



ENTRY FORM

TAURANGA BUSINESS AWARDS 2021

Please Note: Are you aware of any issues (past, current or potential) relating to your business, its Owners or Directors (or equivalent), or your products or services that could bring New Zealand's or The Tauranga Business Awards and its partners reputation into disrepute? Please declare this to the Co-ordinator *

Details of Business

Contact Person Title/position	
Email Address	
Telephone & mobile Number	
Legal Name of Business	
Trading Name of Business	
Structure of Business: Sole Trader / Partnership / Company /Other	
Physical Business Address	
Postal Business Address	
Website Address	
Ownership Structure: Private/public/franchise etc.	
GENERIC QUESTIONS	PAGE SEPARATION IN THE ONLINE FORM.
How long has the business been trading?	
How long under the current ownership?	
How many employees do you have - numbers and types of employees, contractors?	
What sector does your business operate in?	
What are your main products and/or services?	
What makes you stand out relative to your competitors – your unique selling point?	
What are the key challenges facing your business?	
An outline and explanation of significant business achievements during the last 12 – 18 months	

The Categories – 2021

Go to: www.tauranga.org.nz/businessawards-categories

***Please state the category you are entering – you can enter in either Sector Excellence or Best Practice Award.**

****Important Note:** Read the categories carefully and select the appropriate category for your business to enter. Those businesses that enter a Sector Excellence category are also eligible in the Business Practice categories. You can enter a Business Practice Award without entering in the Sector awards.*

The judges may decide that your business would be better placed in a different category. This will be discussed with the entrant via the Business Awards Coordinator.

Sector Excellence Categories:	Business Practice Categories:
Emerging Business Manufacturing, Construction and Distribution Service Excellence Social Enterprise	Business, Digital and Technology Continuous Improvement/Lean Marketing and Communications People and Culture Sustainable Business Practices Customer Experience Workplace Safety

You will be asked to sign a declaration in the online entry process. To read the Terms and Conditions of Entry go to www.tauranga.org.nz/businessawards-enter

Entry Timeline for Tauranga Business Awards 2021

Please read this section carefully

Tauranga Business Awards 2021 event - Friday 12 November 2021

Announcement of category finalists, winners and the overall Tauranga Business of the Year will be made at the awards evening at Farmer Autovillage

Action	Date
Virtual launch of the Tauranga Business Awards	18 May 2021
Entrant "How tos" posted on Website	June
Online Entry process opens	Wednesday 16 June
Entries Close	Friday 24 September 5.00pm
Initial assessment done by Independent Facilitator, Financial Assessor and Co-ordinator,	Monday 27 September
"How to pitch" workshop	September
Site visits by Independent Facilitator begin	Friday 1 October
Filming with Entrants – both at Toi Ohomai and site visits	Monday 11 October
Pitch Weekend & Final decisions made	Saturday 16 & Sunday 17 Oct
Awards Evening – Black Tie event	Friday 12 November @ 6.00 pm @ Farmer Autovillage

Assistance with your Entry

We recommend that you talk to your accountant and lawyer. It would be beneficial for your accountant to assist with the financial section of your entry. The Chamber will offer each entrant assistance and support to make the entry process smooth and the outcome beneficial.

Entry Questionnaire

This entry form is to be used as a guide for the questions you will need to answer online. It gives you time to consider your answers allowing you to enter online efficiently. The online process will be open from Wednesday 16 June 2021. This allows you to answer the questions, put in your information, save, and then continue until you are satisfied, then you submit your entry. Please be careful not to **submit** before you are ready.

There is a function to add supporting information in the online process, but you can also present it to the Head Facilitator when they visit. **We don't want you to spend a lot of time building an entry, it is meant to be a snapshot of the business.** The Yes/No response is just an indication of how you run your business, not a pass mark.

Judging Process

An Independent Facilitator will do all site visits, they will drill on the detail of the entry, gain an overall impression of the business. The Head Facilitator will have consistency across all entrants. This interview could take up to two hours. The Head Facilitator will observe the businesses, will write the all-important constructive feedback. You will be given a scheduled time for this visit.

Then each entrant will “pitch” their business to a panel of judges. There will be specialist judges for business practice categories. You can bring your team, present your pitch including PowerPoint presentations. To help with this we will also be running courses on “How to Pitch” in October.

All judges are selected for their business skill and knowledge. All conflicts of interest are noted, and a confidentiality agreement is signed. The entire judging panel consider the finalists and have input into the **Tauranga Business of the Year** award.

