



THE WELLINGTON
GOLD AWARDS
in association with
THE DOMINION POST

THE 2020 WELLINGTON GOLD AWARDS

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2020 Wellington Gold Awards Entry Guidelines

Each entrant will create their own Entry document, using the following suggestions as a guideline for the content. This enables each entrant to create an Entry using their organisation's style including colours, fonts, graphics and overall livery.

IMPORTANT: Your Entry Document should NOT exceed 10 pages including the Gallery
Please do NOT exceed the maximum Word Count.

YOUR DETAILS:

Please include these details:

-  **BUSINESS NAME & LOGO**
-  **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 see **page 8**)
- 2 BEST PRACTICE AWARDS:**
(Optional: You can enter NONE, ONE or BOTH of the Best Practice Awards see **page 8**)

Entry Guidelines

Because every business is unique, the Entry Guidelines aim to provide a clear and easy structure to tell your business story and recent successes in 3 broad sections:

- **YOUR BUSINESS STORY** (800 -1000 words)
- **12 MONTHS UNTIL LOCKDOWN** (800 - 1000 words)
From March 25th 2019 until Lockdown began March 25th 2020.
- **NEXT 12 MONTHS INCLUDING LOCKDOWN** (500 - 800 words)
From Lockdown March 26th 2020 until next March 25th 2021.

as well as an **IMAGE GALLERY** (maximum 10 images)

Please feel free to apply your company colours, fonts and graphics to your Entry document.

Your Entry document should be emailed to the Gold Awards as a web quality .pdf – **no larger than 2.5 mb, no longer than 10 pages** including the Gallery.



SECTION 1:

Your Business Story

(Minimum 800 - maximum 1000 words)

IMPORTANT - Please do NOT exceed the maximum Word Count.

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 worthy of considering as a Finalist.

SECTION 1 SUGGESTIONS

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

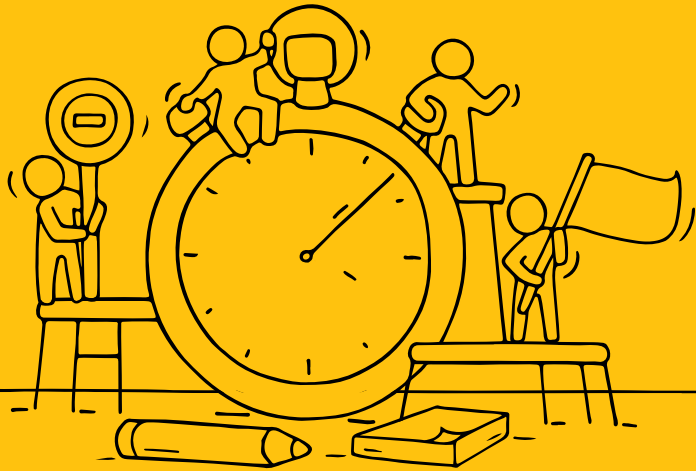
- Write for a person who knows nothing at all about what you do and why and how you do it.
- Describe the business, locate it in a business sector and talk about the challenges and opportunities, the strategies, satisfactions, successes and failures you have experienced as a business.
- You could do 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:

The 12 months before Lockdown

(Minimum 800 - maximum 1000 words)

IMPORTANT Please do NOT exceed the maximum Word Count.



IMPORTANT:

Section 2 will cover from March 25th 2019 until the Covid-19 Lockdown on March 25th 2020.

Section 2 can include:

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

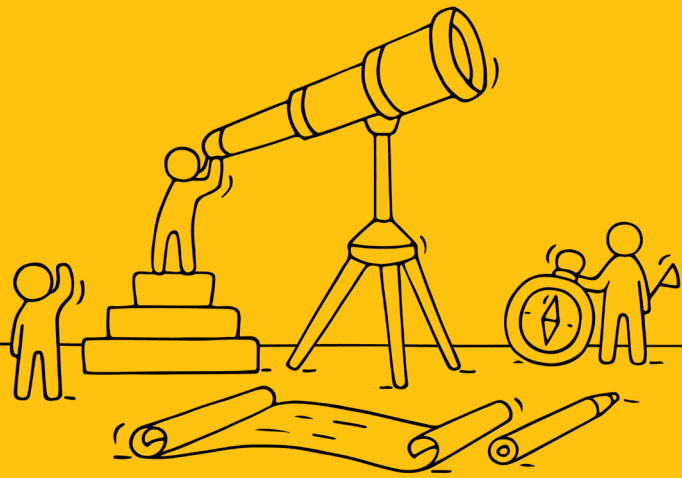
SECTION 2 SUGGESTIONS

- In this section, you need to show what has happened in your business in the 12 months before the Covid-19 Lockdown that makes it such a standout performer.
- While you can show that you have done well, we also hope that you can demonstrate that you are 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. Any of the things that really add impact to your success.

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

EMAIL: To gayle@agenda-marketing.co.nz before 6pm Thursday July 2nd, 2020

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



SECTION 3:

The next 12 months including Lockdown

(Minimum 500 - maximum 800 words)

IMPORTANT Please do NOT exceed the maximum Word Count.

This section can include your plans and vision and the impact of the Lockdown:

- **DURING LOCKDOWN**
What did your business look like during Lockdown?
- **POST LOCKDOWN**
How will it change if at all after Lockdown?

SECTION 3 SUGGESTIONS

- Businesses are always changing and the best business people are constantly setting new goals especially since Covid-19.
- What changed in your business when the Lockdown came?
- What are you planning for your business in the next 6-9 months? These goals should not be pipe dreams; they need to be grounded in what you have learned from the Lockdown. 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 due to the Lockdown.
- Please avoid vague generalisations and unquantified goals.

SECTION 4:

Gallery

(Maximum 10 web-quality images)

These images could include:

- **WEBSITE SCREENGRAB/S**
- **PRODUCT/S**
- **PROJECTS**
- **YOUR TEAM**

SECTION 4 SUGGESTIONS

- You can include the images in Sections 1-3, or as a separate gallery 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.



Best Practice Awards

There are 2 Best Practice Awards:
Green Gold on page 5 and **Team Gold** on page 6.

PLEASE NOTE:

If you are entering ONLY a Best Practice Award (and NOT one of the 8 main categories as well) then you will ONLY need to answer the "Your Details" on page 1, as well as the Best Practice section/s (following) that you are entering.

You will **NOT** need to answer the earlier Sections 1- 4 on pages 1-4.



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

EMAIL: To gayle@agenda-marketing.co.nz before **6pm Thursday July 2nd, 2020**

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Green Gold Award

in association with

Greater Wellington Regional Council



(Minimum 1200 - maximum 1500 words)

IMPORTANT Please do **NOT** exceed the maximum Word Count.

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

To enter this category, you will need to outline your sustainability policies and practices and how they integrate into your business's activities.

NOTE: If you are entering Green Gold ONLY then you will ONLY need to answer the "Your Details" section, 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.

Best Practice

PLEASE NOTE: If you are entering ONLY a Best Practice Award then you will ONLY need to complete the "Your Details" on page 1 and the Best Practice section/s that you are entering.

Team Gold Award

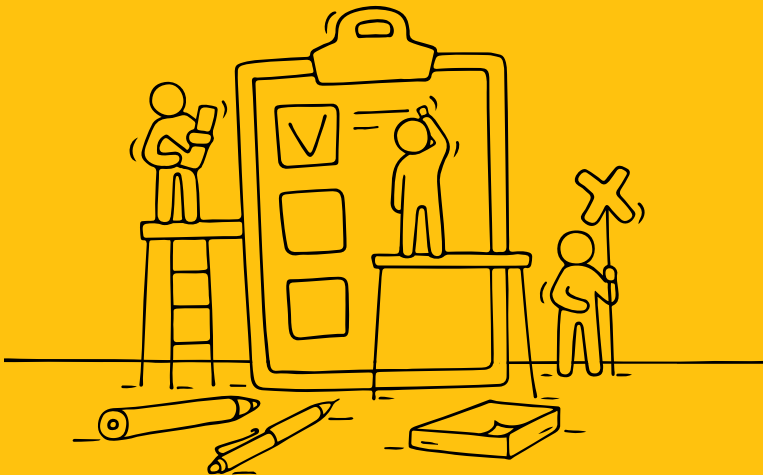
in association with **Find Recruitment**

(Minimum 1200 - maximum 1500 words)

IMPORTANT Please do NOT exceed the maximum Word Count.

