

The entry forms for all Excellence in Business entries will include the following sections with the exception of 5b which will not need to be completed by Sole Trader/Partnership entries.

Total Points

Written entry: 200

Judges visit: 100 (finalists only)

Total: 300

SECTION 1: Executive Summary (35 points)

Limit: 500 words, not including graphs or images, and supporting evidence in the form of attachments to substantiate your statements.

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
- ★ Why do you believe that your business should be an award winner?

Supporting Documentation

Remember – you must provide evidence to support your claims.

Please include any supporting documentation in digital form as part of your online entry. This may include financial data, performance reports, strategic/operational plans, examples of quality process or regulatory forms, data tables, graphs, images or other forms of media (video, sound bites, etc.).

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

Financial Viability

Entrants must supply a letter of financial viability from an external business accountant as part of your entry.

SECTION 2: Strategic Planning, Customer Focus & Marketing (35 points)

What is your overarching strategic plan as a business, who are your customers and how do you manage these relationships? (If you are a social enterprise, this may include both those using your services AND those who donate financial and other assistance)

- Explain your business planning process - its format and time frames. If available, provide a copy of your strategic plan (you may also include tactical and operational plans).
- How are plans implemented, communicated, reviewed and updated?
- What are your goals for the next 3-5 years?
- Describe the process used in developing and reviewing your strategic plan and provide an example of a strategic plan achievement
- What are your organisation's relative capabilities/core competencies?
- Describe the methods you use to build on existing or potential relationships
- How do you measure your customers' satisfaction? Do your systems capture feedback?
- Describe how you might use customer and market information in decision-making and planning and provide an example of how your organisation has benefited from using customer and market information
- Describe your current market position and how it compares to others in your industry
- Describe your marketing plan and how you measure and review the marketing plan's effectiveness
- Describe a significant opportunity in the marketplace that you pursued in the last year

What the judges are looking for

- ★ Application of the strategic planning process to enhance business performance
- ★ The quality of the business plan
- ★ Evidence that the business model is a sustainable one
- ★ Evidence of a good understanding of the organisations customer-base, and the use of customer and market information in decision-making
- ★ Evidence that customer requests and complaints are dealt with responsively and effectively
- ★ Evidence of how and in what areas change and improvement has occurred in response to changing market needs
- ★ The market position of the organisation and how it compares to others in similar industries
- ★ A marketing plan that is relevant for the size of the business and is implemented and measured

- ★ Evidence of a significant marketing opportunity undertaken

SECTION 3: Financial Planning and Governance (20 Points)

What are the financial KPIs for the business and how have you identified, managed, tracked, measured and assessed them?

- Describe the financial and operational reporting systems of the business and how the information is used in the management of the business (does it relate to the KPI's)? Graphics and text can be used.
- Describe your KPIs (are all the measures appropriate and relevant?)
- Tell us how well you have performed over the last few years and provide an indication of future performance
- Describe what element of your company's performance over the last year you are most proud of and why. (You may provide statistics and graphs to support your statement).
- How do you communicate to stakeholders your financial, environmental and social/community initiatives/performance?
- Provide a pro-forma letter from your external business accountant confirming your sound financial standing.

What the judges are looking for

- ★ Sound financial and operational performance results
- ★ Measurement and management of performance parameters
- ★ Evidence of profitable business growth

SECTION 4: Community and Industry Contribution and Environmental Sustainability (30 Points)

Community and Industry Contribution

Demonstrate how your organisation, including staff, is proactively involved in your local community and in the wider industry in which you operate, and what criteria and process do you use to determine those areas that you become involved with?

- 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?
- How does your organisation support the industry in which it operates?

What the judges are looking for

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

Environmental Sustainability

Demonstrate how your organisation and its people are actively involved in achieving environmentally sustainable practices both within and outside your business.

- Explain what environmental initiatives the organisation has adopted related to its own practices and the services and/or products (e.g. recycling programmes, waste management, energy and carbon targets, methods to measure and manage environmental impact, supplier initiatives)
- How is environmental sustainability incorporated into the long-term strategy of the business
- How do you encourage and support staff engaging in environmentally sustainable practices, either internally or externally to your organisation?

What the judges are looking for

- ★ Recognition of, communication of, and support of environmentally sustainable practices
- ★ How your organisation supports the greater environmental sustainability of the Waipa, Raglan and/or Waikato region
- ★ Evidence of the organisation's support for staff involvement in environmentally sustainable projects

SECTION 5a: Creating A Safe And Effective Workplace. (20 points)

How have you implemented, managed and promoted safety and wellbeing within your business?

- What is your health and safety policy? Demonstrate implementation, management and review and how your people are actively engaged in this process?

- Describe your compliance environment including health and safety and the challenges you face within it
- Explain how your business fosters health and safety best practices in the workplace
- How do you address work-life balance issues in your organisation?
- Please provide 3-5 individual words that characterise your workplace culture

What the judges are looking for

- ★ The approach, planning and implementation of Health & Safety under the new legislation (4 April 2016)
- ★ Compliance with regulatory, legal and industry code requirements
- ★ Excellent health and safety management procedures appropriate to the sector in which you operate

SECTION 5b: Creating A Safe And Effective Workplace. (30).

What human resource structure, processes, practices and leadership styles are in place to further promote employee well-being and retention within your business?

