

2021 Entry Guidelines & Form



**Westpac Tairāwhiti
Business Excellence Awards**



**Trust
Tairāwhiti**
Regional Wellbeing
He Tohu Ora

Entry Guidelines

The Objectives of the Awards

To provide a competition that celebrates the regions resilient and successful businesses and profiles the nominees and the economic diversity of the region over the last 12 months of adversity.

Ngā Whāinga o ngā Tohu

He whakataetae e whakanui ana i te manawaroatanga o te rohe me ngā pakahi angitu, ā, e aro atu ana ki ngā kaitono me te whānuitanga ohaoha i te rohe hāunga ngā tauwhāinga i te tau kua taha.

Introduction

After the success of four business award events, as a bi annual event, we look at 2021 as celebrating more winners. Trust Tairāwhiti in conjunction with Westpac New Zealand Limited are pleased to launch the Westpac Tairāwhiti Business Excellence Awards for 2021.

Why would your business enter?

The awards are an opportunity to gain exposure and recognition whilst celebrating business excellence in Tairāwhiti. Entering the awards will provide an opportunity to be benchmarked against top performers in various industry sectors demonstrating best practice and innovation.

Benefits to businesses entering the awards will include:

- The chance to build public profile
- The chance to increase business and networking opportunities
- The chance to win a prestigious award
- A review of their performance
- Identification of core strengths and competitive advantages
- An independent peer group assessment

Expression of Interest (EOI)

You are able to submit an expression of interest for your business which will allow you to get more information about the competition and will allow you to apply for a mentor to assist you with the entry process for up to 3 hours. Please complete the EOI form (page 6). The Awards Coordinator will then liaise with you to explain and assist your business through the entry form.

Westpac's Sponsorship

Westpac is involved in national awards for tourism, franchising, retail, agriculture and the restaurant industry. In conjunction with local chambers of commerce and enterprise and industry associations, it is committed to supporting growth and celebrating excellence. Westpac is providing support through:

- The National Awards Framework
- Internal promotion
- Major financial contribution
- The involvement of Westpac Business Managers
- An association with the other 10 award programmes throughout New Zealand

To that end Westpac NZ is the principal sponsor, and includes the Tairāwhiti Awards in its national/regional Business Award programme in which similar sponsorship is provided to a further ten award programmes throughout New Zealand.

Trust Tairāwhiti Sponsorship

“Trust Tairāwhiti is proud to partner with Westpac again this year on the Business Excellence Awards. Under our Regional Wellbeing framework, He Tohu Ora - the economy, or Ohanga, is one of our six Muka, or outcome statements, which help guide our investments and operational focus.

Under the economy Muka we work with business owners to ensure the Tairāwhiti economy is diverse, resilient and regenerative.

These awards celebrate the businesses that are creating this sort of positive impact in our communities and are helping to shape a region of shared pride, shared prosperity and shared opportunity.”

Gavin Murphy
CEO, Trust Tairāwhiti

Total of 15 awards - 11 trophies and 4 certificates



Supreme Award

Westpac Supreme Business of the Year

Supreme Business Finalists (3)

Sponsored by Trust Tairāwhiti

Top three finalists from the seven Business Excellence Trophy categories.

(Sector Excellence Certificates not included)

Business Excellence Trophies

Retail, Trade & Online Business

Te Hokonga, Te Hoko, me te Hoko Tuihono

Sponsored by The Gisborne Herald

For any businesses selling goods to end users, including retail, trades and online businesses that deal directly with the public or end-user.

Tourism & Hospitality

Te Tāpoi me te Whakauhi

Sponsored by Tairāwhiti:Gisborne

For any businesses 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.

Manufacturing & Technology

Te Waihanga me te Hangarau

Sponsored by Gisborne Net

For any businesses involved in the manufacturing and construction sectors and /or adopting technology or a high dependency on technology to thrive.

Professionals & Service

Ngā Mātanga me te Ratonga

Sponsored by EIT Tairāwhiti

For any businesses whose principal activity is in the provision of services to the consumer (e.g. professional services, brokerage businesses, real estate agents etc.

Community, Not-for-Profit & Volunteer

Te Hapori, Te Kore Utu me te Mahi Ohu

Sponsored by Pak'n Save

This category recognises management excellence in organisations outside of the private sector including the not-for-profit sector, schools and local government and volunteer organisations.

