



UNISON GREAT LAKE TAUPŌ  
BUSINESS AWARDS 2023  
*General Information*



## General Information

### CATEGORIES

There will be a section asking you to complete an **Overview of your Business** that will be compulsory for all. There are seven categories, two of which are also compulsory, **Excellence in Strategy & Planning** and **Excellence in Marketing** and x five categories to choose from for your entry. You must choose **one** more category to enter or **multiple** if you wish.

#### Compulsory Categories:

- **Excellence in Strategy & Planning** - An organisation's process of defining its direction and long-term goals, creating specific plans to achieve them, implementing those plans, and evaluating the results.
- **Excellence in Marketing** - Recognition of an outstanding example of a marketing project and its performance.

#### Additional Categories: (Choose one or multiple)

- **Excellence in Innovation** - Use & implementation of innovation & knowledge to enhance business excellence & performance.
- **Excellence in Sustainability** - Recognition of, communication of, and support of sustainable practices.
- **Excellence in Community Contribution** - Proactively involved & an ongoing supporter of the community in the wider Taupō region.
- **Employer of the Year** - This award recognises organisations that have created a stimulating and supportive work environment and a real commitment to the welfare of its employees.
- **Best Emerging Business** - Recognises those businesses that have achieved significant business growth and who have been in operation for less than three years (since 31 March 2020).
- **Overall Business of the Year** - All entrants will be considered for this supreme award regardless of category entered. This award recipient must be able to demonstrate excellence in all business areas.

### JUDGING CRITERIA AND PROCESS

#### Please read carefully before entering.

- All entries and supporting information remains confidential and will be viewed by the judging panel only. All judges sign a confidentiality agreement and all entries will be deleted from judges computers two months following the awards presentation.
- All entrants must submit all supporting documentation electronically through the website - no hard copy material will be accepted. This can include graphs, tables of data, examples of process forms or any other information to support claims made in your entry.
- If your support information relates to more than one question, please clearly state this on the header text of the document.
- If you wish to supply other information (video links, social media feeds, etc) please paste the website address into the relevant section of your answer.
- All finalists will meet face to face, an independent out-of-town Judge.
- In the best interests of your business, your entry category may be changed by the judges. In this instance full consultation will be made with the entrant business.
- The Chief Judge's decision will be final.
- No information will be disclosed to individuals or organisations other than the Judges and Awards Convenor.

## IMPORTANT DATES

Event	Date	Time
Entries Open	Friday 24 February	
Workshop A	Monday 13 March	11.30am - 1pm
Workshop A	Monday 13 March	5.30pm - 7pm
Workshop B	Monday 24 April	11.30am - 1pm
Workshop B	Monday 24 April	5.30pm - 7pm
Workshop C	Monday 8 May	11.30am - 1pm
Workshop C	Monday 8 May	5.30pm - 7pm
Entries Close	Friday 29 May	5pm
Judging Stage 1	Tuesday 30 May - Tuesday 20 June	
Finalists Announced	Tuesday 4 July	
Judging Stage 2	Wednesday 5 July - Sunday 30 July	
Gala Awards Dinner	Friday 11 August	

## WHY YOU SHOULD ENTER

- **Development begins at entry.** Entering creates an opportunity to focus on your business in a structured way and identify core strengths and competitive advantages. You may well discover an area that may benefit from more focus in the future. It is a W.O.F of your business and it is FREE to enter.
- **Network.** Participation in the awards provides networking opportunities with other business leaders and professionals, who are all striving for excellence.
- **Recognition of Success.** Award winners receive public recognition of business success being acknowledged as the best in the Taupō District in your industry by your peers, the business community and media.
- **Goal Setting.** Judges' feedback supports internal goal setting for even further development for the business, its owners, and employees.
- **Appreciation.** The award process provides a platform that acknowledges the contributions made by employees to your organisation's success.
- **Publicity.** Award participation provides another dimension for showcasing your services and products to a wider audience. This marketing tool has you directly engaged with people.

 **unison**  
GREAT LAKE TAUPŌ

**BUSINESS  
AWARDS**  
2023



**UNISON GREAT LAKE TAUPŌ  
BUSINESS AWARDS 2023**

*Entry Questions*

# Compulsory Questions

The following questions are compulsory and must be completed by all entrants.

## OVERVIEW

1. Provide a 150-word bio of your business
2. Provide a brief history of your business.
3. Describe what makes your business unique to the market, and how you stand out from competitors (your competitive edge).
4. Describe what makes your business excellent & why you believe that your business should be an award winner.
5. Provide a summary of some key business achievements and/or results over the past 2 years.
6. Explain how your business benefits Great Lake Taupō.

