



## THE WELLINGTON GOLD AWARDS

in association with THE DOMINION POST

CELEBRATING INSPIRING  
WELLINGTON BUSINESSES

# 2017 GOLD AWARDS ENTRY QUESTIONNAIRE

## YOUR DETAILS:

*Please include these details:*

- **BUSINESS NAME & LOGO (jpg)**
- **CONTACT PERSON & POSITION**
- **TELEPHONE**
- **EMAIL**
- **STREET ADDRESS**
- **WEBSITE**
- **FACEBOOK URL**
- **TWITTER HANDLE**

## CATEGORY SELECTION/S:

### 1. PREFERRED CATEGORY:

*(You can enter only ONE category of the 8 main categories)*

### 2. BEST PRACTICE AWARDS:

*(Optional: You can enter NONE, ANY or ALL of the Best Practice awards)*

## THE 2017 WELLINGTON GOLD AWARDS

are proudly sponsored by

**LEAD SPONSOR:** The Dominion Post

**CATEGORY SPONSORS:** ACC • ANZ • Beca • Greater Wellington Regional Council • Fullerton Markets  
Meredith Connell • PwC • Telesmart

**COUNCIL PARTNERS:** Hutt City Council • Porirua City Council • Upper Hutt City Council • Wellington City Council  
Carterton, Masterton & South Wairarapa District Councils

**GOLD SPONSORS:** Hawkins • Massey University • Wellington Tenth's Trust & Palmerston North Maori Reserve Trust

**BUSINESS SUPPORT:** Format Print

# GENERAL ENTRY QUESTIONNAIRE

Because every business is unique, this Entry Questionnaire aims to provide a clear and easy structure to tell your business story and recent successes in 3 broad sections - **Your Business, About 2016, Your Goals** as well as an **Image Gallery**. Please feel free to apply your company colours, fonts and imagery to your Entry Document.

## SECTION 1: YOUR BUSINESS

(Between 1000 - 1500 words)

This section can include:

- **YOUR BUSINESS STORY** Thumbnail History, Timeline with Major Milestones
- **YOUR PRODUCTS/SERVICES**
- **YOUR POINT OF DIFFERENCE / INNOVATION**
- **YOUR TEAM** Numbers, Nature, Culture, Key Players, People Management & Development
- **YOUR CLIENTS/PROJECTS** Client/Projects List (where appropriate), recent Case Studies

*PLEASE NOTE: You don't need to cover all these points to the same depth. The objective is to give the judges a snapshot of your business and to help them understand why your entry is worth considering as a finalist.*

### SECTION 1 SUGGESTIONS

*This section should set the scene for the judges....*

- *Write for a person who knows nothing at all about what you do and why and how you do it.*
- *Describe the business, locate it in a business sector and talk about the challenges and opportunities, the strategies, satisfactions, successes and failures you have experienced as a business.*
- *Do this with graphs and charts, timelines and other visual devices.*
- *Don't skimp on the key performance data.*
- *Don't make sweeping generalisations*
- *Do substantiate your key points with factual data where possible.*
- *Draw this material from (for example) your accounts and annual reports, from client testimonials, awards, client and staff surveys and independent business rankings.*

## SECTION 2: ABOUT 2016

(Between 800 - 1000 words)

This section can include:

- **MILESTONES**
- **MAJOR CONTRACTS / NEW MARKETS / PRODUCTS**
- **BUSINESS DEVELOPMENTS / IMPROVEMENTS**
- **NEW STAFF / PLANT**
- **FINANCIAL OR STATISTICAL MARKERS** (Turnover, Growth, Staff, Production)
- **ECONOMIC IMPACT / MEDIA PROFILE** for your business and/or the Wellington Region
- **AWARDS / INDUSTRY RECOGNITION**

## SECTION 2 SUGGESTIONS

- *In this section, you need to show what has happened in your business this year that makes it such a standout performer.*
- *It may not be enough to show that you have done well. A successful business is not necessarily a standout business. Standout might mean that you have reached a critical mass, have achieved significant goals set a few years earlier, are profitable for the first time, have gone national or international, have received some industry or personal recognition, achieved a certain level of profitability or growth.*
- *Tell the judges what has happened in the last year that is so impressive.*

## SECTION 3: YOUR GOALS

(Between 300 - 500 words)

This section can include your plans and vision for:

- NEXT 12 MONTHS
- LONGER TERM

## SECTION 3 SUGGESTIONS

- *Businesses are always changing and the best business people are constantly setting new goals.*
- *What are you planning for your business in the next year and in the 2-4 years beyond that?*
- *These goals should not be pipe dreams; they need to be grounded in where you have come from and where you are now.*
- *Please demonstrate that the goals you give are credible and realistic given your current business.*
- *The future doesn't have to be an extrapolation of the past; it could be that you are planning a major shift.*
- *Please avoid vague generalisations and unquantified goals.*

## SECTION 4: GALLERY

(Maximum 10 jpg web quality images)

These images could include:

- WEBSITE SCREENGAB/S
- PRODUCT/S
- PROJECTS

## SECTION 4 SUGGESTIONS

- *The images should help the judges to see the quality of your business.*
- *They should not just be a collection of photos of staff, buildings, equipment, and people having fun – although all of those can be included.*
- *Find images that enhance the judges understanding of what you do, and show that what you do and how you do it is better and more impressive than other businesses.*
- *This is a competition; put your best face on and impress people who don't know anything about your business other than what you are putting in this entry.*

**IMPORTANT:** Please save your completed Entry Document as a .doc or .docx file no larger than 2.5mgs (please do not send a pdf)

Email to [gayle@agenda-marketing.co.nz](mailto:gayle@agenda-marketing.co.nz) before **6pm Thursday April 6th, 2017**

**RECEIPT:** You will get an email reply acknowledging receipt of your Entry with details about the next phase of this process.

