



**THE WELLINGTON
GOLD AWARDS**
in association with
THE DOMINION POST

2018 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 the 8 main Categories only. Plus the option of entering any or all of the 3 Best Practice Awards (the ACC Workplace Safety Gold 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 2017. It may be a joint venture.)

NOTE: This category has a separate Entry Questionnaire.

- **EMERGING GOLD PRODUCTS** - smaller enterprises providing products
(10 or fewer full time equivalent employees throughout 2017)

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are proudly sponsored by

LEAD SPONSOR: The Dominion Post

TECHNICAL PARTNER: Northwest Group

CATEGORY SPONSORS: ACC • ANZ • Beca • Datacom • Greater Wellington Regional Council • Meredith Connell
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COUNCIL PARTNERS: Hutt City Council • Porirua City Council • Upper Hutt City Council • Wellington City Council
Carterton, Masterton & South Wairarapa District Councils

GOLD SPONSORS: Immigration New Zealand • Massey University
Wellington Tenths Trust & Palmerston North Maori Reserve Trust

BUSINESS SUPPORT: Format Print • Tuatara Brewing

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

(10 or fewer full time equivalent employees throughout 2017)

Please ensure that if you are entering either Emerging Gold category you have 10 or fewer FTEs.

(Full time Contractors are also considered as FTEs.)

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

NOTE: Any Event taking place between January 1st 2017 and 31st March 2018 is eligible to enter Vibrant Gold 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 GOLD 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 Entry Questionnaire is a **GUIDE ONLY** for completing your Entry Document. Some of the items it suggests for you to include may not be appropriate, or you don't have that information available - don't worry. You may also want to include other information not suggested in the Questionnaire and that is ok too.

The 3 sections are aimed to provide an overview of your business with a focus on the last 12 months. We hope that this information is readily available from your business plans, shareholder reports, website and/or marketing plans.

Your Entry Document 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 Gold Award, in which case there would be a site visit as outlined in the ACC Workplace Safety Gold Award Section).

Your Entry Document 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 to the Judges.

THE JUDGING PROCESS

There are 30 independent judges from both the private and public sectors.

ROUND 1: selecting the Finalists

The Judges are each emailed the Entries grouped in Category for Round 1. The Judges assess these Entries, select their top 5 preferences (in order) in each category and notify the Gold Awards of their top choices in order.

There is no judges meeting or group discussion and therefore no lobbying. The Gold Awards then collates and tabulates all of the Judges votes to determine the Finalists.

ROUND 2: selecting the Winners

ALL the judges assess ALL Finalists Entries, selecting their top 5 preferences (in order) for each category. All results are collated and tabulated by the Judges Convenor to determine the Category Winners. The Winners are treated as **highly** confidential until announced at The Gold Awards Dinner.

selecting the Supreme Winner

In Round 2 the Judges also select their top 5 preferences from ALL Finalists in the seven main Categories (not the Best Practice Finalists or Discovering Gold category) to determine the winner of The Dominion Post Wellington Gold Award (the supreme award).

THE JUDGES' BRIEF

The Gold Awards Judges aim to:

- 1) Judge each Entry based only on your businesses achievements (not your personal achievements) with a strong focus on the last 12 months
- 2) Uphold the impartiality of the judging role and maintain objectivity at all times. (All Judges declare any conflict of interest if they are involved with a business that is entering the awards, and they will withdraw from judging that category.)
- 3) Maintain a fair perspective when comparing enterprises of varying size.

SUBMITTING YOUR ENTRY

FILE FORMAT: Save your completed Entry as a .pdf file ***no larger than 2.5mgs.***

DEADLINE: The Entries in each Category are emailed to the Judges.

Please email to gayle@agenda-marketing.co.nz before **6pm Thursday April 5th, 2018.**

ENTRY RECEIPT: You will get an email reply acknowledging receipt of your Entry and outlining the next phase of the Gold Awards programme. If you dont get this email receipt with 48 hours, please contact Gayle as below.

QUERIES: If you have any questions at all please contact: Gayle Page 027 208 8780 gayle@agenda-marketing.co.nz

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