

# 2019



**Westpac Tauranga  
Business Awards**

NZ CHAMBERS OF COMMERCE

TAURANGA

*Business Vitality*

## Entry Form

*Please complete this entry form.*

### Details of Business

Legal Name of Business	
Trading Name of Business	
Contact Person Title/position	
<b>Structure of Business:</b> Sole Trader / Partnership / Company /Other	
Physical Business Address	
Postal Business Address	
Email Address	
Telephone & mobile Number	
Website Address	
Ownership Structure: Private/public/franchise etc.	
GENERIC QUESTIONS AFTER	THIS – SEPARATION IN THE ONLINE FORM.
How long has the business been trading?	
How long under the current ownership	
How many employees do you have - numbers and types of employees, contractors?	
What sector does your business operate in?	
What are your main products and/or services?	
What makes you stand out relative to your competitors – your unique selling point?	
What are the key challenges facing your business?	
An outline and explanation of significant business achievements during the last 12 – 18 months	

Company structure:

**\*Please state the category you are entering – you can enter in either Sector Excellence or Best Practice Award. (Pages 4/5)**

**\*Important Note:** During the judging process, the judges may decide, that your business could enter a different category to the one you have selected. This will be in agreement with the entrant via the Business Awards Coordinator. If you enter into the Sector Excellence categories, you may be eligible to also be judged in the Business Practice categories. This is done at the Judge's discretion.

Sector Excellence Category:

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Business Practice Category:

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### **Declaration**

I declare, as an entrant of the Westpac Tauranga Business Awards 2019, that I agree to accept and comply with all Terms and Conditions of entry. (Page 15).

**Director/Owners Name**

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**Director/Owners Signature**

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**Date**

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## The Categories

Read the categories carefully and select the appropriate category for your business to enter. Those businesses that enter a Sector Excellence category are also eligible in the Business Practice Categories.

Sector Excellence Awards		
Category	What	Who should enter
<b>Retail Excellence</b>	Recognises the successes and achievements of a business selling goods direct to the end user, or any business whose principal activity is in the provision of retail services.	Includes franchises, online, independently owned, department store and traditional retail operations Retailers, garden centres, motor vehicles, wholesale suppliers, bakeries, travel agents, computer and communication supplies
<b>Emerging Business</b>	Recognises those businesses that have been in operation for more than one year and less than three years at 30 June 2018, or achieved significant growth during the last one to three years because of effective planning and delivery, which leads to growth and long-term sustainability.	All business in the start-up phase, and small to medium size and who have been in business less than three years
<b>Manufacturing and/or Distribution Award</b>	This category is for any business in the manufacturing, construction sectors and/or logistics of goods including food, regionally, nationally or internationally.	Includes production, agri-business, forestry, transport, freight, supply chain, manufacturing, engineering, distribution, marine, earthworks, logistics
<b>Digital Innovation &amp; Technology Award</b>	Recognises the growing importance of the digital economy through online business and technology. From smartphones and social networks to cloud computing, big data, the Internet of Things, digital technologies have transformed organizations across every industry and in the process, have rewritten the rules of business. Through exciting developments, access to new solutions and services the “age of the customer” has arrived.	Includes all clients and marketing, digital, advertising, communication and media agencies in addition to any party involved in the digital sector. This could include a digital application within an existing business that has led to transformation and productivity. Will include website development, mobile app’s
<b>Tourism/Hospitality Award</b>	Any business whose principal activity is in the Tourism sector including hospitality, accommodation, amenities, transport operators, attractions, event management, sports and entertainment sectors or other visitor-related activities	Includes accommodation, attractions, activities, cafes, restaurants, bars, fast food, catering services

