

WESTPAC OTAGO BUSINESS AWARDS



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How does it work?

Entering the Westpac Otago Business Awards has real benefits for your business, including:

- The opportunity to review and refine your business strategy
- Increased profile in the Otago business community
- Enhanced credibility
- Motivated staff, especially if you become a finalist
- Networking with fellow business leaders
Attending our awards gala dinner and lead up events gives you the opportunity to network with other business leaders and professionals.
- The chance to share your success with your team and the Otago Business Community

In the application, we'll ask you to describe your business and strategy, and the results you have achieved.

The General category applications will concentrate on four main areas:

1. Leadership, planning and organisation.
2. Market and customer focus.
3. Differentiation and business model selection.
4. Results (e.g. revenue, profitability, investments, jobs created and other factors that show your international success.

Businesses may enter one (1) Sector Excellence Category Awards and up to two (2) Business Practice categories.

Please note that businesses cannot enter any category that they were a winner of at the previous awards (2018).

Companies that will do well tend to share common things. These include:

- The ability to give evidence-based answers that show you have a successful business
- A well thought-out strategy
- Strong leadership
- Detailed understanding of your target markets and customers
- The ability to show your contribution to the Otago economy, through solid financial results.

Finally, some tips for you as you embark upon your entry:

- Tell your story. Use pictures and graphics and try to include as many examples as possible to illustrate your points.
- Don't go into too much detail about your products or services, or overuse jargon and acronyms. Keep it simple, use plain English and above all answer the question.
- Don't assume that judges will have any prior knowledge of your company.
- Avoid making vague or unsupported claims. Award-winning submissions always include data and evidence, because doing so ensures credibility and believability.

The Otago Chamber of Commerce has sole discretion to accept or decline an entry

Good Luck!

SECTOR EXCELLENCE AWARDS

EXCELLENCE IN SERVICE

Recognises a business that succeeds through showing consistent dedication to service delivery and demonstrates its commitment to the customer through its service policy, staff training and/or other specific means.

EXCELLENCE IN RETAIL

Recognises the success and achievements of a business selling goods direct to the end user.

EXCELLENCE IN DISTRIBUTION & LOGISTICS

Recognises the success of businesses involved in the distribution of products & the logistics of product delivery.

EXCELLENCE IN PRIMARY INDUSTRIES

Recognises the success and achievements of a business involved in the production and processing of primary goods, including agri-business, horticulture or forestry sector.

EXCELLENCE IN NOT FOR PROFIT

Recognises management excellence in organisations outside the private sector including the “not for profit” sector, schools and local government.

EXCELLENCE IN TOURISM & HOSPITALITY

Recognises the success of a business whose principal activity is delivering an amazing customer experience in the tourism or hospitality sector.

MANUFACTURING & TECHNOLOGY

Recognises excellence in manufacturing, engineering or the use of high tech to produce a product or service.

SECTION ONE

Leadership and planning

This section examines how effectively your leadership team guides your business to achieve business goals.

This include how leaders:

- Set direction and communicate effectively.
- Plan and develop objectives and targets for your business.

Q1.1 | Describe your business planning process.

TIPS

Consider your key objectives and the related targets. How do leaders, directors and/or stakeholders in your business set direction, objectives and targets for business? How are these targets and plans communicated, both internally and externally?

'EXCELLENCE' LOOKS LIKE

- A detailed and systematic planning process is evident.
- The overall direction, and all-important goals, are established and communicated. Targets and objectives for the business are set across a range of metrics.
- Actual performance against targets is regularly monitored, and actions are taken as a result.

Q1.2 | How have you developed/supported your staff and business partners to succeed in business?

TIPS

Some areas you may wish to include are:

- Training and development
- Mentoring
- Relocation/secondment
- Recruitment and retention
- Alternative working arrangements

'EXCELLENCE' LOOKS LIKE

The business can demonstrate significant, ongoing development and support of staff to equip them with the skills and capabilities required to succeed in your target markets.

SECTION TWO

Marketing and customer focus

This section examines how, in relation to your business, you:

- Identify markets, customer groups and market segments.
- Listen and learn to determine customer requirements.
- Assess customer satisfaction of your products and/or services.

Q2.1 | Which market(s) are you doing business in, and how did you make the decision to target this market?

TIPS

Describe the factors that led to your decision to target these markets.

'EXCELLENCE' LOOKS LIKE

- There is clear evidence of significant evaluation and assessment of the most appropriate markets to target, through a clear and logical planning process.

Q2.2 | Within the markets you target (as referenced in Q2.1), which market segments or types of customers do you focus on and how successful have you been in reaching these targets.