Advertising

You will be approached by our media partner NZME to advertise in the tabloid we print two weeks out from the awards evening. This is a great opportunity to promote your business

For Further Information

Anne Pankhurst

Tauranga Chamber of Commerce

P: 07 577 8955 or 027 241 5206 E: awards@tauranga.org.nz W: www.tauranga.org.nz/businessawards

Executive Summary

Maximum - 500 Words - This information does not form part of the scoring; it informs the judges about the business.

This is the section that the judges will look at first and gain an insight to your business.

We recommend that you write your Executive Summary after completing the entry form, as you will have learnt a lot during the process and is the summary of what you have written throughout your entry.

When you are writing the Executive Summary, ensure that you add the exciting, innovative and creative things that you know about your business. This is your opportunity to sell the excitement and passion that is your business and should include a paragraph on what is the “X” factor of your business. Tell us why you believe that your business should be the “**Tauranga Business of the Year**”.

Note: This information could be used for publicity purposes if you become a finalist or winner.

1. Leadership, People Management and Development

The leaders are the people in the business that are responsible for guiding and managing the business. This section asks how the leaders set the business direction, performance expectations, and behaviours and how they monitor the performance of the business.

Describe how 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.

Questions:

- Do you have a vision for the next 3 – 5 years, which includes future growth? Yes/No
- Does your business have a governance structure such as a board or advisory board? Yes/No
- Do you have staff training, mentoring with review processes? Yes/No
- Is your organisation flexible and responsive to market changes? Yes/No
- Does your organisation have sound human resource practices? Yes/No
- Is performance feedback a normal part of business operations? Yes/No
- Do you have a process to manage underperformance? Yes/No
- What is done to attract and develop top talent? Yes/No

2. Continuous Improvement/Lean

Every business uses original thinking in the search for excellence and continual improvement, which is essential to the growth and development of any company. These efforts can seek “incremental” improvement or “breakthrough” improvement and is focused on increasing the effectiveness and/or

efficiency of an organisation. Processes and systems in combination with quality management are the foundation of a performance-oriented business.

Questions:

- Have you have introduced continuous improvement techniques Yes/No
- Was there a rationale for introducing them Yes/No
- Are KPIs used for performance tracking and are they measured Yes/No
- Are KPIs reviewed, and issues being followed through in an appropriate and timely manner? Yes/No
- Is problem solving an integral part of the business or is it ad hoc when problems arise? Yes/No
- Are improvements being made when problems occur? Yes/No
- Do employees have several strategies and techniques for problem solving? Yes/No
- Is the strategy purely financial and operational, or are there non-financial goals? Yes/No
- Do you have an appraisal system, where roles and responsibilities are clearly defined? Yes/No
- Are people assessed top down or is there peer review including a 360-review process? Yes/No

3. Culture and People

Workplace culture can be summed up by saying “It’s the way we do things around here”. It will be a combination of observations, rituals, relationships, conversations, feelings (of belonging, support, care, connection and friendship). It will also be reflected in HR framework, processes, systems, tools of the trade, physical work environment, opportunities to learn, grow and advance careers. It will certainly be reflected in the way you are looked after and how you look after each other at work.

Questions:

- Do you have a workplace culture where employees are encouraged to voice their opinions and able to share their values? Yes/No
- Do you have any staff satisfaction, reward structures, well-being, and safety and motivation measures? Yes/No
- Are staff treated well and do they treat each other in an ethical way? Yes/No
- Do you consider that you have clear mission and values, which are transparent to the team and easily followed? Yes/No
- As the leader of the team do you consider that you are present and accessible? Yes/No
- Do you have a policy or system to employ people who align with your mission and values and which is easily explainable Yes/No
- Do you commit to Diversity? Yes/No
- Do you leverage your team members strengths? Yes/No
- Do the crew have the ‘tools of their trade’, are they fit for purpose. This can be broken into the following areas:
 - Software and hardware
 - Access to the information they need to be completely fulfilling their roles
 - Good training and development opportunities

- Robust systems and process
 - An embedded culture and attitudes around health and safety?
 - Is the physical environment fit for purpose? Work from home may also be a considering for those organisations that offer this option. Yes/No
 -
-

4. Customer Experience

Customer experience and satisfaction are one of the most important elements of your business. How we deliver excellent customer service, listen to our customers, how the culture is articulated and embedded within the organisation or business, is fundamental to our success. Customer service is about encouraging proactive, customer responsive selling skills that are ultimately about retaining and building new customers.