<b>Service Excellence Award</b>	Recognises the successes and achievements of a business delivering services to the end user, or any business whose principal activity is in the provision of services.	Includes all the trades, printers, hair-dressers, beauticians, gyms, massage therapists, repair services, lawyers, accountants, doctors, web designers, creative agencies, advisors, veterinarians, real estate agents, banks, photographers, financial planners, IT providers, insurance brokers
<b>Social Enterprise Award</b>	This category recognises management excellence in organisations outside the private sector including the “not for profit” sector, schools and local government.	Not for profit organisations, 100% government funded educational institutions, health service providers, local government organisations, community trusts, and community service organisations.
<b>Excellence in Sustainable Business Practices</b>	This category is for the business that demonstrates how sustainable practices which are embedded into the organisational strategy, vision and operations to deliver sustainable business growth.	Open to all entrants in the Westpac Tauranga Business Awards. You can enter this category alone
<b>Customer Experience Award</b>	Recognises a business that succeeds through showing consistent dedication to outstanding service and demonstrates its commitment through its service policy, staff training and/or other specific means	Open to all entrants in the Westpac Tauranga Business Awards. You can enter this category alone
<b>ACC Workplace Safety Award</b>	Recognises a business that demonstrates excellence in workplace health and safety practices and that has successfully integrated these into its operation. A positive safety culture exists at all levels within the business.	Open to all entrants in the Westpac Tauranga Business Awards. You can enter this category alone
<b>Business Innovation Award</b>	Recognises a business that demonstrates creative, entrepreneurial or innovative process, product, or service that has enhanced the businesses success.	Open to all entrants in the Westpac Tauranga Business Awards. You can enter this category alone

## Entry Questionnaire

Using this entry form gives you the questions you will need to answer online. This gives you time to consider what your answers will be so that you can enter online efficiently. From Monday 1 July 2019 you can enter online, you can answer the questions, put in your information, save and then continue until you are satisfied, then you can submit your entry.

The judges when visiting will spend more time and assessing your business, and where you can present the supporting information. **We don't want you to spend a lot of time building an entry.**

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### Executive Summary

*Maximum - 500 Words*

*This information does not form part of the scoring, but informs the judge.*

We recommend that you write your Executive Summary after completing the entry form.

The executive summary sums up what you have written throughout your entry.

When you are writing the Executive Summary, ensure that you add the exciting, innovative and creative things that you know about your business. This is the section that the judges will look at first and gain that insight to your business.

It is your opportunity to really sell the excitement and passion that is your business. This should include a paragraph on what the "X" factor of your business is and why you believe that your business should be the "**Westpac Business of the Year**".

**Note:**            **This information could be used for publicity purposes if you become a finalist or winner.**

## 1. HR Section - Leadership, People Management and Development

In this section, describe how work is organised, how training and education provides the skills and knowledge required and how the employee work environment is measured and improved to ensure satisfied committed employees.

Equally, the leaders are the people in the business that are responsible for guiding and managing the business. This section asks how the leaders set the business direction, performance expectations, and behaviours and how they monitor the performance of the business.

### Questions:

- Do you have a vision for the next 3 – 5 years, which includes future growth? Yes/No
- Does your business have a governance structure such as a board or advisory board? Yes/No
- Do you have staff training, mentoring with review processes? Yes/No
- Is your organisation flexible and responsive to market changes? Yes/No
- Does your organisation have sound human resource practices? Yes/No
- Do you have any staff satisfaction, reward structures, well-being, and safety and motivation measures? Yes/No

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## 2. Customer Experience

Customer relations and satisfaction are the most important element of our business. How we deliver excellent customer service, how we listen to our customers, how the culture is articulated and embedded within the organisation or business is fundamental to our success. Customer service is about encouraging proactive, customer responsive selling skills that are ultimately about retaining our customers and building new ones. Without customers, there is no business.

