

OFFICIAL ENTRY GUIDELINES



GREAT LAKE TAUPŌ
BUSINESS AWARDS
2019

All enquiries to Awards Convenor, Kay Brake
Email info@taupobusinessawards.co.nz or Phone 027 484 8219

2019 CATEGORIES

PLEASE ENSURE YOU READ BEFORE STARTING YOUR ENTRY

All entrants must elect to be considered in one of these 5 main categories:

House of Travel Taupo Excellence in Business - Emerging business	New businesses of any size or sector, operating less than two years (at 30/06/19).
Vine Eatery & Bar Excellence in Business - Small business	One to five staff (full time equivalent) including sole traders, any sector.
Zest Brokers Excellence in Business - Medium business	Six to 15 staff (full time equivalent), any sector.
Strettons Excellence in Business - Large business	16+ staff (full time equivalent), any sector.
Legend Excellence in Business - Not-for-Profit business	Any size or sector, must have legal charitable status or non-profit exemption from IRD.
BNZ Overall Business of the Year	All entrants will be considered for this supreme award regardless of category entered. Must be able to demonstrate excellence in all business areas, and will be chosen by Chief Judge.

Entrants can elect to be considered in one (or more) of these specialist categories. Judges also reserve the right to include an entrant in a specialist category if they deem it worthy.

Enterprise Great Lake Taupo Excellence in Innovation	Use & implementation of innovation & knowledge to enhance business excellence & performance.
Quality Print Excellence in Environmental Sustainability	Recognition of, communication of, and support of environmentally sustainable practices.
More FM Excellence in Community Contribution	Proactively involved & ongoing supporter of our wider Taupo community.
Wairakei Resort Excellence in Leadership	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.

In the best interests of your business, your entry category may be changed by the judges. In this instance full consultation will be made with the entrant business. The Chief Judge's decision will be final. Overall Business of the Year Award winners are not eligible for the Overall Award in the next awards immediately following their win. Judges' scores for each section will be available to entrants only. No information will be disclosed to individuals or organisations other than the judges and Awards Convenor.

WHAT IS REQUIRED

PLEASE ENSURE YOU READ BEFORE STARTING YOUR ENTRY

What must be provided

All entrants must submit;

- Completed Entry Form
- Executive Summary (maximum 2 pages of text)
- Answers to the questions for your category
- Answers to the questions for the specialist categories you elect to enter (optional)
- Financial Viability Statement—a signed, scanned statement from your Accountant (less than 3 months old)
- A business 'bio' (150 word summary), 3 high resolution photos of your business in .JPG form and your logo in either a high resolution .JPG or .PNG format.

All entries and supporting information remains confidential and will be viewed by the judging panel only. All judges sign a confidentiality agreement and all entries will be deleted from judges computers two months following the awards presentation.

Entries must be received by 5pm Friday 31 May 2019

TOI-OHOMAI
Institute of Technology

The total possible marks available for each section are noted on Page 4. This may influence the effort and length of your response to each section. Remember, all compulsory sections need to be completed, regardless of which category you are entered into. Non-completion of any section of your entry will lessen the overall scoring potential of your submission and therefore the chances of making it through to be a Finalist.

Make sure your submission is clear and concise, using facts and statistics to illustrate your narrative. Tables, figures and graphs are encouraged however each section of your submission **MUST** be within the specified page limit for text.

All entrants must submit all supporting documentation electronically - no hard copy material will be accepted. This can include graphs, tables of data, examples of process forms or any other information to support claims made in your entry.

If your support information relates to more than one question, please clearly state this on the header text of the document.

If you wish to supply other information (video links, social media feeds, etc) please paste the website address into the relevant section of your answer.

Finalists will receive a visit from the Judges and be mystery shopped.

TOPICS AND SCORES

PLEASE ENSURE YOU READ BEFORE STARTING YOUR ENTRY

The total possible marks available for each section are noted below.

The optional questions relate to the specialist categories. For businesses in Emerging, Small or Not-for-Profit, it is not compulsory that you answer these sections. However - if you wish to be considered for a specialist award, then you will need to complete the relevant section/s.

Final scores will be calculated on a percentage basis against sections completed, so you won't be penalised if you don't complete the optional sections.

If you have any queries, please email info@taupobusinessawards.co.nz and we'll ensure you're answering the correct sections.