Questions:

- Do you know who your customers are and understand their needs, Yes/No
- Do you have measures to monitor customer service performance Yes/No
- How do you determine customer satisfaction, dissatisfaction and loyalty? Comment
- How do you respond to customers concerns to improve customer service? Comment
- Do you encourage a great customer experience culture throughout the business? Yes/No
- Do your staff understand how to build relationships that acquire customers, and to increase loyalty and gain positive referrals? Yes/No
- Do you guide employees towards a strong customer experience philosophy and culture within the organisation? Yes/No
- Is there an understanding by staff of the impact of good customer experience on revenue and profit? Yes/No
- Explain how staff manage customer complaints and are they resolved effectively and promptly. Comment
- Do you have any customer loyalty schemes or benefits? Yes/No

4. Planning – Business Strategy and Plan

Planning is the critical process by which the future direction of the business is determined. This involves determining the actions, responsibilities and resources that will ensure the business achieves its short and long-term goals. This section will describe how you establish strategy, plans, communicate these and monitor your performance against the plan.

Questions:

- Do you have a plan to achieve future growth and can you articulate it Yes/No
- Do you have processes and systems to achieve future business growth and enhance business performance? Yes/No
- Do you use strategic business tools such as SWOT (Strengths, Weaknesses, Opportunities, and Threats)? Yes/No
- Do you have forward planning in day-to-day tasks? Yes/No
- Are the results measured and amendments made based on achieved results? Yes/No
- Is the business plan shared and understood and its importance with the team? Yes/No

5. Market Focus, Branding and Communications

Business uses branding, marketing and design to convey its messages in the marketplace. This section will demonstrate how well you know the market, how you determine market requirements and expectations, where you sit in the marketplace and how well you use this knowledge. In addition, will show that there is a strong element of design and innovation within your company.

Marketing is the activity of market research, analysis, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, and partners. Communication is the process of sharing information both inside and outside a company. Social media marketing is the use of social media platforms to connect with your audience, increase sales, and drive website traffic. This involves publishing great content on social media profiles, listening to, and engaging your followers, analysing your results, and running social media advertisements.

Questions:

- Do you have good analytics to know who your customers are Yes/No
- Do you know where your marketing budget should be directed? Yes/No
- Do you know your market position, and can you name your major competitors? Yes/No
- Is there a system to gauge the effectiveness of marketing material? Yes/No
- Do you have both an internal and external communication channels Yes/No
- What areas of change and improvements have occurred due to customer feedback? Comment
- How does the business use its brand and is the brand integrated across all aspects of the business? This could include visual (logos etc.) values and key messages. Comment
- Is there a clear marketing and advertising strategy and do you know and understand what outcomes you expect? Yes/No
- Is this strategy fully understood and implemented by all staff? Yes/No
- Do you use Social Media platforms in your marketing, and what are they? Yes/No
- Describe the personality or values of your brand that contribute to the business success. Comment

6. Process, Systems, Quality and Performance

Processes and systems in combination with quality management are the foundation of a performance-oriented business. Having a fact-based measurement system using information and data to make decisions, knowledge to support key business activities, as well as analyse 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.

Questions:

- Does the business collect information to enable informed decisions to be made? Yes/No
- Is there a digital information storage system (CRM) within the business? Yes/No
- Is the storage and management of your data in a secure facility such as the cloud? Yes/No

- Do you have a system to manage institutional knowledge within the organisation? Yes/No
- Do you know what information you require, collect and use to improve your business? This may include databases, and how you use them. Yes/No
- Do you have a system of design, implementation, management and improvement of processes for achieving better performance and quality? Yes/No
- Is quality management actively practiced and managed so that quality is maintained and improved? Yes/No
- Do you have quality management systems and processes for dealing with faulty products and/or services? Yes/No
- What financial key performance indicators do you use in your business that you measure? For example:
 - Productivity
 - Percentage on-time delivery
 - Cycle time improvement
 - Response times
 - Waste reduction
 - Regulatory compliance (including environmental)

7. Workplace Health and Safety

Workplace Health and Safety is an integral part of any workspace and can include everything from the cultural environment, wellbeing of each staff member, to how embedded H&S practices are in the workspace. Part of this section will look at the response to the rapidly changing work environment particularly post Covid and how your business managed through this time.

Questions:

- Do you have a statement that emphasises management commitment to effective health and safety management? Yes/No
- Do you hold regular management meetings to address health and safety performance? Yes/No
- Is there a policy that allows employee representation? Yes/No
- Is there training in the workplace? Yes/No
- Are plans revised, monitored and part of the manager's annual appraisal? Yes/No
- Do employees undergo induction training and formal Safety and Health training? Yes/No
- Do you have a regular reporting process on Health and Safety and does it include staff wellbeing? Yes/No

8. Business Financial Performance

Financial health is critical to business success, a detailed understanding of the financial position of the business is essential. This is not only profitability but also needs to consider matters related to cash flows, income streams and debt management.

