

SHARE YOUR STORY

# ENTRY GUIDE

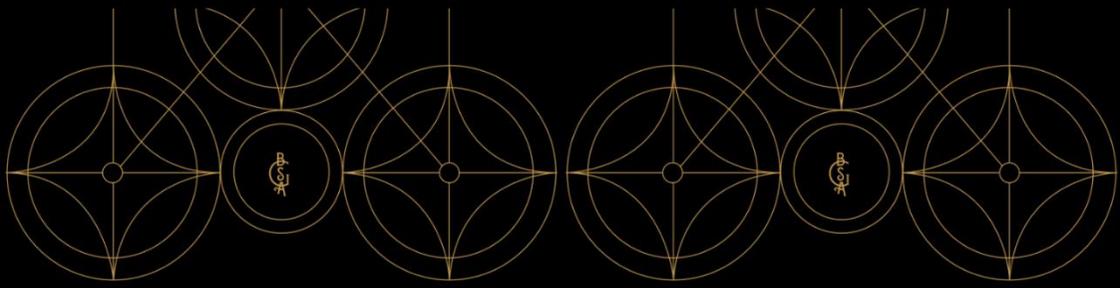
THE GRAND  
BUSINESS SOUTH

# AWARDS

THE GRAND  Business  
South Inc

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# HOW DOES IT WORK?

Entering The Grand Business South Awards has real benefits for your business, including:

- The opportunity to review and refine your business strategy
- Increased profile and credibility in the Southern Business Community
- Motivated staff, especially if you become a finalist
- Networking with fellow business leaders
- Attending our awards gala dinner and lead up events gives you the opportunity to network with other business leaders and professionals.
- The chance to share your success with your team and the Southern Business Community

In the application, we'll ask you to describe your business, and the results you have achieved.

The Sector Excellence Category applications will concentrate on four main areas:

1. Leadership, planning and organisation.
2. Market and customer focus.
3. Differentiation and business model selection.
4. Results (e.g. revenue, profitability, investments, jobs created and other factors that show your international success.

Businesses may enter one (1) Sector Excellence Category Awards and/or up to two (2) Business Practice categories.

Please note that businesses cannot enter any category that they were a winner of at the previous awards (2020).

Companies that will do well tend to share common things. These include:

- The ability to give evidence-based answers that show you have a successful business
- A well thought-out strategy
- Strong leadership
- Detailed understanding of your target markets and customers
- The ability to show your contribution to the Otago and Southern economy, through solid financial results.

Finally, some tips for you as you embark upon your entry:

- Tell your story. Use pictures and graphics and try to include as many examples as possible to illustrate your points.
- Don't go into too much detail about your products or services, or overuse jargon and acronyms. Keep it simple, use plain English and above all answer the question.
- Don't assume that judges will have any prior knowledge of your company.
- Avoid making vague or unsupported claims. Award-winning submissions always include data and evidence, because doing so ensures credibility and believability.

*Business South has sole discretion to accept or decline an entry.*

Good Luck!

# ENTRY GUIDELINES SECTOR EXCELLENCE AWARDS



## **Excellence In Service**

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

## **Excellence In Retail**

Recognises the success and achievements of a business selling goods direct to the end user.

## **Excellence In Tourism & Hospitality**

Recognises the success of a business whose principal activity is delivering an amazing customer experience in the tourism or hospitality sector, while dealing with the impact of Covid on their business.

## **Excellence In Primary Industry**

Recognises the success and achievements of a business involved in the production and processing of primary goods, including agri-business, horticulture or forestry sector.

## **Excellence In Not For Profit**

Recognises management excellence in organisations outside the private sector including the “not for profit” sector, schools and local government.

## **Excellence In Manufacturing & Technology**

Recognises excellence in manufacturing, engineering or the use of high tech to produce a product or service.