Points	Section	Topic	Emerging	Small	Medium	Large	NFP
30	1	Executive Summary	✓	✓	✓	✓	✓
20	2	Competitive Edge	✓	✓	✓	✓	✓
20	3	Customer focus & marketing	✓	✓	✓	✓	✓
20	4	Business Performance & financial planning	✓	✓	✓	✓	✓
10	5	Environmental Sustainability	✓	✓	✓	✓	✓
10	6	Community Contribution	optional	✓	✓	✓	✓
20	7	Digital Strategy & Implementation	✓	✓	✓	✓	✓
20	8	Quality & Systems	✓	✓	✓	✓	✓
15	9	Strategic Planning	✓	✓	✓	✓	✓
15	10	People Management	✓	✓	✓	✓	✓
10	11	Leadership	optional	✓	✓	✓	✓
10	12	Innovation & Knowledge	optional	optional	✓	✓	optional
		TOTAL	170	190	200	200	190

SUBMISSION & CONDITIONS

PLEASE ENSURE YOU READ BEFORE STARTING YOUR ENTRY

Please make sure you have completed all sections as per the guideline chart and that you are entering the appropriate category for your business.

All entries are to be submitted electronically. No hard-copy entries accepted.

You must;

- Answer each section on a separate document using Calibri font, 11pt size, black colour for your text
- Paste or insert any graphics or images into the document
- Include any additional supporting evidence at the end of the document
- Do not exceed page limits.
- Save as PDF
- Name each PDF file, formatted as: **Section number. Section title—Your business name** eg: 1. Executive Summary—Blue Sky Pies
- Save your Financial Viability Statement as a PDF file, formatted as: **FS-Your business name** eg: FS-Blue Sky Pies
- Save your 150 word business summary (bio) as a PDF file, formatted as: **Bio-Your business name** eg Bio-Blue Sky Pies
- Your business logo in either high resolution JPG or PNG format.
Name as: **Logo-Your business name**; eg Logo-Blue Sky Pies
- 3 high resolution photos of your business in JPG format.
Name as: **Your business name #**; eg Blue Sky Pies 1, Blue Sky Pies 2

Upload all these documents using the File Link Request on the 'Submit Your Application' page at www.taupobusinessawards.co.nz and complete the Application Form.

Conditions of Entry:

- Any sole proprietor, partnership, incorporated society, limited liability company, educational institution, local or central government organisation, charitable or not-for-profit organisation, with its principal place of business based in, and trading in, the Taupo District Council boundary, is eligible to enter the Awards.
- An organisation that is part of a larger national or international organisation or franchise must be able to demonstrate that it operates as a separate business unit.
- Applicants must disclose any issues that may compromise the integrity of the awards or cause their organisation to discontinue in the next year. These issues may include legal action, law changes, possible loss of funding or other risks.
- All entrants must agree to take part in publicity as part of the Awards Programme.
- All entrants agree to be visited by Judges and Mystery Shopped if they are selected as a category Finalist.
- Entrants must provide a signed statement from their Accountant confirming the financial viability and going concern status of the business. An example is provided in this pack.
- All entrants are encouraged to attend the Workshops, Finalist Function and Gala Dinner event - however this is not compulsory.
- Entrants may use consultants or other outside assistance to help them prepare their entries.
- The organisers may suggest that an entrant change category, or consider an entrant for specialist category.
- All entries are treated in strictest confidence.
- The Awards Convenor, Sponsors, Taupo Business Chamber and Towncentre Taupo Board/Staff have no input or involvement in the judging process. This is wholly handled by Toi-Ohomai Institute of Technology and our 3 independent judges,
- Judges will not judge any organisation where a conflict of interest arises.
- Decision of the judges is final and no correspondence will be entered into.
- There is no cost to participate as an entrant.
- By entering these awards, you are consenting to agree to the above conditions.

SECTIONS 1 & 2

PLEASE ENSURE YOU CONSIDER EACH QUESTION CAREFULLY AND ANSWER ACCORDING TO THE GUIDELINES

Section One: Executive Summary (30 points)

Limit two pages of text, not including graphs or images, and two pages 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
- Why do you believe that your business should be an award winner?

Section Two: Define your Competitive Edge (20 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

What makes this business special?

Ensure evidence is given to support any claims and is clearly marked or referenced.

What the judges are looking for;

- Text demonstrating your unique selling points
- Why you believe your business stands out from your competitors

Remember: You must provide evidence to support your claims.