TIPS

Consider why you focus on these market segments or types of customers.

'EXCELLENCE' LOOKS LIKE

- There has been detailed evaluation of segments and types of customers in markets.
- Clear thought has gone into which segments to target. The needs and requirements of your customers are clearly understood.

SECTION THREE

Business Modelling and Monitoring

This section examines how you have:

- Reviewed and assessed alternative models and approaches to your business, and made the most appropriate choice for your business
- Monitored the ongoing performance of your products and/or services in your markets.

Q3.1 | Which business model do you utilise for your business, and what are the factors that determined that decision?

TIPS

Business models can include using independent agents or distributors, working with affiliated or partner organisations, and so on. Explain why you chose your business model. What are the main benefits?

'EXCELLENCE' LOOKS LIKE

- There's evidence that a range of different business models have been carefully evaluated, in detail.
- There's a clear rationale for the approach or business model chosen.

Q3.2 | How do you monitor the ongoing performance of your products and/or services, and how often is monitoring undertaken? Explain how you implement your data/findings.

TIPS

Think about the criteria you use to monitor performance – these might include factors like sales volumes, market share, business partner feedback, customer feedback, PR activities, average selling prices, margins, and so on.

'EXCELLENCE' LOOKS LIKE

- Monitoring of performance is regular and systematic.
- Several performance criteria are used and regularly monitored.
- The results of performance monitoring are incorporated into tactical/strategic business decisions.

SECTION FOUR

Results

This section examines data and information to provide evidence of performance, through business results, outputs and outcomes.

Q4.1 | Please summarise the success that your organisation has had over the past year, across the following areas:

- a) Annual revenue.
- b) Jobs created as a result of your increased business.
- c) Other factors that demonstrate your success (e.g. market share in individual markets, growth in number of customers, customer satisfaction).

'EXCELLENCE' LOOKS LIKE

There is clear evidence of strong success, shown by revenue growth (overall and as a proportion of total revenue) and by other factors such as market share, growth in customer numbers, customer satisfaction. Results support a positive contribution to Otago's economy as a direct result of business.

Q4.2 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

SECTION FIVE

SWOT analysis

All applications are required to complete a SWOT analysis which will be submitted to the judging panel. To help, below are some suggested areas to consider.

STRENGTHS

Consider your strengths from both an internal perspective, and from the point of view of your customers and people in market. Good areas to look at are:

- What advantages does your business have?
- What do you do better than anyone else?
- What unique or lowest-cost resources can you draw upon that others can't?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale"?
- What is your organisation's Unique Selling Proposition?

WEAKNESSES

Again, consider this from an internal and external perspective. Good areas to look at are:

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- Do other people seem to perceive weaknesses that you don't?
- What factors lose you sales?
- Where are your competitors doing better than you?

OPPORTUNITIES

Consider things such as:

- What good opportunities can you spot?
- What interesting trends are you aware of?
- What new opportunities could you create by working on your weaknesses?

THREATS

Consider things such as:

- What obstacles do you face?
- What are your competitors doing?
- What might changes in quality standards or specifications mean for your business?
- Are there any threats to your business from changing technology?
- Do you have debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?

Business Practice Awards

INTERNATIONAL BUSINESS AWARD

Recognises a business that successfully works within, and captures the benefits of, the global market, demonstrating outstanding international trade achievements, sustainable growth, and results.

EMERGING BUSINESS AWARD

Recognises a business that has achieved significant business growth during the past 1-3 years as a result of effective planning and delivery. The business must have started trading after 31 March 2017.

BUSINESS SUSTAINABILITY AND RESILIENCE AWARD

Recognises a business that demonstrates how sustainable practices, which are embedded into the organisational strategy and operations, deliver sustainable business growth. Also open to businesses who have shown resilience and an ability to handle changes to the business environment.

MĀORI BUSINESS AWARD

Recognises a business which successfully incorporates Maori identity and tikanga as part of its business operation. Examples include: Logo, branding, mission statement, in its HR practices, company culture & values.

INNOVATION AWARD

Recognises a business that has enhanced its success through innovation - both in thinking and implementing the idea. An innovation can be in a product/service/technology or process.

BUSINESS INTEGRITY AWARD

Recognises a business that has strong business values and ethics – going above and beyond in serving their stakeholders, whether they be customers, employees, suppliers, or the community.

FUTURE BUSINESS LEADER AWARD

Recognises a future business leader for their outstanding contribution within a local organisation and the wider business community. You may nominate an individual or yourself.