### Questions:

- Do you know who your customers are and understand their needs? Yes/No
- Do you have measures to monitor customer service performance? Yes/No
- How do you determine customer satisfaction, dissatisfaction and loyalty?
- How do you respond to customers concerns to improve customer service?
- Do you encourage a great customer experience culture throughout the business? Yes/No
- Do your staff understand how to build relationships that acquire customers, and to increase loyalty and gain positive referrals? Yes/No
- Do you guide employees towards a strong customer service philosophy and culture within the organisation? Yes/No
- Is there an understanding by staff of the impact of good customer service on revenue and profit? Yes/No
- Explain how staff manage customer complaints and are they resolved effectively and promptly.
- Do you have any customer loyalty schemes or benefits? Yes/No

### 3. Planning

Planning is the critical process by which the future direction of the business is determined. This involves determining the actions, responsibilities and resources that will ensure the business achieves its short and long-term goals. This section will describe how you establish strategy, plans, communicate these and monitor your performance against the plan.

#### Questions:

- Do you have processes and systems to achieve future business growth and enhance business performance? Yes/No
- Do you use strategic business tools such as SWOT (Strengths, Weaknesses, Opportunities, and Threats)? Yes/No
- Do you have forward planning in day-to-day tasks? Yes/No
- Are the results measured and amendments made based on achieved results? Yes/No
- Is the business plan shared and understood and its importance with the team? Yes/No

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### 4. Market Focus and Branding

Using the knowledge of how well you know your customers, their requirements and expectations, how you acquire new and build relationships with customers, monitor customer perception of your success and develop future opportunities is essential.

Business uses branding, marketing and design to convey its messages in the marketplace. This section will demonstrate how well you know the market, how you determine market requirements and expectations, where you sit in the marketplace and how well you use this knowledge. In addition, will show that there is a strong element of design and innovation within your company.

#### Questions:

- Do you know who your customers are? Yes/No
- Where is your market position?
- Can you name your competitors? Yes/No
- Is there a system to gauge the effectiveness of marketing material? Yes/No
- What areas of change and improvements have occurred due to customer feedback?
- How does the business use its brand and is the brand integrated across all aspects of the business? This could include visual (logos etc.) values and key messages.
- Is there a clear marketing and advertising strategy and do you know and understand what outcomes you expect? Yes/No
- Is this strategy fully understood and implemented by all staff? Yes/No
- Describe the personality or values of your brand that contribute to the business success.



## 5. Process, Systems and Quality Management

Processes and systems in combination with quality management are the foundation of a performance-oriented business. Having a fact based measurement system using information and data to make decisions, knowledge to support key business activities, as well as analyse the financial performance of the business. In this section you are asked to define the key information and data used by the business, how this is analysed and how it is made available to others both inside and outside the business.

### Questions:

- Does the business collect information to enable informed decisions to be made? Yes/No
- Is there a digital information storage system within the business? Yes/No
- Do you have a system to manage institutional knowledge within the organisation? Yes/No
- Do you know what information you require, collect and use to improve your business? This may include databases, and how you use them for example. Yes/No
- Do you have a system of design, implementation, management and improvement of processes for achieving better performance and quality, working towards improved productivity such as continuous improvement? Yes/No
- Is quality management actively practiced and managed so that quality is maintained and improved? Yes/No
- Do you have quality management systems and processes for dealing with faulty products and/or services? Yes/No

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## 6. Workplace Safety and Health

Workplace Health and Safety is an integral part of any workspace and can include everything from the cultural environment to the wellbeing of each staff member. This section will describe your company's approach and practices to workplace safety, the education and training of staff and ongoing monitoring.

### Questions:

- Do you have a statement that emphasises management commitment to effective health and safety management? Yes/No
- Do you hold regular management meetings to address health and safety performance? Yes/No
- Is there a policy that allows employee representation? Yes/No
- Is there training in the workplace? Yes/No
- Is health and safety provided for management and staff? Yes/No
- Are plans revised, monitored and part of the manager's annual appraisal? Yes/No
- Do employees undergo induction training and formal Safety and Health training? Yes/No
- Do you have a regular reporting process on Health and Safety and does it include staff wellbeing? Yes/No

## 7. Business Financial Performance

Financial health is critical to business success, a detailed understanding of the financial position of the business is essential. This is not only profitability but also needs to take into account matters related to cash flows, income streams and debt management.