### Emerging Exporter

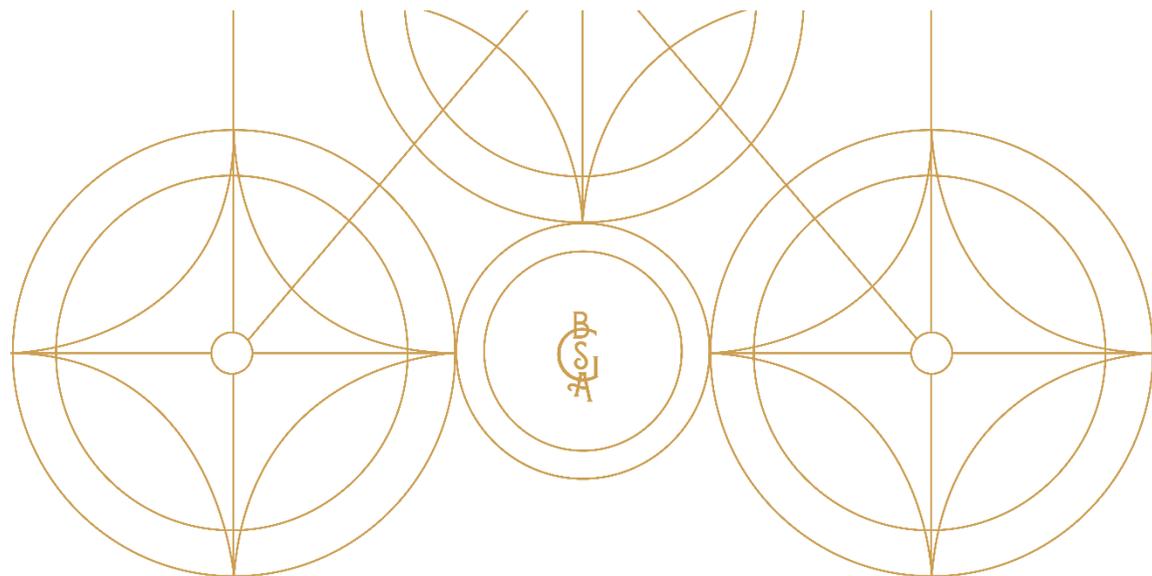
Recognises businesses new to the international market that demonstrate innovative practices and sustainable export models. These businesses measure success by net return to the Southern region and New Zealand economy, and through brand and reputational growth.

As a guide, will likely have annual revenue up to \$5 million.

### Established Exporter

Recognises businesses that are successful on the international stage, and who also play an active role in the development and advocacy of the export community in Southern region and New Zealand. These businesses show continued growth in chosen markets, invest in product development through R&D and have sustainable supply chains.

This category recognises success by net return to the New Zealand economy for established businesses, with five years or more in export markets or, as a guide, will likely have annual revenue above \$5 million.



## SECTION ONE

# LEADERSHIP AND PLANNING

This section examines how effectively your leadership team guides your business to achieve business goals.

This includes how leaders:

- Set direction and communicate effectively.
- Plan and develop objectives and targets for your business.

### Q1.1

Describe your business planning process.

#### TIPS

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Consider your key objectives and the related targets. How do leaders, directors and/or stakeholders in your business set direction, objectives and targets for business? How are these targets and plans communicated, both internally and externally?

#### 'EXCELLENCE' LOOKS LIKE

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- A detailed and systematic planning process is evident.
- The overall direction, and all-important goals, are established and communicated. Targets and objectives for the business are set across a range of metrics.
- Actual performance against targets is regularly monitored, and actions are taken as a result.

### Q1.2

How have you developed/supported your staff and business partners to succeed in business?

#### TIPS

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Some areas you may wish to include are:

- Training and development
- Mentoring
- Relocation/secondment
- Recruitment and retention
- Alternative working arrangements

#### 'EXCELLENCE' LOOKS LIKE

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The business can demonstrate significant, ongoing development and support of staff to equip them with the skills and capabilities required to succeed in your target markets.