## STRATEGY AND PLANNING

*Sponsored by Strettons*



1. Describe the financial and operational reporting systems of the business - For example with reference to what data is collated, frequency of reporting and how the information is used in the management of the business (does it relate to the KPIs)? Graphics and text can be used.
2. Describe the Key Performance Indicators (KPIs) / key measures specific to the business.
3. Describe your business strategy and how you implement this in your day-to-day business.
4. Describe your goals and plans for your business.

## MARKETING

*Sponsored by Legend*

# Legend.

1. Describe who your customers are and how do you manage this relationship.
2. Describe the methods you use to build on existing or potential relationships.
3. Explain how you measure your customer satisfaction, whether you collect customer feedback and if so, what do you do with customer feedback.
4. Describe how you might use customer and market information in decision-making and planning and use an example of how you have benefited from using this information.
5. Explain your marketing planning and how you ensure effectiveness and relevance in relation to your customers.

Entrants may choose **ONE** or **MULTIPLE** categories from the following:

## EXCELLENCE IN INNOVATION

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1. Describe the innovation and explain how it is unique/original? How did you identify, research, and assess its value with your existing or new customer base and what approach did you use to inform and implement your innovation?
2. How are you maximizing growth and sustaining/enhancing the benefits of the innovation to maintain a competitive edge?
3. What perimeters and indicators are you using to track the success and measure the value of the innovation?
4. Describe any risks or challenges your business faced when introducing this innovation. How did you manage them? What did you learn?



## EXCELLENCE IN SUSTAINABILITY

Sponsored by Contact Energy

1. Outline and explain how your organisation has made significant business commitments to sustainable developments during the last 2 Years. This can include environmental stewardship, and/or social education or social innovation.
2. Describe in detail the steps you took in your planning process toward your sustainable developments. What obstacles, risks or challenges did you overcome and how? How were staff engaged in the process?
3. How have you aligned your strategic objectives to your social and or environmental actions and programs, beyond just legislative requirements?
4. Describe how you monitor and report progress in achieving your sustainable practices.
5. How do you communicate your social and, or environmental sustainability to all your stakeholders?



## EMPLOYER OF THE YEAR

Sponsored by 2degrees

1. Describe the organisational structure of your business.
2. Describe how you recruit and retain quality staff.
3. How do you evaluate the performance of your staff.
4. How do you promote work life balance in your organisation?
5. Describe your organisation's vision and values and the process used to develop this. How do you communicate the vision and values to your staff?
6. Describe the induction process your business take to bring new staff member into your business.
7. Explain why your business is the employer of the year.



# Category Questions

Entrants may choose **ONE** or **MULTIPLE** categories from the following:

## EXCELLENCE IN COMMUNITY CONTRIBUTION

Sponsored by *More FM*

1. Provide an outline and explanation of your community contribution during the last two years.
2. What process do you have in place while determining which aspects of the community to support?
3. How do you ensure that your contribution aligns with your vision and values?
4. How do you measure the value of your community contribution? In particular, how does your business benefit from your community contribution?



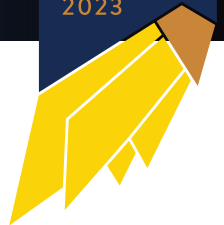
## BEST EMERGING BUSINESS

Sponsored by *Toi Ohomai*

1. What obstacles, risks or challenges has your business faced to date?
2. What has surprised you about your business journey so far?
3. What separates your business as the best-emerging business?

**TOI-OHOMAI**  
Institute of Technology

# Financial Template



**All entrants are required to upload a digital financial statement from their external accountant.** Please use the following template below. Address the letter to: Awards Convenor, Taupo Business Chamber, PO Box 2377, Taupo 3351

Please send this to your accountant as an example of what is required:

To whom it may concern:

ENTRY OF {insert relevant business name} to the UNISON GREAT LAKE TAUPŌ BUSINESS AWARDS 2023. As the external accounting advisors to this business, we can confirm that based on the most recent full set of annual accounts for {insert business name}, we believe that this business has a sound financial basis and is a genuine going concern. On the basis of the information supplied to us, we can report that the current financial status of {insert business name} is such that we expect this business to continue operating over the next twelve months and beyond.

Yours faithfully, {signature required}

{insert accountant name and contact details}

NOTE: This statement is based on information supplied to this accounting practice by the entrant and is not to be taken as amounting to a warranty or representation of fact by this organisation or its employees.

**This statement is compulsory - please scan your accountant's letter and supporting documents, and upload as a jpg or pdf with your entry submission. This must be completed by your external accountant.**





# Thank you for your interest in the Unison Great Lake Taupō Business Awards 2023

To contact the Awards Convenor:

✉ info@taupobusinessawards.co.nz    ☎ 07 217 2177  
📍 The Hub, Level 1, 32 Roberts Street, Taupo

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