When the judges visit, they might ask you to describe the business's financial performance and to disclose results for both current and up to three prior periods to clearly demonstrate both the level of profitability and trends over time. This assists as an indicator of future performance, and if possible, you should include targets, comparative benchmarking or competitive data.

Further areas of analysis for some businesses may cover public responsibility, which could include fiscal accountability, transparency in operations and disclosure policies, independence in internal and external audit, and protection of stakeholder interests.

### Questions:

- Do you have financial and operational reporting systems and are they actively used in the management of the business? Yes/No
- Do you collect specific data for business analysis to aid management understanding and decision-making? For example:
  - Turnover
  - Net profit
  - Return on investment
  - Working capital
  - Balance sheet ratios
  - Other, please provide detail
- Do you have management accounts and how often are these prepared and reviewed? Yes/No  
**Comments**
- Are there key performance indicators specific to your business that you measure? For example:
  - Productivity
  - Percentage on-time delivery
  - Cycle time improvement
  - Response times
  - Waste reduction
  - Regulatory compliance (including environmental)
  - Other, please provide detail
- Do you have a clear financial strategy? Yes/No
- Do you have robust budgeting procedures? Yes/No
- Do you have a cashflow forecast? Yes/No
- Is your business displaying improved business performance levels and do you know what your percentage growth year on year is?

Please fill in the Financial Summary form below summarising Profit & Loss results:  
[www.businessawards.org.nz](http://www.businessawards.org.nz)

**Note:** that the financial judge may contact you directly to request additional information if required.

Please fill in the form below to complete one page profit and loss financial data

<b>Financial Summary</b>		Name			
		Please delete one: GST incl GST Excl			
<b>Financial Year Ending</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>(YTD) August</b>	<b>2020 Budget</b>
				Turnover only reqd	
<b>INCOME</b>					
Sales/Work done					
Other					
<b>Total Income</b>					
<b>LESS DIRECT EXPENSES or COST OF GOODS SOLD</b>					
Purchases (net)					
Freight					
Wages (excluding Owners)					
Other					
<b>Total Cost of Sales</b>					
<b>Gross Profit</b>					
<b>Gross profit percentage</b>					
<b>LESS EXPENDITURE</b>					
Operating					
Vehicle					
Wages					
Administration					
Financial (excl personal interest)					
Other					
Other					
<b>Total Expenditure</b>					
<b>NET PROFIT/SURPLUS BEFORE DEPRECIATION &amp; OWNER REMUNERATION</b>					
Shareholders/Owners Remuneration					
Depreciation/Amortisation					

**Additional Comments:**

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## 8. Business and Digital Innovation

Every business uses original thinking in the search for excellence and continual improvement, which is essential to the growth and development of any company. This section will show how the business has enhanced its success and growth through Innovation – both in thinking and developing of innovative ideas, the research and development and implementation of ideas.

An innovation can be in any aspect of the business such as a product, service, technology, processes, or business model, and can relate to the improvement of an existing one.

### Questions:

- Name the product, service, technology, processes or business model that you consider is your innovation.
- Explain the problem your innovation is aiming to solve Comment
- How does the implementation of innovation and knowledge enhance business excellence and organisational performance? Yes/No
- Is there a strong element of design and innovation within your company? Yes/No
- Do you have an environment and culture that encourages and rewards innovative employees? Yes/No
- Do you have results/benefits gained from recent improvements or innovations? Comment
- Explain those results/benefits Yes/No
- Do you apply innovation and technology to underpin future business growth? Comments
- Yes/No

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## 9. Community Service/Social Responsibility and Industry Participation

Being a good corporate citizen is important. A sustainable business demonstrates how the triple bottom lines of economic, social and environmental elements are important in positioning your business as part of the wider community. This section will explain how the business is committed to playing its part in the community, and how the business demonstrably goes beyond the 'call of duty' in the way it operates within and by supporting the community. It will also describe how the business considers responsibility to the public and community.