Farm, Forestry & Food

Te Ahuwhenua, Te Ngahere me te Kai

Sponsored by BDO

This category is for any business involved in the production and processing of primary goods regionally, nationally or internationally, and incorporates innovation, product development and recognition of the particular sector to the economy.

Māori-Owned Business

Ngā Pakihi Māori Motuhake

Sponsored by Te Puni Kōkiri

For any business which successfully incorporates Māori identity and values as part of its business operation, including governance and/or employees. It considers Te Tiriti O Waitangi and tangata whenua and has been operating for at least two years. The business can be from any business category (e.g retail, distribution etc).

Sector Excellence Certificates

These Sector Excellence Certificates are selected from the entrants into the Business Excellence Trophy categories.

Emerging Business

Ngā Pakihi Puaki

Sponsored by Chamber of Commerce

For any business that has been in operation for less than 24 months. The business must demonstrate that it has established itself and functioning successfully with future planning ahead.

Employer of the Year

Te Kaimahi o Te Tau

Sponsored by Bayleys

For the person or company who demonstrates excellence as an employer and identifies with all the aspects of successful leadership.

Health & Wellbeing Excellence

Te Hiranga Hauora me te Oranga

Sponsored by Turanga Health

For any business that recognises the importance

to demonstrate social responsibility in terms of employees' health, by developing sustainable wellness practices and a successful culture within the workplace.

Resilience Excellence

Te Hiranga Manawaroa

Sponsored by Gisborne District Council

For a business that has shown true resilience through the impacts of recent adversity and demonstrated best practises that support their sustainability, their staff and their future.

Environment & Sustainability Excellence

Te Hiranga Taiao me te Toitū

Sponsored by Eastland Group

For a business that has introduced products, services, strategies or initiatives that are helping to reduce the organisation's impacts on the environment and improve its long term sustainability.

Special Award (discretionary) which may include:

- Young Entrepreneur
- Business Leadership (individual)

Entry Timeline

Please read this section carefully.

Entries Open JANUARY 2021

An entry form is available at the end of the guidelines (pages 7-19) or alternatively you can find an online version on <https://trusttairawhiti.nz/business/westpac-gisborne-business-excellence-awards>

Entries Close MARCH 2021

All completed entries must be received by the Awards coordinator or Trust Tairāwhiti on or before 5pm.

Judging Process APRIL-MAY 2021

After the allocation of categories and initial assessment of entries, two judges will conduct an initial site visit to each business (maximum of 90 minutes). They will seek further clarification on any aspect of the entry, including financials. The judges may need to undertake a second site visit where they may spend more time with the business owner on specific details.

Finalists Announced MAY 2021

Public acknowledgement will be promoted through local media, social media and website.

Westpac Tairāwhiti Business Excellence Awards Ceremony 2021 - Presentation and Dinner FRIDAY 18 JUNE 2021

Announcement of category finalists, winners and the overall Westpac Supreme Business of the Year will be made at the Awards function at the Showgrounds Event Centre.

Bookings will be essential - LIMITED.

Tickets \$100 per person (includes 3 course menu - cash bar).

Conditions of Entry

Key points to note:

1. Judges are seeking an overview of the business - entrants must keep within the allotted spaces for each judging performance area on the Entry Form.
2. Entrants may include other information such as brochures, photographs and product samples as attachments whilst keeping within the Application Form template.
3. Entry Fee of \$100 + GST must be paid within 7 days of invoice once the entry has been received.
4. 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 judges' analysis of the business, and/or adversely affect the integrity and reputation of the Westpac Tairāwhiti Business Excellence Awards.
5. Winners will be announced at the Awards Ceremony, Friday 18 June 2021.
6. All entries remain strictly confidential and entry forms will be deleted or returned post the Awards together with the Feedback Form from the judges.

Conditions of Judging

1. Judges are carefully selected for their skill and knowledge in relation to the categories they will be judging. Any conflicts of interest are identified and eliminated as part of the appointment process. All judges sign a confidentiality agreement requiring all information received from, and discussions with entrants to remain confidential, not to 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 for the overall



business of the year. **All entries are strictly confidential.**

2. Judges, working in teams of 2-3, will scrutinise and visit all entrants in their assigned category. Repeat visits may be required in some cases, 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.
3. All Business Excellence finalists will be considered for the Supreme Business finalists.
4. The three Supreme Business finalists will be considered for the Supreme Westpac Tairāwhiti Business Excellence Award.
5. The judging process for the Westpac Tairāwhiti Business Excellence Awards will proceed in three stages:
6. **Stage 1.** Initial assessment of the business entry by the Convenor of Judges, the Financial Judge and the Awards Coordinator. **If at this stage the judges have concerns about any aspects of the business, the entry will not proceed through to stage two.** The judges' concerns will be represented in their feedback to the entrant. If the entrant proceeds to the

Stage 2, it is then allocated to a team of 2-3 category judges;

Stage 2. Visit to the business by two or three judges.

