



**THE WELLINGTON
GOLD AWARDS**
in association with THE DOMINION POST
CELEBRATING INSPIRING
WELLINGTON BUSINESSES

2017 GOLD AWARDS ENTRY GUIDELINES

BACKGROUND

The Gold Awards were established to celebrate business in the Wellington Region.

The concept of having business awards had its genesis during the Wellington Region Economic Forum held in 1998. Many of the Forum participants expressed concern that whilst Wellington had an active and successful business community, this community's contribution was not necessarily appreciated and valued by the Wellington region as a whole.

The inaugural Wellington Region Gold Awards were held in the Wellington Foyer at Te Papa in April 1999.

The title and the "Wellington Gold" theme of the Awards engenders feelings of identity, pride and success as well as picking up on our regional Black and Gold sporting colours.

The Awards ceremony provides a tangible focus for media, the public and the Wellington business community to celebrate outstanding achievements by Wellington Region businesses.

The Wellington Gold Awards in association with The Dominion Post has become an annual positive pan-business programme culminating in an evening of celebration and fun at the awards dinner.

Individual businesses are entitled to enter ONE of eight Sector Categories only, plus the option of entering any or all of the three Best Practice Awards (the ACC Workplace Safety Award and/or the Green Gold and/or Team Gold Award).

MAIN CATEGORIES x 8

- **CREATIVE GOLD** - film, media and creative content industries.
- **CYBER GOLD** - technology creators
- **DISCOVERING GOLD** - recent R&D projects and products.

(Unlike the other categories this one recognises Projects/Products that have come to the market since January 1st 2016. It may be a joint venture.) NOTE: This category has a separate Entry Questionnaire.

- **EMERGING GOLD PRODUCTS** - smaller enterprises providing products
(fewer than 10 full time equivalent employees in 2016)

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Carterton, Masterton & South Wairarapa District Councils

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BUSINESS SUPPORT: Format Print

- **EMERGING GOLD SERVICES** - smaller enterprises providing services

(fewer than 10 full time equivalent employees in 2016)

Please ensure that if you are entering either Emerging Gold category you have less than 10 FTEs.

(Full time Contractors are also considered as FTEs.) continues

- **GLOBAL GOLD** - exporter of goods and services.
- **SUPPORTING GOLD** - services and infrastructure.
- **VIBRANT GOLD** - events, hospitality & visitor facilities.

NOTE: Events taking place up until March 20th 2017 are eligible to enter this category

BEST PRACTICE AWARDS x 3

These 3 optional awards are open to all entrants:

Either in conjunction with one of the 8 Categories above.

Or businesses can choose to enter any or all of the best practice awards only.

- **ACC WORKPLACE SAFETY AWARD** - workplace safety practices and programmes.
- **GREEN GOLD AWARD** - positive sustainability practices and products.
- **TEAM GOLD AWARD** - HR and wellness programmes.

QUICK TIPS ON YOUR ENTRY

Remember this is a document to sell your business story to the judges. Make it interesting and easy to read.

- use examples and case studies
- include client/project lists where appropriate and major milestones
- add simple statistics about growth and sales
- tell us about your future plans
- use bullet points and lists
- use short sentences and paragraphs
- add photos, charts and graphics
- Don't use jargon.

GUIDELINES

The 3 sections are aimed to provide an overview of your business with a focus on 2016. We hope that this information is readily available from your business plan, website and/or marketing plan.

This Entry is the only mechanism that the judges have for assessing your business, so the quality of the information in your Entry is vitally important.

There are no visits, interviews or presentations. (Unless you are a finalist in the ACC Workplace Safety Award, in which case there would be a site visit as outlined in the ACC Workplace Safety Award Section).

Your Entry will go out separately to 30 independent judges from the private and public sectors. They value comprehensive, clear, well thought out entries.

There is no need to include any confidential or sensitive information.

Please note that your Entry document is stand-alone, therefore we cannot accept extra materials (appendices, DVDs, video, etc.)

IMPORTANT - please use low-resolution web quality images to ensure that the .doc or .docx file doesn't get too big to email.