### Questions:

- Do you support the community? Yes/No
- Name some of your community initiatives
- Do you support the industry/organisation sector(s) in which you operate? Yes/No
- Do you support staff involvement in social, community or environmental initiatives? Yes/No
- Do you have recognition of public and community responsibility? Yes/No

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**10. How does your business manage Environmental Sustainability:**

**Questions:**

- Is environmental sustainability incorporated into the long-term strategy of the business Yes/No
- Do you support staff engaging in environmentally sustainable practices, either internally or external to your organisation Yes/No
- 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 environment impact, supplier initiatives

## Entry Timeline for Westpac Tauranga Business Awards 2019

*Please read this section carefully*

### **Westpac Tauranga Business Awards Launch – Tuesday 28 May**

Entry packs are available from the Tauranga Chamber of Commerce and at the launch of the Westpac Tauranga Business Awards.

### **On Line Entry Process Opens – Monday 1 July**

### **Nominations Close - Friday 23 August**

### **Entries Close - 5:00pm Thursday 12 September 2019**

Completed entries must be received by the Tauranga Chamber of Commerce on or before 5pm.

### **Judging Process – Friday 21 September – Wednesday 18 September**

After allocation of categories and initial assessment of entries, two Judges will conduct an initial site visit to your business (approximately 90 minutes), where they will seek further clarification on any aspect of your entry, including your financials. The judges may need a second site visit where they will take a closer examination of the financials of your business, speak to other staff and spend more time with the business owner. A specialist judge in the Business Practice categories may also visit during this time.

### **Westpac Tauranga Business Awards 2019 Gala Dinner - Friday 8 November 2019**

Announcement of category finalists, winners and the overall Westpac Business of the Year will be made at the Black Tie Gala Dinner at Trustpower Baypark Arena, Truman Lane, Mt Maunganui.

<b>Key Dates to Note</b>	
<b>Action</b>	<b>Date</b>
Awards Launch	Tuesday 28 May
Mentor Service and Workshops	June
Online Entry Process Opens	Monday 1 July
Tickets for Awards and Gala Dinner on Sale	Monday 16 September
Awards Entries Close	Thursday 12 September
Judges Start Visits	Tuesday 1 October
Judging Completed	Wednesday 23 October
Awards Ceremony and Dinner	Friday 8 November

### **Assistance with your Entry**

We recommend that you talk to your accountant and lawyer; it could be helpful when filling out the entry. It would be beneficial for your accountant to assist with the financial section of your entry.

The Chamber will offer each entrant assistance and support to make the entry process smooth and the outcome beneficial. There will also be coaching workshops available to assist with the entry pack.

## Judging Process

Judges are selected for their business skill and knowledge. Any conflicts of interest are established at the beginning of the judging process, and a confidentiality agreement is signed. The first stage is the initial assessment of the entry by the Head Judge, Financial Judge and Co-ordinator. If at this stage the judges have concerns including the financial position of the business, the entry will not proceed through to stage two. The judges concerns will be feedback to the entrant. If all is in order, the entry is allocated to a team of two category judges.

In stage two businesses will be visited by the judges, who at the site visit will drill down in more detail on the entry and gain an over all impression of the business. This interview will take up to two hours.

Judges may return for a second site visit or a specialist judge may visit. At this point, there could be further scrutiny of financials, staff and any further detailed information. Judges may request customers or suppliers information to gain feedback, and may ask to involve staff.

The team of two judges assess all businesses in the same category hence like for like. There will be specialist judges in some of the business practice categories. The entire judging panel consider the finalists and have input into the **Westpac Tauranga Business of the Year** award.

<b>Judging Process Timeline 2019</b>		
<b>Entry</b>	<b>Stages</b>	<b>Action</b>
Wednesday 18 September	Stage One	Initial financial assessment
Tuesday 1 October	Stage Two	Judges first site visit,
Wednesday 23 October	Stage Three	Final meeting to select finalists and winners. Judging completed.

