



## 2018 Business Awards Entry Requirements and Judging Criteria

### Small Business Award

This is a business that has an annual turnover of less than \$1 million.

#### Entry requirements and judging criteria:

1. **Introduction to your business** (10%) (Maximum 500 words and/or video)

A brief description of who you are, why your business exists and what makes your business unique and extraordinary. This can be in written form and/or a 90 second video. Be creative and bold - we want to see your business personality and what makes your business special.

2. **Management and Strategy** (20%) (Maximum 2000 words)

Your business strategy and how your business is managed, your vision, ideas and plans. You may upload existing documentation to answer this section but supporting content must be no more than 3 pages.

You will be judged on the following criteria:

- Mission statement/organisational values
- Strategic objectives and goals for the next 1, 2 and 5 years
- Leadership, planning and decision-making processes
- Organisational structure and processes

3. **Sales and Marketing** (10%) (Maximum 1500 words)

Your marketing plans and sales success. Include your website address and any social media pages.

You will be judged on the following criteria:

- Overall marketing philosophies
- Marketing plans and sales success
- Promotional Strategies
- Approach to Social Media
- Customer satisfaction measurement

4. **Investing in your People** (10%) (Maximum 500 words)

How your business invests in your people. If you are a sole-trader how you invest in your own professional development and training, and how you stay motivated and up to date with latest industry developments. For those employing staff, describe how you motivate staff and management and invest in skills and development training. This could also include benefits to staff or an innovative way to attract and retain staff. Describe how these measures have improved business productivity or advanced your business.

You will be judged on the following criteria:

- Workplace culture
- Professional development/training
- Measures such as how this has advanced your business or improved productivity

5. **Sustainability** (10%) (Maximum 500 words)

Practises that you have or have planned to put in place that shows how your business has a minimal negative impact on the environment, community, society, or economy. This can include such things as a paperless office environment, diversity policies or social responsibility.

You will be judged on:

- Innovative ideas
- Current practices
- Measures for sustainability

6. **Customer Service Experience** (10%) (Maximum 500 words)

Describe and outline your customer experience. Outline how you attract, retain and measure customer satisfaction. Show how your business determines current and future customer expectations and how you tailor to exceed these.

You will be judged on:

- Operating model for service
- Customer experience
- Attracting and retaining customers
- Measures for customer satisfaction and evidence of how you have met these

7. **Health and Safety** (10%) (Maximum 500 words)

Provide a brief outline of your approach to health and safety and how you have put this into practise. This could include initiatives such as monitoring of mental health and staff welfare, business environment, and risk assessment and mitigation measures.

You will be judged on:

- Policy
- Practise

- Measures

#### 8. **Overall success (20%) (Maximum 2000 words)**

Highlight how you set yourself apart from the competition and the areas of your superior performance. Describe how you measure success, including industry benchmarking, customer and staff satisfaction, efficiency and sustainability measures, community and industry involvement.

#### 9. **Financial Statement**

Please provide a short statement and the following financials, to be written and signed by a Chartered Accountant, to verify that your business is trading and confirm that your business is liquid and profitable.

Must include:

- Statement that your business is trading, liquid and profitable
- Total turnover for last financial year
- Revenue/profit percentages for last 5 years
- Signature/date and stamp by registered Chartered Accountant

#### 10. **Media Statement & Logo**

Provide a brief media statement about your business of no more than 200 words and a high-resolution logo. Please also submit an image of you /and your team. This will be used to introduce your business in our publications and media releases. Please note the Chamber reserves the right to edit these statements for word count purposes.

### **Nelson Pine Industries Supreme Business Award**

All entries into the Emerging, Small, Medium and Large Business Awards will be automatically entered into the Supreme Business Award. This is an overall winner that scores highly in all aspects of the judging criteria and has an x-factor that inspires the Nelson Tasman business community.