All businesses are also eligible to enter the Team Gold Award.

(Businesses can also SOLELY enter the Team Gold Award)



Find
Connecting Excellence

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

EMAIL: To gayle@agenda-marketing.co.nz before 6pm Thursday July 2nd, 2020

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

PLEASE SHOW

How is your organisation 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 & 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 & REWARD:

How does your organization recognise and reward achievement and success?

7. INNOVATION & CHANGE:

How do you encourage feedback from your team or identify new ideas to implement change?

8. PERFORMANCE & 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?



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2020 Gold Awards

General Entry Information

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 one or both of the 2 Best Practice Awards (Green Gold and/or Team Gold Award).

MAIN CATEGORIES x 8

- **CREATIVE GOLD** - film, media & creative content industries.
- **CYBER GOLD** - technology creators
- **EMERGING GOLD - PRODUCTS** - smaller enterprises providing products
(10 or fewer full time equivalent employees throughout 2019)
- **EMERGING GOLD - SERVICES** - smaller enterprises providing services
(10 or fewer full time equivalent employees throughout 2019)

Please ensure that if you are entering either Emerging Gold Category you had 10 or fewer FTEs.

(Full time Contractors are also considered as FTEs.)
- **GLOBAL GOLD** - exporter of goods & services.
- **INNOVATION GOLD** - inventive new projects, products & processes.
(Unlike the other Categories this one recognises Projects/Products/Processes that have come to the market since January 1st 2018. It may be a joint venture.)
NOTE: This category has a separate Entry Guidelines.
- **SUPPORTING GOLD** - services & infrastructure providers
- **VIBRANT GOLD** - events, hospitality & visitor facilities.

NOTE: Any Event taking place between January 1st 2019 and 25th March 2020 is eligible to enter the Vibrant Gold category.

BEST PRACTICE AWARDS x 2

- These 2 optional awards are open to all entrants:**
Either in conjunction with one of the 8 Categories above.
- Or businesses can choose to enter one or both of the Best Practice awards only.
- **GREEN GOLD AWARD** – positive sustainability practices & products.
 - **TEAM GOLD AWARD** – HR & 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.

NOTES

The Entry Guidelines 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 Guidelines and that is ok too.

The first 2 sections are aimed at providing an overview of your business with a focus on the 12 months up until Lockdown.

Section 3 now includes the Lockdown period and your post Lockdown plans.

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.

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.)

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 by 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 11 Category Winners. The Winners are treated as highly confidential until announced at The Gold Awards Dinner.

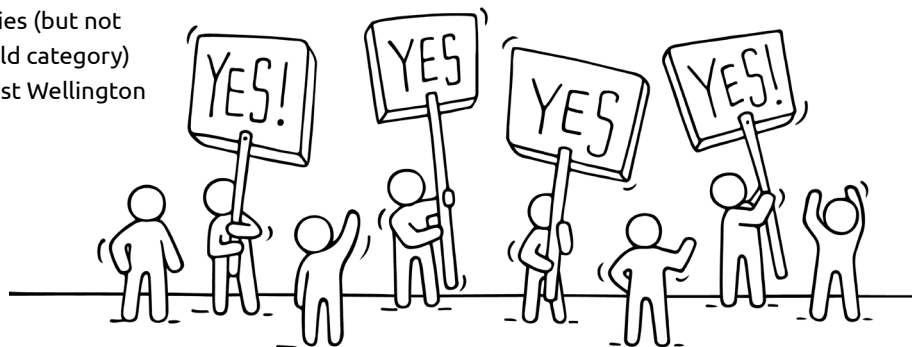
Selecting the Supreme Winner

In Round 2 the Judges also select their top 5 preferences from ALL Finalists in the seven main Categories (but not the 2 Best Practice Finalists or Innovation 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 12 months until the Lockdown.
- 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 2.5mb.

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

Please email to gayle@agenda-marketing.co.nz before 6pm Thursday July 2nd, 2020.

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 don't get this email receipt within 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

