



## THE WELLINGTON GOLD AWARDS

in association with  
**THE DOMINION POST**

# 2018 GOLD AWARDS ENTRY QUESTIONNAIRE ~ DISCOVERING GOLD ~

Discovering Gold focuses on technological, scientific and innovative R&D projects and products that have come to the market since January 1st 2017. It may be a joint venture.

### YOUR DETAILS:

*Please include these details:*

- **PROJECT NAME & LOGO** (jpg)
- **BUSINESS NAME** (or names if it is a joint venture)
- **CONTACT PERSON & POSITION**
- **TELEPHONE**
- **EMAIL**
- **STREET ADDRESS**
- **WEBSITE** (if applicable)

### THE 2018 WELLINGTON GOLD AWARDS

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# DISCOVERING GOLD ENTRY QUESTIONNAIRE

Because every project is unique, this Entry Questionnaire aims to provide a clear and easy structure to tell your project story and recent successes in 3 broad sections - **Your Project, The last 12 months, 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 PROJECT

(Between 1000 - 1500 words)

This section can include:

- **YOUR PROJECT DESCRIPTION:** Including Innovation, Potential Markets & Sales
- **YOUR PROJECT STORY:** Thumbnail History, Timeline with Major Milestones
- **YOUR POINT OF DIFFERENCE / INNOVATION**
- **YOUR TEAM:** Numbers, Nature, Culture, Key Players

*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 project 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 project, locate it in a business sector and talk about the challenges and opportunities, the strategies, satisfactions, successes and failures you have experienced with this project.*
- *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.*

## SECTION 2: THE LAST 12 MONTHS

(Between 800 - 1000 words)

This section can include:

- **MILESTONES**
- **POTENTIAL MAJOR CONTRACTS / NEW MARKETS**
- **BUSINESS DEVELOPMENTS / IMPROVEMENTS / STRATEGIC ALLIANCES**
- **FINANCIAL OR STATISTICAL PROJECTIONS** (Turnover, Growth, Staff, Production)
- **AWARDS / INDUSTRY RECOGNITION**

### SECTION 2 SUGGESTIONS

- *In this section, you need to show what has happened with your project in the last year that makes it such a standout performer.*
- *Tell the Judges what has happened with this project 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**
- **POTENTIAL ECONOMIC IMPACT / MEDIA PROFILE** - both for your product and/or the Wellington Region

### SECTION 3 SUGGESTIONS

- *Projects are always changing and the best business people are constantly setting new goals.*
- *What are you planning for your project 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.*
- *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**
- **THE PROJECT IN DEVELOPMENT**

### SECTION 4 SUGGESTIONS

- *You can include them in Sections 1-3, or as a separate section at the end.*
- *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.*

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**IMPORTANT:** Please save your completed Entry Document as a web quality .pdf file no larger than 2.5mgs

Email to [gayle@agenda-marketing.co.nz](mailto:gayle@agenda-marketing.co.nz) before **6pm Thursday April 5th, 2018**

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