Please include any supporting documentation including financial data, performance reports, strategic/operational plans, examples of quality processes or regulatory forms, data tables, graphs, images, screen shots, photos, other forms of media (video, sound bite, etc).

Videos and sound bites must be limited to a maximum 1 minute. Include links to media in your document accompanied by a supporting statement.

This supporting documentation needs to be clearly marked and referenced to the relevant section, and conform with the guidelines.

SECTIONS 3 & 4

PLEASE ENSURE YOU CONSIDER EACH QUESTION CAREFULLY AND ANSWER ACCORDING TO THE GUIDELINES

Section Three: Customer Focus & Marketing (20 points)

Limit two pages of text, not including graphs or images, and two pages of supporting evidence.

Who are your **customers** and how do you manage these relationships? If you are not-for-profit, this may include both those using your service, and those who fund your service. Describe the methods you use to build on existing or potential relationships. How do you measure your customers' satisfaction? Do your systems capture feedback? What do you do with the feedback? Describe how you might use customer and market information in decision-making and planning, and provide an example of how you've benefited from using this information. Describe your current market position and how it compares to others in your industry. Describe your **marketing** plan. How do you review and measure your marketing effectiveness and ensure its currency & relevance? Describe a significant opportunity in the marketplace that you identified and pursued last year.

What the judges are looking for;

- Evidence of a good understanding of your customer base
- Evidence of the use of customer and market information in decision making
- Evidence that customer requests & complaints are dealt with responsively and effectively
- Evidence of how and in what areas change and improvement occurred in response to changing market need
- The market position of the organisation and how it compares to others
- A marketing plan that is relevant for the size of the business, and is implemented & measured
- Evidence of a significant marketing opportunity undertaken

Section Four: Business Performance & Financial Planning (20 points)

Limit two pages of text, not including graphs or images, and two pages of supporting evidence.

Describe the financial and operational reporting systems of the business with reference to what data is collated, frequency of reporting and how the information is used in the management of the business (does it relate to the KPIs)? Graphics and text can be used.

Describe the Key Performance Indicators (KPIs) / key measures specific to the business (are all the measures appropriate and relevant?).

Tell us how well you have performed over the last few years and provide a possible indication of future business performance .

Describe what elements 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).

What the judges are looking for;

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

SECTIONS 5 & 6

PLEASE ENSURE YOU CONSIDER EACH QUESTION CAREFULLY AND ANSWER ACCORDING TO THE GUIDELINES

Section Five: Environmental Sustainability (10 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

How does your business manage environmental sustainability: give examples of what you have implemented to support sustainability in your business.

Explain what environmental initiatives the organisation has adopted related to its own practices and the services and/or products (eg 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 external 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 Lake Taupo District.
- Evidence of the organisation's support of staff involvement in environmentally sustainable projects.

Section Six: Community Contribution (10 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

How does your business contribute to your wider community & industry?

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

Explain what social initiatives the organisation has adopted related to it's own staff and the local or wider community (eg training, family friendly work practices, contributions of time or money to community projects).

How does the contribution benefit your organisation?

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

What the judges are looking for;

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

NB: This section is optional for businesses entered into the Emerging Business category. If you wish to be considered for a Community Contribution Award and you are an Emerging Business, then you MUST complete this section.

SECTIONS 7 & 8

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Section Seven: Digital Strategy & Implementation (20 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

Demonstrate how your organisation has utilised digital technology throughout your business.

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.

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 Eight: Quality & Systems (20 points)

Limit two pages of text, not including graphs or images, and two pages of supporting evidence.

Describe the quality management system in your organisation.

How are faulty products/services effectively dealt with?

How do you manage quality in the supply chain?

Do you have a business process improvement system? Provide an example of a successful implementation.

Describe how your team contribute to the quality management system.

How is this measured? Are there KPI's?

What is your Health & Safety policy? Demonstrate implementation, management & review and how your people are actively involved in the process.

Describe your compliance environment including Health & Safety and the challenges you face with it.

What the judges are looking for;

- Design, implementation, management and improvement of processes for achieving better performance and quality.
- Quality Management Systems and processes for dealing with faulty products/services that are relevant for industry and size of business.
- The approach, planning and implementation of Health & Safety, appropriate to the sector.
- Compliance with regulatory, legal and industry code requirements.