ESSENTIAL SERVICE SAFETY AWARD

Recognises a business considered an essential service during the COVID-19 Lockdown that has proven to be exceptional in their safety standards for staff and customers.

International Business Award

Q1 | Outline how international business is integrated into your business strategy, and how you have successfully grown your business in international markets.

TIPS

Ensure you provide examples of this success. What do you attribute significant achievements to?

'EXCELLENCE' LOOKS LIKE

There is clear evidence of success in international markets, and the benefits to customers and business partners.

Q2 | Outline unique obstacles or challenges you face in your international markets.

TIPS

Consider trade barriers, cultural challenges or other risks.

'EXCELLENCE' LOOKS LIKE

There is comprehensive evidence of understanding of the off-shore markets and industries that you work with.

Q3 | Please outline your business strategies for exporting and/or importing.

TIPS

Describe how you determine and capture export opportunities.

'EXCELLENCE' LOOKS LIKE

- There's a comprehensive example of the role the export and/or import market plays in your overall business aspirations.
- There are tangible examples of the key factors that have contributed to your success.

Q4 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

Innovation Award

Q1 | Outline how innovation is integrated into your business strategy, and how you have successfully used innovation to grow your business.

TIPS

Ensure you provide examples of this success. Areas to consider could be incremental sales, enhanced customer satisfaction, reduced costs, competitive advantage and so on.

'EXCELLENCE' LOOKS LIKE

- There is clear evidence of innovation deployed, the rationale behind it, and the benefits to customers and business partners.
- There is comprehensive evidence of success as a result of the innovation, including significant incremental sales or business growth.

Q2 | Please provide an example of an innovation that you have deployed, and how you developed it.

TIPS

Describe why this is innovative when compared to previous practices, or approaches used by your competitors. Explain the benefits your innovation has delivered to your business, customers or partners.

'EXCELLENCE' LOOKS LIKE

- There's a comprehensive example of innovation, with a clear explanation of why it is innovative.
- There are tangible examples of benefits the innovation has provided to the business, customers or partners.

Q3 | Describe what systems and processes you use to manage and protect your innovation, and the impact they have had on your business.

TIPS

Examples of protection could include patents, design rights, copyrights, non-disclosure agreements, trade secrets, or other intellectual property management tools and strategies.

'EXCELLENCE' LOOKS LIKE

- Processes and systems are comprehensively described, with significant evidence of their impact on business.
- There is comprehensive use of IP tools and strategies in the business.

Q4 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

Emerging Business Award

Q1 | Outline your business achievements during the last two years.

TIPS

Ensure you provide examples of this success. What do you attribute significant achievements to?

'EXCELLENCE' LOOKS LIKE

There is clear evidence of success in your chosen market and general growth within all areas of business.

Q2 | Describe any significant growth in your business

TIPS

Consider growth in staff, profit, sales etc. What obstacles or challenges did you need to overcome?

'EXCELLENCE' LOOKS LIKE

There is comprehensive evidence of how significant growth in the business was achieved.

Q3 | Please outline your what you are doing to ensure the business will be sustainable.

TIPS

Consider how you will keep your business growing or adapt for the future.

'EXCELLENCE' LOOKS LIKE

Comprehensive examples are provided of strategies in place to ensure the business either consolidates or keeps growing.

Q4 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

Business Sustainability and Resilience Award

Q1 | Outline significant business achievements within your business that demonstrate your sustainable practices or future planning that is in place OR demonstrate how your business is resilient and able to handle changes to the business environment.

TIPS

Ensure you provide examples of this success. What do you attribute significant achievements to? Consider integration of long term economic, environmental, and social trends in business strategy.

'EXCELLENCE' LOOKS LIKE

There is clear evidence of organisational strategy that allows the business to deliver sustainable business growth and/or evidence of how our business has led a change to the business environment and succeeded as a result.

Q2 | Demonstrate the sustainable behaviours your business upholds

TIPS

Consider your carbon footprint, your supply chain, reducing waste etc.

'EXCELLENCE' LOOKS LIKE

There is clear evidence of business practice that has a sustainable outcome and that these practices are in the forefront of everyday business.

Q3 | Does your business implement social sustainability and/or environmental sustainability?

TIPS

Provide examples, both internal and external, as well as community contribution where required.

'EXCELLENCE' LOOKS LIKE

There is clear evidence of sustainable practices in place with employees, within management practices and stakeholders and solid examples of engagement with community and social impact of these practices.

Q4 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category

BE CONCISE & ENTHUSIASTIC

Future Business Leader Award

Q1 | Outline significant leadership skills and accomplishments either at a local, national or international level.

