

Westpac Auckland Business Awards 2016 Entry Categories



Westpac Auckland
Business Awards
Central | North | South | West



INNOVATION

Recognises a business that has enhanced its success through innovation - both in thinking and implementing the idea. An innovation can be in a product/service/technology or process.

- An outline and explanation of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. What would you attribute these significant achievements to?
- Describe the innovation. (How is it unique/original? How did you identify the opportunity and introduce the change?).
- What have you done to ensure the benefit of this innovation is sustainable? (What plans do you have to use this innovation to sustain your growth, or develop new innovations?).
- How do you measure the value of the innovation? (How does the innovation contribute to your success and competitive position?).
- Describe any risks or challenges you faced in introducing this innovation (How did you manage them? What did you learn as a consequence?).

MARKETING

Recognises a business that shows the most outstanding example of a situation where customer/market insight was used to optimise marketing performance; increase customer loyalty, retention, satisfaction and/or profitability.

- An outline and explanation of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. What would you attribute these significant achievements to?
- Explain how you review the importance of target marketing and the emerging buyer behaviour of your customers and how you respond effectively to meet changing expectations.
- How do you develop and manage channel strategies, support channels to market, identify relevant pricing strategies and deliver on customer experience.
- Describe how you evaluate the role of marketing planning and how you develop a competitive operational marketing plan.
- What does your marketing achieve for your business? (Include the short and long term achievements or successes). How do you monitor and evaluate the effectiveness of your marketing activities.

BEST EMERGING BUSINESS

Recognises a business that has achieved significant business growth during the last one to three years as a result of effective planning and delivery. The business must have started trading after 31 March 2011 and to have been operating for a minimum three (3) year period as at 31 March 2016.

- An outline and explanation of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. What would you attribute these significant achievements to?
- Describe your business growth. (Growth in staff numbers, profit, sales).
- Demonstrate the significance of the growth you have experienced.
- How did you achieve this level of growth? What obstacles, risks or challenges did you overcome and how?
- Describe what you are doing to ensure the business is sustainable. How you will make sure the business either consolidates its position and/or keeps growing?

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INTERNATIONAL TRADE

Recognises a business that successfully works within, and captures the benefits of, the global market, demonstrating outstanding International Trade achievements, sustainable growth and results.

- An outline and explanation of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. What would you attribute these significant achievements to?
- Describe your business strategies for exporting and or importing. (How do you determine and capture the export opportunities for your business? What role does the export and or import market play in your overall business aspirations?).
- What are the unique obstacles, risks or challenges you face and how have you overcome/managed these? (Describe trade barriers, cultural challenges or other risks).
- Demonstrate your understanding of the off-shore markets/industries that you deal with.
- What are the key factors that have contributed to your success?

CUSTOMER SERVICE DELIVERY

Recognises a business that succeeds through showing consistent dedication to superlative service and demonstrates its commitment to the customer through its service policy, staff training and/or other specific means.

- An outline and explanation of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. What would you attribute these significant achievements to?
- How do you determine the requirements of your customers to meet their needs?
- What is the company-wide philosophy and how does this create culture and commitment to the customer.
- How do you ensure that the whole team is able to deliver a high standard of customer service and commitments?
- Demonstrate how this commitment to service delivery contributes to business success (attach graphs/charts which show actual results achieved).

THE EMPLOYER OF THE YEAR

Recognises business which has developed leading workplaces that maximise the full potential of their workforce through practices that demonstrate effective employee recruitment, engagement and retention. Entrants for this award must communicate how this culture has contributed to the business achieving outstanding success.

- An outline and explanation of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. What would you attribute these significant achievements to?
- How are employees engaged in the businesses overall strategic goals and company values?
- How do you recruit, hire and retain your workforce?
- Describe initiatives which create a successful collaborative culture and staff satisfaction?
- How do you establish and maintain a safe and healthy work environment and provide support for your workforce?

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STRATEGY AND PLANNING

Recognises where a business has developed a longer term strategy and has set business targets and devised specific plans that have been implemented across the business and have been fundamental to business success.

- An outline and explanation of significant business achievements during the last 12-18 months – eg sales trends, sales figures, gross or net profit. What would you attribute these significant achievements to?
- Describe in detail the steps you have taken in the planning process.
- How are your strategic objectives converted into initiatives, projects and plans of action?
- How do you monitor progress in achieving your planning objectives?
- How do you communicate your plans to internal and external stakeholders?

YOU MAY ENTER UP TO THREE CATEGORIES

Financial Performance

Financial Year to 31 March	2013/14	2014/15	2015/16
Total Revenue (\$)			
Revenue Increase/Decrease (%) (From previous year)			
Gross Profit (\$)			
Gross Profit (%)			
R & D Expenditure (\$)			
R & D Expenditure (%) (As % of Total Revenue)			
Net Profit (\$)			
Net Profit (%)			

If you have any questions please call Rebecca Seymour-East 09 3029910