



Westpac Tauranga Business Awards



2020 Categories

Category	What	Who should enter
Emerging Business	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
Manufacturing, Construction and Distribution Award	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, horticulture sector, forestry, transport, freight, supply chain, manufacturing, engineering, distribution, marine, earthworks, logistics
Service Excellence Award	Recognises the successes and achievements of a business delivering services to the customer, or 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, retail sector, tourism and hospitality
Social Enterprise Award	A social enterprise or social business is defined as a business that has specific social objectives that serve its primary purpose. Social enterprises seek to maximize profits while maximizing benefits to society and the environment. Their profits are principally used to fund social programs.	This category recognises management excellence in organisations outside the private sector including the “not for profit” sector, schools and local government, community trusts, and community service organisations
Business, Digital & Technology Innovation	Recognises the digital economy through online business and technology. Includes smartphones, social networks to cloud computing, big data, the Internet of Things, digital technologies transforming organizations across every industry and in the process, have rewritten	All businesses can enter this category and 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

	the rules of business. Through exciting developments, access to new solutions and services the “age of the customer” has arrived.	include website development, mobile app’s Recognises a business that demonstrates creative, entrepreneurial or innovative process, product, technology or service that has enhanced the businesses success.
Continuous Improvement/Lean Award	Is an ongoing effort to improve products, services or processes. These efforts can seek “incremental” improvement or “breakthrough” improvement, and is focused on increasing the effectiveness and/or efficiency of an organisation.	All businesses that have or are looking to introduce greater organisational improvement and want to be operating at maximum efficiency. Those businesses that have a focus on growth, and wanting to create a culture of improvement
Sustainable Business Practices	This category is for the business that demonstrates how sustainable practices are embedded into the organisational strategy, vision and operations to deliver sustainable practices and business growth.	Open to all entrants in the Westpac Tauranga Business Awards. You can enter this category alone.
Customer Experience Award	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
Workplace Safety Award	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
Corporate Leadership Award	Recognises a significant company for their outstanding contribution to the region’s economy. The business will demonstrate economic impact, employment scale, and investment in the area and community involvement. The business, through their continued investment, have created or retained jobs, improved the general wellbeing of the community and generated economic growth throughout the Tauranga and western Bay of Plenty.	This is a selected award
Westpac Business of the Year		All businesses in the awards are eligible for this category.