TIPS

Ensure examples of this success are provided. What are these successes attributed too?

'EXCELLENCE' LOOKS LIKE

There is clear evidence of regional leadership and that their skills and experience has benefited either business or community.

Q2 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

Business Integrity Award

Q1 | Outline significant business achievements within your business that demonstrate integrity in your business practices.

TIPS

Ensure you provide examples of this success. What do you attribute significant achievements to? Consider how your business engages with all stakeholders, internal and external.

'EXCELLENCE' LOOKS LIKE

There is clear evidence in the organisational strategy that ensures business is conducted with the utmost of integrity in all areas.

Q2 | What are your business values and how you demonstrate these values in all your dealings with stakeholders?

TIPS

Examples of how your company values are communicated to employees and supply chain.

'EXCELLENCE' LOOKS LIKE

There is clear evidence of business practice that reflect the company values and that these practices are in the forefront of everyday business.

Q3 | Describe how you measure the success of your business.

TIPS

Provide examples of measurement tools in place and ways that data is implemented.

'EXCELLENCE' LOOKS LIKE

There is clear evidence of measurement tools in place and solid understanding of these measures by all staff and stakeholders.

Q4 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

Māori Business Award

Q1 | Outline significant business achievements within your business that demonstrate your incorporation of your Māori identity and values.

TIPS

Ensure you provide examples of this success. What do you attribute significant achievements to? Consider your organisational branding, messaging, working environment and company culture.

'EXCELLENCE' LOOKS LIKE

There is clear evidence of successes in the business that allow the business to communicate their Māori identity and values and/or comprehensive evidence of how significant planning has been implemented, with clear goals outlined.

Q2 | Describe how our business promotes or nurtures one or more of these core values: **Whanaungatanga** (family), **Tohungatanga** (expertise), **Tikanga** (appropriate action), **Manaakitanga** (looking after people), **Kaitiakitanga** (stewardship), **Rangatiratanga** (leadership)

TIPS

'EXCELLENCE' LOOKS LIKE

There is clear evidence of business practice that includes one or more of the core values.

Q3 | Demonstrate how your Māori approach contributes to how your company operates and your success.

TIPS

Use tangible examples of how being a Māori business creates competitive advantage.

'EXCELLENCE' LOOKS LIKE

There is clear evidence from customers, partners, and consumers to validate the business's Māori approach as a highly differentiated offering.

Q4 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

Essential Service Safety Award

Q1 | Outline why your business was considered an essential service throughout NZ's Covid -19 response, and any changes that your business had to make to continue.

TIPS

Ensure you provide examples

'EXCELLENCE' LOOKS LIKE

There is clear evidence of your business as an essential service

Q2 | Outline examples of safety measures you had in place above and beyond what was required to ensure the health and safety of your staff and stakeholders

TIPS

Provide examples, this can include, isolation procedures, family 'bubble' protection, PPE provided etc.

'EXCELLENCE' LOOKS LIKE

Provide examples, this can include, isolation procedures, family 'bubbles' protection, PPE provided

Q3 | Please outline how you communicated and monitored your safety procedures to your staff and stakeholders throughout the Covid-19 Levels as you adapted.

TIPS

Provide Evidence

'EXCELLENCE' LOOKS LIKE

There are comprehensive examples communication and understanding from staff at all levels

Q4 | Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

Please note: As part of the judging process, an ACC and WorkSafe regulation check will be undertaken.

More information

We require submission of all applications and nominations through our online application portal at www.otagobusinessawards.co.nz Visit the portal and create an account to get started.

- You can save your entries in the portal and edit them as often as needed, up until the entry deadline. Remember to save your work as you go.
- Make sure your personal details are entered accurately, including contact details.
- You can enter multiple categories, as long as you meet the criteria for each one.
- You can use the 'copy' feature to duplicate existing entries and edit them to suit a new category – instead of starting each one from scratch.
- There are no entry fees for this awards programme.
- Supporting material such as images or graphs may be supplied within your application., You'll find further details in the portal.
- We hold all information you provide on a commercial-in-confidence basis.

CRITICAL DATES

- Entries close on 31 August 2020.
- Shortlisted entrants will be interviewed 21 Sept – 02 October 2020.
- Finalists will be announced 05 October 2020.
- Awards Night 13 November 2020.

Further information about the Otago Export Awards, terms and conditions, FAQs and event information can be found at www.otagobusinessawards.co.nz

For general enquiries please contact office@otagochamber.co.nz or phone: 03 479 1081