The judges may ask you to describe the business's financial performance, to disclose results for both current and three prior periods to clearly demonstrate the level of profitability and trends. This is an indicator of future performance, you could include targets, comparative benchmarking or competitive data.

Further areas of analysis may cover public responsibility, which could include fiscal accountability, transparency in operations and disclosure policies, independence in internal and external audit, and protection of stakeholder interests.

Questions:

- Do you have financial and operational reporting systems and are they actively used in the management of the business? Yes/No
- Do you collect specific data for business analysis to aid management understanding and decision-making? For example:
 - Turnover
 - Net profit
 - Return on investment
 - Working capital
 - Balance sheet ratios
 - Other, please provide detail
- Do you have management accounts and how often are these prepared and reviewed? Yes/No
- What financial key performance indicators do you use in your business that you measure? Comments
- Do you have a clear financial strategy? Yes/No
- Do you have robust budgeting procedures? Yes/No
- Do you have a cashflow forecast? Yes/No
- Is your business displaying improved business performance levels and do you know what your percentage growth year on year is?

Please fill in the Financial Summary form below summarising Profit & Loss results:
www.businessawards.org.nz

Note: that the financial judge may contact you directly to request additional information if required.

Comment on your business' revenue for the last two financial years.

Please note any significant issues or changes (both positive and negative) within your business that have affected these figures.

Please fill in the form below to complete one page profit and loss financial data

Financial Summary	Name
--------------------------	-------------

GST

Please ensure figures are: **incl**

Financial Year Ending	2019	2020	2021	(YTD) August	2022 Budget
				Turnover only reqd	
INCOME					
Sales/Work done					
Other					
Total Income					
LESS DIRECT EXPENSES or COST OF GOODS SOLD					
Purchases (net)					
Freight					
Wages (excluding Owners)					
Other					
Total Cost of Sales					
Gross Profit					
Gross profit percentage					
LESS EXPENDITURE					
Operating					
Vehicle					
Wages					
Administration					
Financial (excl personal interest)					
Other					
Other					
Total Expenditure					
NET PROFIT/SURPLUS BEFORE DEPRECIATION & OWNER REMUNERATION					
Shareholders/Owners Remuneration					
Depreciation/Amortisation					

Additional Comments:

9. Business, Digital & Technology Innovation

Innovation is the discipline of creating value. The judges will want to see how you have adapted using innovation, particularly digital and the use of technology. This section will show 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 of ideas. An innovation can be in any aspect of the business such as a product, service, technology, processes, or business model, and can relate to the improvement of an existing one.

Questions:

- Name the product, service, technology, processes or business model that you consider is your innovation and explain the problem you're aiming to solve Comment
- How does the implementation of innovation and knowledge enhance business excellence and organisational performance? Comment
- Is there a strong element of design and innovation within your company? Yes/No
- Do you have an environment and culture that encourages and rewards innovative employees? Yes/No
Comment
- Do you have results/benefits gained from recent improvements or innovations? Yes/No
- Explain those results/benefits Comments
- Explain how you managed your digital and technology during Lockdown and what you have further developed. Comments
- Do you apply innovation and technology to underpin future business growth? Yes/No

10. Community Service/Social Responsibility & Industry Participation

This section will explain how the business is committed to playing its part in the community, and how the business demonstrably goes beyond the 'call of duty' in the way it operates within and by supporting the community. It will also describe how the business considers responsibility to the public and community.

Questions:

- Do you support the community? Yes/No
- Name some of your community initiatives Comment
- Do you support the industry/organisation sector(s) in which you operate? Yes/No
- Do you support staff involvement in social, community or environmental initiatives? Yes/No
- Do you have recognition of public and community responsibility? Yes/No

11. Business Sustainability

Purpose driven organisations - are organisations with the intention to generate a measurable, beneficial social or environmental impact alongside a financial return. This through the four well-beings of, cultural, social, environmental, and economic. In this section, we are looking at how you manage those four well-beings and particularly environmental sustainability, what initiatives you have

adopted, particularly in the services and/or products. For example, recycling programmes, waste management, energy and carbon targets, and methods to measure and manage environmental impact, supplier initiatives.

Questions:

- Are the four well-beings incorporated into the long-term strategy of the business Yes/No
 - Do you support staff engaging in environmentally sustainable practices, either internally or externally, to your organisation Yes/No
 - Explain what environmental initiatives the organisation has adopted related to its own practices and the services and/or products Comment
e.g. recycling programmes, waste management, energy and carbon targets, methods to measure and manage environment impact, supplier initiatives
-

For Further Information

Anne Pankhurst

Tauranga Chamber of Commerce

P: 07 577 8955 or 027 241 5206

E: awards@tauranga.org.nz W: www.tauranga.org.nz/businessawards