Stage 3. Final assessment of all business entries by all judges at a scheduled half day session.

7. All entrants need to complete the ten performance areas plus an executive summary.
8. During the judging process judges have the right to change entrants into whichever category they consider may be better suited to the entrant. In the event of any change, entrants will be notified by the Awards Coordinator prior to their entry category being changed.
9. Decisions made by the judging panel are final and may not be disputed
10. **The judges notes will be collated and provided in summary feed back post the Awards.**

Score Allocations on Performance Areas

Score rankings will apply across all the performance areas as per the list below and may be subject to a difference in weighting due to the specifics of the category.

Performance Areas	Words
Executive Summary	500
Leadership, People Management & Development	500
Planning	500
Market Focus & Branding	500
Process, Systems, Quality Management	500
Business Financial Performance	500
Innovation	250
Community & Industry Participation	250
Workplace Health & Safety	250
Customer Service	500
Health & Wellbeing	500

Our Guarantee of Confidentiality

Trust Tairāwhiti, in conjunction with Westpac Gisborne guarantees that the information in the entries submitted will be treated with strict confidentiality, and the judges have all signed confidentiality agreements.

Convenor of Judges

Commonly asked questions

Do I need to be a Westpac client?

No, Westpac are major sponsors but the organisation welcomes entries from all businesses in the region regardless of where they bank.

How much time will it take to put my entry together?

If you already have marketing and business plans then you'll have a lot of the information already on hand to complete the entry form. If you do not have these documents, this is great opportunity to get all the information in your head on to paper. We know it may look daunting but adhere to the word counts and it will flow.

Can a not-for-profit business/volunteer enter?

Yes, your business could enter in the community excellence category and explain how your funding is obtained, the criteria to which you operate under your charter or constitution while retaining your special NFP status.

If I am a small business can I enter?

Yes, small medium and large businesses are invited.

How is feedback provided?

After the Awards are announced you will receive judges feedback which may assist you with understanding the highs and lows of your business. This will be in summary form following the more detailed feedback that may be given during the judges interviews.

Who gets to see my entry? Is it confidential?

It is confidential. The only people that see your entry are the awards coordinator and the three judges within your category. A summary of your entry is brought to the final judges table by them alone.

Do I have to attend the Awards Dinner?

Finalists are expected to attend the Awards presentation on Friday 18 June 2021. It is an opportunity for you to celebrate with your peers and colleagues, so please consider this in your planning and budgeting.

When do entries close?

Please ensure that your entry submission is received on or before Wednesday 31 March 2021. LATE ENTRIES WILL NOT BE ACCEPTED.

trustTairāwhiti.nz

Awards Coordinator Contact Details

Jo Ware | 021 298 4690 | jo@publicimpressions.co.nz
c/o Trust Tairāwhiti, PO Box 800, Gisborne 4040
50 The Esplanade, Shed Three, Floor 1, Gisborne 4010



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He Tohu Ora

Expression of Interest

Please complete this section below if you:

- would like to be considered for entry.
- would like more information before you commit 100% to this process.
- would like to take up the offer to engage a mentor to assist with completing your entry form.
- would like to nominate a business (not your own).

If you feel comfortable with this process already then go onto the entry form and begin. Complete the form and email to jo@publicimpressions.co.nz or post to **Trust Tairāwhiti, PO Box 800, Gisborne 4040.**

Details of Expression of Interest

Legal name of business:

Trading name of business:

(This name will be referred to on all winner's titles)

Contact person:

Email:

Telephone:

Mobile:

I would like more information

I would like a mentor

I am nominating another business

You will be contacted on receiving this form, please scan and send to jo@publicimpressions.co.nz

Entry Form (cont.)

