



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

#### THE 2020 WELLINGTON GOLD AWARDS

*are proudly sponsored by*

**LEAD SPONSOR:** The Dominion Post

**HOST SPONSOR:** Venues Wellington

**TECHNICAL PARTNER:** NW Group

**CATEGORY SPONSORS:** ANZ • Beca • Datacom • Downer

- Find Recruitment • Greater Wellington Regional Council
- Meredith Connell • PwC • Stonewood Homes

**COUNCIL PARTNERS:** Hutt City Council • Porirua City Council

- Upper Hutt City Council • Wellington City Council
- Carterton, Masterton & South Wairarapa District Councils

**GOLD SPONSORS:** Massey • Te Wharewaka o Poneke • Tranzit Group

**BUSINESS SUPPORT:** Bluestar • Tuatara Brewing • Singapore Airlines

## 2020 Wellington Gold Awards

# Innovation Gold - Entry Guidelines








in association with **DATAKOM**

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:** Please do NOT exceed the maximum Word Count or 10 Pages

## YOUR DETAILS:

Please include these details:

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

## CATEGORY SELECTION: INNOVATION GOLD

Unlike the other Categories Innovation Gold recognises Projects/Products/Processes that have come to the market or completed development after January 1st 2018.

It may be a joint venture.

# Entry Guidelines

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

- **YOUR PROJECT** (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 Project

(Between 1000 - 1200 words)

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

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 PROJECT 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 worthy of considering as a Finalist.

## SECTION 1 SUGGESTIONS

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

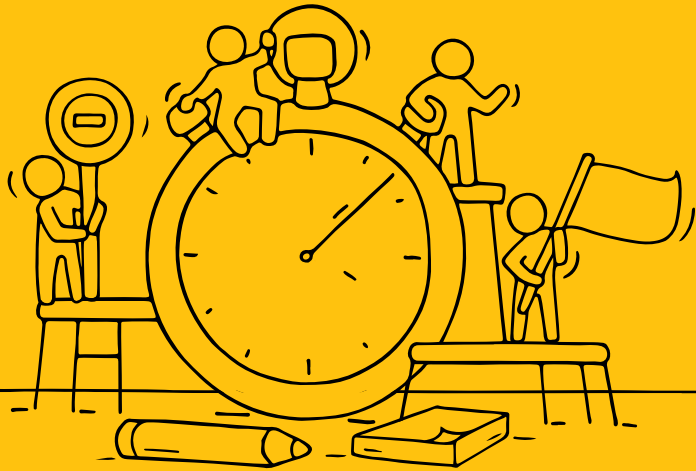
- Write for a person who knows nothing at all about what you do and why and how you do it.
- Describe the project, locate it in a business setting and talk about the challenges and opportunities, the strategies, satisfactions, successes and failures you have experienced with this project.
- You could do this with graphs and charts, timelines and other visual devices.
- Don't skip 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 project plans, any funding submissions and other documentation

## 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 / INVESTORS**
- **POTENTIAL MAJOR CONTRACTS / NEW MARKETS**
- **BUSINESS DEVELOPMENTS / IMPROVEMENTS**
- **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 to your project in the 12 months before the Covid-19 Lockdown that makes it such a standout project in it's field.
- While you can show that you have done well, we also hope that you can demonstrate that yours is a "standout" project.

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

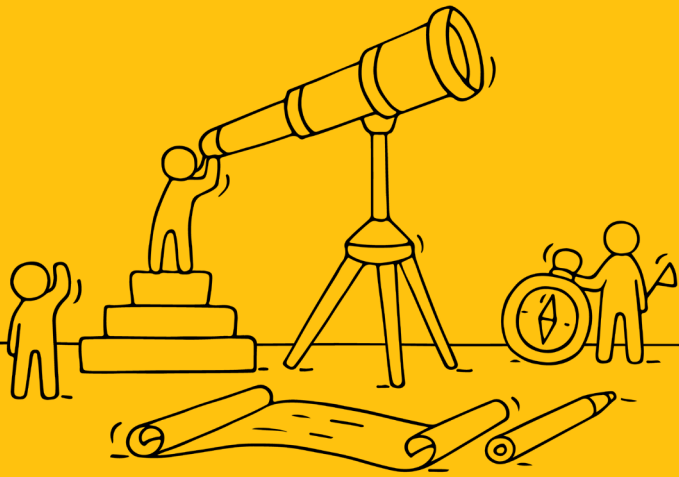
**EMAIL:** To [gayle@agenda-marketing.co.nz](mailto:gayle@agenda-marketing.co.nz) before 6pm Thursday July 2nd, 2020

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

# 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 project look like during Lockdown?
- **POST LOCKDOWN**  
How will it change if at all after Lockdown?

## SECTION 3 SUGGESTIONS

- New Products s are always changing and the best business people are constantly setting new goals especially since Covid-19.
- What changed in your project when the Lockdown came?
- What are you planning for your project 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 project.
- 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 SCREENGRAAB/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 project. 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 will enhance the Judges understanding of what your project is, and shows what it can do.
- This is a competition; put your best face on and impress people who don't know anything about your project other than what you are putting in this Entry.





## THE WELLINGTON GOLD AWARDS

in association with  
**THE DOMINION POST**

### THE 2020 WELLINGTON GOLD AWARDS

*are proudly sponsored by*

**LEAD SPONSOR:** The Dominion Post

**HOST SPONSOR:** Venues Wellington

**TECHNICAL PARTNER:** NW Group

**CATEGORY SPONSORS:** ANZ • Beca • Datacom • Downer  
• Find Recruitment • Greater Wellington Regional Council  
• Meredith Connell • PwC • Stonewood Homes

**COUNCIL PARTNERS:** Hutt City Council • Porirua City Council  
• Upper Hutt City Council • Wellington City Council  
• Carterton, Masterton & South Wairarapa District Councils

**GOLD SPONSORS:** Massey • Te Wharewaka o Poneke • Tranzit Group

**BUSINESS SUPPORT:** Bluestar • Tuatara Brewing • Singapore Airlines

## 2020 Wellington 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 on the left.

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 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.)

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

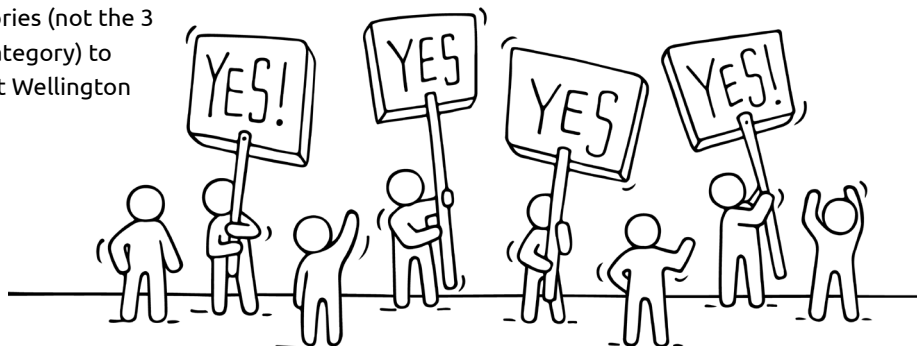
### Selecting the Supreme Winner

In Round 2 the Judges also select their top 5 preferences from ALL Finalists in the seven main Categories (not the 3 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 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 2.5mb or 10 Pages

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

Please email to [gayle@agenda-marketing.co.nz](mailto: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](mailto:gayle@agenda-marketing.co.nz)