- Describe the organisational structure of your business
- Describe how you recruit and retain quality staff, and how you evaluate the performance of your staff (KPI's and other measures)
- Outline the incentives that you use to encourage and inspire your staff and summarise the staff training you provide (knowledge, abilities, and skills)
- Discuss the style of leadership within your business
- Describe your organisation's vision and values and the process used to develop this, and how you communicate it to your staff. Can you provide an example that demonstrates how your organisation's vision/values have impacted on staff/yourself?
- Do you have a process for policy development on external and internal issues e.g. things like harassment, discipline, protection of IP, legislative and legal impacts?
- How do you affect stakeholder management, both external and internal, and how is this controlled through all levels in the organisation?

- Do you have a mentor or advisory/formal board that assists you with strategy and other elements of governance? How does this operate, and what level of independence is exercised?

What the judges are looking for:

- ★ Sound human resource practices within the organisation relevant to the industry
- ★ A reward structure that reflects organisational values
- ★ Effective communication practices
- ★ Evidence of a commitment to training and upskilling
- ★ High staff satisfaction, well-being and motivation
- ★ A strong organisation vision that is communicated clearly to staff and is closely linked to management decision-making
- ★ Staff buy-in to the vision
- ★ The provision of 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 a commitment to this process

SECTION:6

Innovation and Knowledge (30 points)

How has your business demonstrated innovation and what improvements were seen as a direct result?

- Describe the challenges/opportunities for innovation in your organisation
- Describe any innovative products or services created, processes or digital technology developed or used, and/or people employed in an innovative role to further business excellence or performance
- What have you done to protect intellectual property (knowledge that leads to competitive advantage)?
- Explain how you have applied technology for the benefit of customers, staff, suppliers, and business performance
- Demonstrate how these innovations have been applied and measured within the business
- How do you encourage and manage new ideas, both product and services, in the workplace?
- Do you use innovation and knowledge to manage performance improvement? Is it measured as a KPI?

What the judges are looking for

- ★ Use and implementation of innovation and knowledge to enhance business excellence and organisational performance
- ★ An environment that encourages and rewards innovative employees
- ★ New ideas, systems, procedures or technology that have increased efficiency and/or resulted in the introduction of improved services or products
- ★ Use of specific technologies and digital innovation
- ★ Details of results gained from new ideas and innovations

OTHER AWARDS.

Best Customer Service - Waipa

\$80 + gst per entry.

This category exists specifically to assess achievements in Customer Service, please enter this category if you believe your business and employee(s) excel in their delivery of customer service.

This category is judged by the [Trust Power](#) team.

Customer Choice - Waipa

This is a text to vote category. Voting is open for a two week period, 1st-14th July 2019 and voters may text in the name of a local business that they feel deserves to be awarded Waipa's business of choice for 2019 (standard text charges apply).

Votes cannot be bought via promotional campaigns offering items/services in return for votes, however voting can be promoted via businesses various marketing platforms.

Further information regarding the campaign will be released closer to the time.

Employee of the Year

Free to enter.

This is a nomination category, you may either nominate an employee, colleague, peer from another business or even self-nominate.

We are looking for employees who have gone above and beyond their duties and who have demonstrated all/some of the following qualities:

Commitment

Enthusiasm

Dedication

Creativity

Reliability

Efficiency

and Drive.

This category will be judged by [Jigsaw Professional Development](#).

Leader of the Year

Free to enter.

This category is a nomination based category, you may either nominate a business peer from another organisation, an employee, colleague, friend/family member or even self-nominate.

This category is to be judged by a panel of experts from the [Waikato Management school](#) and they will be looking for someone who has demonstrated the following qualities:

Either an emerging or established leader.

They may be a leader within the Waipa business community or within their direct workplace environment.

Has an ability to lead by example.

Has created a strong team around them as a direct result of their leadership qualities.

Demonstrates consistency in values.

Has clear strategic goals for themselves and their team.

Outstanding Services to Business

Free to enter

Entries for this category are by nomination, you may either nominate a business peer, colleague, family/friend or even self-nominate.

All judging will be completed by Alan Livingston from [Waikato Regional Council](#) and he will be looking for individuals who have demonstrated some/all of the following:

A commitment to the Waipa business community.

Dedication to community based efforts, such as involvement with: local boards, fundraising, community events and local business activity.

Achieved change within the Waipa business community.

Worked within the Waipa business community for a sustained period of time.

A mentor for others rising within the business community.

ADDITIONAL NOTES.

Businesses may enter one Business Excellence category in addition to the Customer Service, Customer Choice, Employee of the Year, Leader of the Year and Outstanding Services to Business categories. However if you are a New/Emerging business you may choose to enter this category along with your Business Excellence category in the appropriate size.

Judges reserve the right to move entrants into a more suited category than the one applied via if deemed appropriate. Entrants will be consulted prior to any change.

Once you have selected your categories, it's time to get started! Entries are now open and you have until the 1st July 2019 to complete your online applications.

There will also be workshops, facilitated by [Jigsaw Professional Development](#) to assist you with your entries, and these will be held on Tuesday 30th April in both Cambridge and Te Awamutu locations - further details to follow.

Please direct any queries to - awards@waipabusinessawards.co.nz, we look forward to supporting you on your journey.