# BEST PRACTICES AWARDS

*PLEASE NOTE: If you are entering ONLY a Best Practice Award then you will ONLY need to answer the Entry Details section in the general Entry Questionnaire as well as the Best Practice section/s (below) that you are entering.*

## ACC WORKPLACE SAFETY AWARD

*(Between 1200 - 1500 words)*



*All businesses are also eligible to enter the ACC Workplace Safety Award. (Businesses can also SOLELY enter the ACC Award). You will need to outline how health and safety policies and practices are integrated into your business's activities. Judges will also look at managers and employees who are proactive in dealing with hazards that arise from the work carried out.*

### PLEASE SHOW

- 1. BUSINESS DESCRIPTION:** A brief overview including products, services and staff numbers.
- 2. PROCESSES:** What processes you have established to identify and manage actual and potential hazards in your workplace (i.e. an on site hazard register with reporting of events and near misses, linked to a safety plan).
- 3. INTEGRATION:** How health and safety practices are integrated into your business operations (e.g. a health and safety component in your staff induction programme).
- 4. BENEFITS:** The demonstrable benefits to your business of the health and safety programmes you have in place (i.e. reduced injury and absenteeism rates).

**NOTE:** *Should you be selected as a finalist for the ACC Workplace Safety Award, ACC will conduct a work site assessment as part of the judging in Round 2. For more information: about workplace safety - [www.acc.co.nz/injury-prevention/safe-at-work](http://www.acc.co.nz/injury-prevention/safe-at-work)*

**IMPORTANT:** *Please save your completed Entry Document as a .doc or .docx file no larger than 2.5mgs (please do not send a pdf)*

*Email to [gayle@agenda-marketing.co.nz](mailto:gayle@agenda-marketing.co.nz) before 6pm Thursday April 6th, 2017.*

**RECEIPT:** *You will get an email reply acknowledging receipt of your Entry with details about the next phase of this process.*

## GREEN GOLD AWARD

*(Between 1200 - 1500 words)*



*All businesses are also eligible to enter the Green Gold Award. (Businesses can also solely enter the Green Gold Award)*

*To enter for this award, you will need to outline your sustainability policies and practices and how they are integrated into your business's activities.*

**NOTE:** *If you are entering Green Gold ONLY then you will ONLY need to answer the Entry Details section in the general Entry Questionnaire as well as the Green Gold section below.*

### PLEASE SHOW

- 1. BUSINESS DESCRIPTION:** A brief overview including products, services and staff numbers.
- 2. PROCESSES:** What sustainability processes and programmes you have established and the effectiveness of these programme/s in your business.
- 3. INTEGRATION:** How are these green practices integrated into your business operations.
- 4. BENEFITS:** The demonstrable benefits to both your business and the environment of these sustainability practices with measurements (i.e. reduced carbon emissions and waste).
- 5. INNOVATION:** Where you have innovated or improved on standard green practices within your industry.

**IMPORTANT:** *Please save your completed Entry Document as a .doc or .docx file no larger than 2.5mgs (please do not send a pdf)*

*Email to [gayle@agenda-marketing.co.nz](mailto:gayle@agenda-marketing.co.nz) before 6pm Thursday April 6th, 2017.*

**RECEIPT:** *You will get an email reply acknowledging receipt of your Entry with details about the next phase of this process.*

# BEST PRACTICES

*PLEASE NOTE: If you are entering ONLY a Best Practice Award then you will ONLY need to answer the Entry Details section in the general Entry Questionnaire as well as the Best Practice section/s (below) that you are entering.*

## TEAM GOLD AWARD

*(Between 1200 - 1500 words)*

*All businesses are also eligible to enter the Team Gold Award. (Businesses can also SOLELY enter the Team Gold Award)*

### **PLEASE SHOW How is your organization investing in your people?**

You may wish to include any of the following:

- 1. BUSINESS DESCRIPTION:** A brief overview including products, services and staff numbers.
- 2. BUSINESS PURPOSE:** How does your organisation communicate with and motivate your people to ensure that your business outcomes are achieved?
- 3. LEADERSHIP AND EMPOWERING PEOPLE:** How does your organisation develop leaders and empower individuals to do their work?
- 4. MANAGING CAREERS:** What programmes do you have to support individual and team development? How do you identify and link development to the needs of the business?
- 5. WORKPLACE WELLNESS:** How do you allow for balance, wellness and inclusion in your employee's working life?
- 6. RECOGNITION AND REWARD:** How does your organization recognise and reward achievement and success?
- 7. INNOVATION AND CHANGE:** How do you encourage feedback from your team or identify new ideas to implement change?
- 8. PERFORMANCE AND PRODUCTIVITY:** How has your organisation made successful changes in practices to increase productivity or business performance?

### **TEAM GOLD SUGGESTIONS**

*For any programme that you submit you may wish to cover:*

- How was the need or problem identified? What analysis took place?*
- How was the concept designed and implemented?*
- How did you gain stakeholder buy-in?*
- What tangible outcomes were achieved?*
- How will you maintain and sustain the programme/s to ensure their long term effectiveness?*
- Any non-tangible outputs?*
- Were learnings or insights gained at the end of the project and how were these managed?*
- Have you been able to inspire other companies by sharing your insights or your best practice?*

**IMPORTANT:** *Please save your completed Entry Document as a .doc or .docx file no larger than 2.5mgs (please do not send a pdf).*

*Email to [gayle@agenda-marketing.co.nz](mailto:gayle@agenda-marketing.co.nz) before **6pm Thursday April 6th, 2017.***

**RECEIPT:** *You will get an email reply acknowledging receipt of your Entry with details about the next phase of this process.*