Please indicate which category of excellence you are entering (one only)

Business Excellence Trophies

- Retail, Trade & Online Business
- Tourism & Hospitality Excellence
- Manufacturing & Technology Excellence
- Professionals & Service Excellence
- Community, Not-for-Profit & Volunteer Excellence
- Farm, Forestry and Food Excellence
- Māori-Owned Business

Sector Excellence Certificates

- Emerging Business Excellence (24 months or less but at the discretion of the judges)
- Employer of the Year
- Health & Wellbeing Excellence
- Resilience Excellence
- Environment and Sustainability

Declaration

I declare, as an entrant of the Westpac Tairāwhiti Business Excellence Awards 2021, that I agree to accept and comply with all Terms and Conditions of entry contained herein. I also confirm that all information supplied in this entry form is true and accurate.

I give permission to the Awards Coordinator to disclose our business as a nomination in any marketing collateral leading up to the Awards programme.

Director/Owner Name:

Date:

Note: During the judging process, the judges may decide that entrants should be placed in a different category to the one selected. Any changes will be made with the agreement of the entrant via the Awards Coordinator.

Complete the following sections within the word allocation indicated on pages 9-19.

Entry Form (cont.)

1. Executive Summary

Allocation 500 words

This information does not form part of the evaluation and scoring. The purpose of this section is to help establish an overview of the business for the judges.

This will include a profile of the business in order for the judges to better understand the business, the key influences, how they operate and the key challenges faced.

It should include a paragraph on what the x-factor of the business is and why you believe that the business should be the Westpac Supreme Business of the Year.

What the judges will be looking for?

- A snapshot of the business, it's drivers, the vision, it's challenges and its appeal
- What the main products and/or services are
- A brief history and description of the business, and what it does, how it gets its product/service to the market place
- A statement or example outlining the distinctive character of the organisation e.g. if in the Tourism industry etc
- The structure of the business e.g. employees /or organisational model
- Regulations that relate to the business
- A description of what makes the business unique to the market and an outstanding contributor
- A summary of key business achievements and results.

Entry Form (cont.)

2. Leadership, People Management & Development

Allocation 500 words

Excellent businesses encourage their people to develop and use their full potential while contributing to the achievement of the business's short and long term goals. In this section please describe how the 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 important, the business leaders are responsible for guiding and managing the business. Briefly outline how the leaders set the business direction, performance expectations, and behaviours and how they monitor the performance of the business.

What the judges will be looking for is:

- The vision for the next 3 – 5 years for future growth of the business and it's relevance to decision making
- Leadership's involvement in the overall business, innovation, new opportunities, the community and the industry, and to prove the application of inspired leadership within their business
- The existence of training, mentoring, empowerment and review processes
- Flexibility and responsiveness of the organisation to market changes
- Sound human resource practices within the organisation relevant to the industry
- Staff satisfaction, reward structure, well-being, safety and motivation measures
- Strong communication practices and a commitment to training and upskilling.

Entry Form (cont.)

3. Planning

Allocation 500 words

Planning is the critical process by which the future direction of the business is determined and involves determining the actions, responsibilities and resources that will ensure the business achieves its short and long term goals. Briefly describe how your business establishes its strategy and plans, how it communicates these and monitors the performance against plan.

What the judges will be looking for is:

- The use of planning processes to achieve future business growth and enhance business performance
- The use of strategic business tools such as a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)
- Forward planning in day to day tasks
- Measurement of results and amendments made based on the results achieved
- Communication of the business plan with the team.

Entry Form (cont.)

4. Market Focus & Branding

Allocation 500 words

Awareness and knowledge of the customer and the market focus is crucial in a business. Knowing your customers, their requirements and expectations, and how to acquire new customers, build relationships, monitor customer perceptions and develop future opportunities are essential.

Demonstrate how well you know the market, how you determine market requirements and expectations, where the business sits in the marketplace and how well this knowledge is used.

Businesses use branding, marketing and design to convey their messages in the marketplace. You need to demonstrate how this is achieved in your business, and to describe the essence and personality or values of the brand that contribute to the business's success.

What the judges will be looking for is:

- That you know your customer, and how to seek more
- Identifying an opportunity and acting on it
- Market position of the organisation and how it compares to others in similar industries
- The areas of change and improvements that have occurred due to customer feedback?
- How the business uses its brand and integrates it across all aspects of the business. This could include visual (logos etc) values and key messages
- A clear marketing and advertising strategy
- Evidence that the strategy is understood and implemented
- Evidence that there is a strong element of design and innovation within the company

Entry Form (cont.)

5. Process, Systems, Quality Management

Allocation 500 words

Excellent processes and systems in combination with quality management are the foundation of a performance-oriented business. This incorporates fact based measurement systems using information and data to make decisions, knowledge to support key business activities, and analysis of 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.