SECTIONS 9 & 10

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Section Nine: Strategic Planning (15 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

Explain your business planning process - format and timeframes. If available, provide a copy of your strategic plan (you may like to also provide 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.

Provide an example of a strategic plan achievement.

What are your organisation's relative capabilities/core competencies?

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.

Section Ten: People Management (15 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

Describe the organisational structure of your business.

Describe how you recruit and retain quality staff and how you evaluate the performance of your staff (KPIs and other measures).

Outline the incentives that you use to encourage and inspire your staff and summarise the staff training that you provide (knowledge, abilities and skills).

How do you address work life balance issues in your organisation?

Please provide 3—5 words that characterise your workplace culture.

What the judges are looking for;

- Sound human resource practices within the organisation relevant to industry.
- A reward structure that reflects organisational values.
- Effective communication practices.
- Evidence of a commitment to training and up-skilling.
- High staff satisfaction, well-being and motivation.

SECTIONS 11 & 12

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Section Eleven: Leadership (10 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

Discuss the style of leadership within your business.

Describe your organisation's vision and values and the process used to develop this.

How do you communicate the vision and values to your staff?

Provide an example that demonstrates how your organisation's vision/values have impacted on you/your staff.

Do you have a process for policy development on external and internal issues (things like harassment, discipline, protection of IP, legislative & legal impacts)?

How do you effect 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;

- A strong organisational 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.

Section Twelve: Innovation & Knowledge (10 points)

Limit one page of text, not including graphs or images, and two pages of supporting evidence.

Describe the challenges/opportunities for innovation in your organisation.

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.

What have you done to protect intellectual property (knowledge that leads to competitive advantage)?

How do you encourage and manage new ideas, both products and services, in the workplace?

How 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.

NB: These sections are optional for some categories but if you wish to be considered for a Leadership or Innovation Award, then you MUST complete the relevant section. Refer page 4 for more information.

FINANCIAL STATEMENT

PLEASE PROVIDE THIS TO YOUR ACCOUNTANT AS AN EXAMPLE OF WHAT IS REQUIRED

Letterhead from accountant or practice signing the letter

Date

Awards Convenor

Taupo Business Chamber

PO Box 2377

Taupo 3351

To whom it may concern:

ENTRY OF {insert relevant business name} to the GREAT LAKE TAUPO BUSINESS AWARDS 2019.

As the external accounting advisors to this business, we are able to confirm that based on the most recent full set of annual accounts for {insert business name}, we believe that this business has a sound financial basis and is a genuine going concern.

On the basis of the information supplied to us, we can report that the current financial status of {insert business name} is such that we expect this business to continue operating over the next twelve months and beyond.

Yours faithfully,

{signature required}

{insert accountant name and contact details}

NOTE: This statement is based on information supplied to this accounting practice by the entrant and is not to be taken as amounting to a warranty or representation of fact by this organisation or its employees.

**THIS STATEMENT IS COMPULSORY - PLEASE SCAN YOUR ACCOUNTANT LETTER AND INCLUDE WITH YOUR ENTRY
IT MUST BE COMPLETED BY YOUR EXTERNAL ACCOUNTANT**

SUBMIT YOUR ENTRY

PLEASE FOLLOW THESE TIPS TO ENSURE WE RECEIVE YOUR ENTRY

All entries are to be submitted electronically. No hard-copy entries will be accepted. Do not exceed page limits.

All components of your entry must be formatted and labelled as outlined on Page 5 and on the official guidelines on the website www.taupobusinessawards.co.nz/submit-your-application/

Upload all entry documents using the File Link Request on the 'Submit Your Application' page at www.taupobusinessawards.co.nz and complete the Application Form there.

Remember: You must provide evidence to support your claims.

Please include any supporting documentation including financial data, performance reports, strategic/operational plans, examples of quality processes or regulatory forms, tables, graphs, images, other forms of media (video, sound bite, etc). This supporting documentation must be clearly marked and referenced and included in the relevant section.

Timeline

2 May	Registration Opens
6 May	Entries Open
8 May	Workshops: Entry Form 101
15 May	Workshops: Expert Advice
22 May	Workshops: The Final Countdown
31 May	Entries Close
27 June	Finalist Announcement Function at Great Lake Centre
1 to 26 July	Judges visit & mystery shop all Finalists
16 August	Gala Awards Dinner at Wairakei Resort

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