## For Further Information

Anne Pankhurst  
Tauranga Chamber of Commerce  
P: 07 577 8955 or 027 241 5206  
E: [awards@tauranga.org.nz](mailto:awards@tauranga.org.nz)  
W: [www.businessawards.org.nz](http://www.businessawards.org.nz)

## Terms and Conditions of Entry

*Please read this section carefully as it outlines the terms and conditions of entry.*

- All guidelines and deadlines for all areas of the entry process must be adhered to.
- Any sole proprietor, partnership, incorporated society, or limited liability Company with its principal place of business operation, based and trading in the Tauranga and Western Bay of Plenty is eligible to enter.
- The relationship between sponsors and judging panel is separate.
- To avoid any conflict, owners, officers or employees of any category sponsor cannot enter into the same category of the Westpac Tauranga Business Awards.
- Judges are selected for their skill and knowledge. Any conflicts of interest are established with judges signing a confidentiality agreement. It states all information received and discussions taking place regarding the entrant remain confidential and will not be used for any purpose other than to assess each entry and to reach a decision for the finalists and winners of each category and the overall business of the year. The executive summary could be used for publicity purposes. **All entries are strictly confidential.**
- Judges work in teams of two, scrutinise and visit all entries in their assigned category. Repeat visits may be necessary, or an interview with the judging panel arranged for further clarification. All entrants agree to being visited and interviewed by a judging team at a pre-arranged, mutually agreed time for both entrant and judges. All category finalists will be considered for the overall Westpac Tauranga Business Awards.
- The judging process for the Westpac Tauranga Business Awards is in three stages. The first stage is the initial financial assessment by the Financial Judge. **If there are concerns about the financial position of the business, the entry will not proceed.** The judges concerns will be represented in their feedback to the entrant. The entry is then allocated to a team of two category judges.
- All entrants who enter any category in the Westpac Tauranga Business Awards will also be eligible for Business Practice categories: Customer Experience Award, ACC Workplace Safety Award, Embracing Digital Technology, Excellence in Sustainable Business Practices and Business Innovation. The judges can also nominate the entry, and the specialist judge for that particular category will do a further assessment.
- All entrants must provide true and accurate information and disclose any liabilities such as business and/or tax related and/or current pending litigation, which could compromise the judge's analysis of the business, and/or adversely affect the integrity and reputation of the Westpac Tauranga Business Awards.
- During the judging process judges have the right to move entrants into another category they consider better suited. In the event of any change, entrants will be notified by the co-ordinator prior to their entry category being changed.
- **All entrants agree to attend the Black Tie Gala Dinner on Friday 8 November 2019.** Reservations are made at the Tauranga Chamber of Commerce. No finalists or winners will be announced prior to this.
- All entrants agree to co-operate with the respective category sponsor and/or promotional partners of the Westpac Tauranga Business Awards for publicity purposes. All entrants agree by signing this agreement that only the official branding of the Westpac Tauranga Business Awards is used for any publicity purposes.
- Judges have the right to disqualify any entrant not complying with the conditions of entry.
- **Judges decisions are final and no correspondence will be entered into.**



## Submitting Your Entry

Check List	
Action	Completed
<b>1. Official Entry Form</b> Have you completed all sections?	
<b>2. Awards Entry Submission</b> Have you included the following: <ul style="list-style-type: none"><li>• An executive summary?</li><li>• Answered on all general entry sections?</li></ul>	
<b>3. Supporting Information</b> Please keep the supporting information to a minimum in your entry, or attach as an appendix, but it will be requested and should be available on the judges' visit.	

**If you are not completing your entry electronically please  
Courier or deliver your completed entry to:**

**Anne Pankhurst**  
Business Awards Coordinator  
Tauranga Chamber of Commerce  
Smart Business Centre  
Unit 3b, 65 Chapel St, Tauranga  
P: 07 577 8955

***PLEASE NOTE: Entry Deadline is 5.00pm Thursday 12 September 2019***

### **For Further Information**

Anne Pankhurst  
Tauranga Chamber of Commerce  
P: 07 577 8955 or 027 241 5206  
E: [awards@tauranga.org.nz](mailto:awards@tauranga.org.nz)  
W: [www.businessawards.org.nz](http://www.businessawards.org.nz)