What the judges will be looking for is:

- If the business actively collects information to enable informed decisions to be made and how well this is done
- An information storage system within the business
- How institutional knowledge is managed within the organisation
- How well you know what information is required, collected and used to improve the business
- A system to gauge the effectiveness of marketing material
- Design, implementation, management and improvement of processes for achieving better performance and quality
- Quality management actively practiced and managed to ensure that quality is maintained and improved
- Quality management systems and processes for dealing with faulty products and/or services
- Flexibility to respond to new growth opportunities while still honouring quality commitments to existing clients.

Entry Form (cont.)

6. Business Financial Performance

Allocation 500 words

The financial health of a business is a good indicator of how well the business has performed. An understanding of cash flows, revenue streams and debt management is important in any business. You should be able to describe the business's financial performance to clearly demonstrate any trends over time, and as a possible indication of future performance.

As a minimum, entrants must provide a signed statement* from their accountant confirming the financial stability, profitability and going concern status of the business. Entrants are at liberty to provide additional supporting financial data and information as they consider necessary in support of their application.

What the judges will be looking for is:

- Description of financial and operational reporting systems and how it is used in the management of the business.
- Key performance indicators (with trends) specific to the business
- That there is clear financial strategy and a strong understanding of the financial position of the business
- Good quality budgeting
- Measurement and management of key performance indicators (KPI's)
- Business performance levels compared year to year, and to those of competitors
- Sector benchmark information if relevant.

** A statement template can be downloaded from the Trust Tairāwhiti website.*

Entry Form (cont.)

7. Innovation

Allocation 250 words

Every business uses original thinking in the search for excellence and continual improvement. Innovation and effective productivity is essential to the growth and development of any company. You will need to explain 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.

Innovation can be in any aspect of the business such as a product, service, technology or process, and can relate to a new product/service or process or to an existing one.

What the judges will be looking for is an understanding of:

- The use and implementation of innovation and knowledge to enhance business excellence and organisational performance
- An environment that encourages and rewards innovative employees
- The use of a strong element of design and innovation within the company.
- How innovation and staff are used for knowledge generation
- Application of innovation and technology to underpin future business growth
- Results gained from recent improvements or innovations.

Entry Form (cont.)

8. Community & Industry Participation

Allocation 250 words

Being a good corporate citizen is becoming more and more important. A sustainable business considers economic profitability, social well being and environmental impacts as being equally important.

Is the business committed to playing its part in the community?

What the judges will be looking for is evidence of:

- Communication with and support of community stakeholders
- How the organisation supports the industry/organisation sector(s) in which they operate
- The organisation's support for staff involvement in social, community or environmental initiatives
- The business's public and community responsibility.

Entry Form (cont.)

9. Workplace Health & Safety

Allocation 250 words

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

What the judges will be looking for is an understanding that there is:

- A statement that emphasises management commitment to effective health and safety management, and there is evidence this happens in practice
- A regular assessment of health and safety performance
- A policy and demonstrated examples that allows employee representation
- Training in workplace health and safety provided for management and staff
- Plans which are revised annually, monitored and part of the manager's annual appraisal.

Entry Form (cont.)

10. Customer Service

Allocation 500 words

Customer relations and satisfaction are the most important element of our business. How we deliver good customer service, how we listen to our customers, how the culture is articulated through the organisation or business is fundamental to our success.

What the judges will be looking for is:

- You know who your customers are and understand their needs
- Measures are in place to monitor customer service performance
- Measures are made of customer satisfaction, dissatisfaction and loyalty
- The business improves customer service in response to customers concerns
- There is a staff understanding of how to build relationships to acquire customers, increase loyalty and gain positive referrals
- There is a strong customer service philosophy and culture within the organisation e.g. policy, staff incentives
- There is an understanding by senior staff of the impact of good customer service on revenue and profit
- A process is in place that ensures prompt resolution of customer complaints
- There is evidence of customer benefits or a loyalty scheme.

Entry Form (cont.)

11. Health & Wellbeing

Allocation 500 words

Social wellness starts in the places we live, work and play. It has become increasingly important for business to demonstrate social responsibility in terms of employees' health, by developing sustainable wellness practices and cultures within the workplace.

The judges will be seeking evidence that:

- Your organisation promotes nutrition policies, physical activity and social responsibility
- You encourage staff to be smoke free
- You encourage staff to consume alcohol responsibly

And any other ways in which you look to improve the wellbeing of your employees and, indirectly, their families.