

**Large Business Award Category**

***35th Business Awards Entry Requirements & Judging Criteria***

This is a business that has an **annual turnover of more than $5 million**

**Nelson Pine Industries Supreme Business Award**

*All entries into the Start Up, Small, Medium and Large Business award categories will automatically be entered into the Supreme Business Award. This is an overall winner that scores highly in all aspects of the judging criteria and has an x-factor that inspires the Nelson Tasman business community.*

**INSTRUCTIONS FOR ENTRY:**

**There are two ways for you to submit your entry to these awards.**

**Either:**

1. Complete the judging criteria outlined in the sections in this document.
2. Once you are happy with your answers, pdf this document and save it to your computer.
3. Go the Submissions page on our website and upload your application, alongside your supporting financial documents and media files (detailed below).

**Or:**

Complete the criteria as detailed below in a *format of your choice* and send five copies of your entry and supporting financial documents to:

CEO

Nelson Tasman Chamber of Commerce

Mahitahi Colab

322 Hardy Street

Nelson

7010

*NB: Organisations that choose to deliver hard copies must also complete the online submission form with their contact details, business logo, media statement, staff image and [optional] video uploaded by 3 pm on Monday 26 August 2024.*

All entries must contain the following **SUPPORTING DOCUMENTATION:**

1. **Financial Statement**

A copy of your most recent financial report. All entries are treated in the utmost confidence and our judges sign a confidentiality agreement.

**2. Media Statement**

Provide a brief media statement about your business, written in the third person and no more than 200 words. This is not part of the judging criteria but will be used to introduce your business in our publications and media releases. We suggest you cover off the who, what, why, where and when, keeping in mind people who have never heard of your business before. The Chamber reserves the right to edit these statements for word count purposes.

**3. Media imagery**

Provide a high-resolution logo and an image of you /and your team.

*Remember to upload your media statement and imagery using the online submission form regardless of whether the judged component of your award application is hand delivered.*

If you have any questions in relation to the entry process, please contact Britt Coker: [britt@commerce.org.nz](mailto:britt@commerce.org.nz)

**APPLICATION FORM**

**Contact details:**

First and Last Name:

Position:

Organisation:

Email:

Work Phone:

**Entry requirements and judging criteria:**

1. **Tell us your Why** (25%) (Maximum 1500 words)

Provide a description of who you are, why your business exists and what makes your business unique and extraordinary. Be creative and bold. Be storytellers. We want to see your business personality and what makes your business special.

Describe how you measure success including industry benchmarking, community and industry involvement. *This can be supplemented with a 90 second video (not essential).*

1. **Management and Strategy** (30%) (Maximum 1500 words)

Your business strategy and how your business is managed, your vision, ideas and plans. You may upload existing documentation to answer this section but supporting content must be no more than three pages.

You will be judged on the following criteria:

* 1. Mission statement/organisational values
  2. Strategic objectives and goals for the next 1, 2 and 5 years
  3. Leadership, planning and decision-making processes
  4. Organisational structure and processes

1. **Sales and Marketing** (15%) (Maximum 1200 words)

Your marketing plans and sales success. Include your website address and any social media pages.

You will be judged on:

* 1. Overall marketing philosophies
  2. Marketing plans and sales success
  3. Promotional strategies
  4. Approach to social media

1. **Customer Service Experience** (10%) (Maximum 400 words)

Describe and outline your customer experience. Outline how you attract, retain and measure customer satisfaction. Show how your business determines current and future customer expectations and how you tailor to exceed these.

You will be judged on:

* 1. Operating model for service
  2. Customer experience
  3. Attracting and retaining customers
  4. Measures for customer satisfaction and evidence of how you have met these

1. **Investing in your People** (10%) (Maximum 400 words)

How your business invests in your people. If you are a sole trader how you invest in your own professional development and training, and how you stay motivated and up to date with latest industry developments. For those employing staff, describe how you motivate staff and management and invest in skills and development training. This could also include benefits to staff or an innovative way to attract and retain staff. Describe how these measures have improved business productivity or advanced your business.

You will be judged on:

* 1. Workplace culture
  2. Professional development/training
  3. Measures such as how this has advanced your business or improved productivity

1. **Sustainability** (10%) (Maximum 400 words)

Practices that you have or have planned to put in place that show how your business has a minimal negative impact on the environment, community, society, or economy. This can include such things as social responsibility, diversity policies, measuring/reducing your carbon emissions, or having a paperless office environment.

You will be judged on:

* 1. Innovative ideas
  2. Current practices
  3. Measures for sustainability

1. **Health & Safety Policy**

Please acknowledge the following statement, where applicable. Ther are no marks allocated for this, but the judge’s visit may include a sighting of your policy manual.

*I/We have a Health & Safety Policy relevant to my/our business.*

1. **Award Re-entry** (Maximum 300 words)

*This section is only relevant to people who have entered the business awards in the past. You will still be required to complete all previous sections.*

Briefly outline here what is different about your business since you last entered.

What year/s did you previously enter? If it was for a different category, which one?

*That’s all. Good luck!*