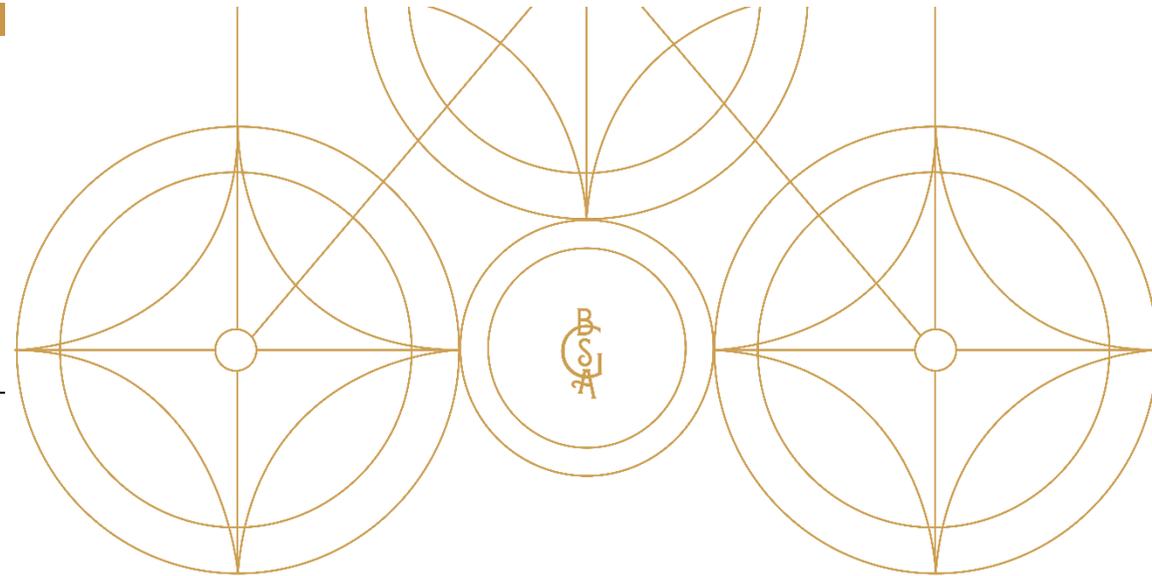
### Q1.3

#### Supplementary SWOT Analysis

All Sector Excellence category applications must complete a SWOT analysis to support the application. Summarise your strengths, weaknesses, opportunities and threats from both an internal perspective, and from that of your customers.

#### TIPS

- Don't overdo it. Bullet points are okay



## SECTION TWO

# MARKETING AND CUSTOMER FOCUS

This section examines how, in relation to your business, you:

- Identify markets, customer groups and market segments.
- Listen and learn to determine customer requirements.
- Assess customer satisfaction of your products and/or services.

### Q2.1

Which market(s) are you doing business in, and how did you make the decision to target this market?

#### TIPS

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Describe the factors that led to your decision to target these markets.

#### 'EXCELLENCE' LOOKS LIKE

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- There is clear evidence of significant evaluation and assessment of the most appropriate markets to target, through a clear and logical planning process.

### Q2.2

Within the markets you target (as referenced in Q2.1), which market segments or types of customers do you focus on and how successful have you been in reaching these targets.

#### TIPS

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Consider why you focus on these market segments or types of customers.

#### 'EXCELLENCE' LOOKS LIKE

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- There has been detailed evaluation of segments and types of customers in markets.
- Clear thought has gone into which segments to target. The needs and requirements of your customers are clearly understood.

## SECTION THREE

# BUSINESS MODELLING AND MONITORING

This section examines how you have:

- Reviewed and assessed alternative models and approaches to your business, and made the most appropriate choice for your business
- Monitored the ongoing performance of your products and/or services in your markets.

### Q3.1

Which business model do you utilise for your business, and what are the factors that determined that decision?

#### TIPS

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Business models can include using independent agents or distributors, working with affiliated or partner organisations, and so on. Explain why you chose your business model. What are the main benefits?

#### 'EXCELLENCE' LOOKS LIKE

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- There's evidence that a range of different business models have been carefully evaluated, in detail.
- There's a clear rationale for the approach or business model chosen.

### Q3.2

How do you monitor the ongoing performance of your products and/or services, and how often is monitoring undertaken? Explain how you implement your data/findings.

#### TIPS

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Think about the criteria you use to monitor performance – these might include factors like sales volumes, market share, business partner feedback, customer feedback, PR activities, average selling prices, margins, and so on.

#### 'EXCELLENCE' LOOKS LIKE

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- Monitoring of performance is regular and systematic.
- Several performance criteria are used and regularly monitored.
- The results of performance monitoring are incorporated into tactical/strategic business decisions.

## SECTION FOUR

# RESULTS

This section examines data and information to provide evidence of performance, through business results, outputs and outcomes.

### Q4.1

Please summarise the success that your organisation has had over the past year, across the following areas:

- a) Annual revenue.
- b) Jobs created as a result of your increased business.
- c) Other factors that demonstrate your success (e.g. market share in individual markets, growth in number of customers, customer satisfaction).

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of strong success, shown by revenue growth (overall and as a proportion of total revenue) and by other factors such as market share, growth in customer numbers, customer satisfaction. Results support a positive contribution to Otago's economy as a direct result of business.

### Q4.2

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

BE CONCISE & ENTHUSIASTIC

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# ENTRY GUIDELINES BUSINESS PRACTICE AWARDS



## **Emerging Business**

Recognises a business that has achieved significant business growth during the past 1-3 years as a result of effective planning and delivery. The business must have started trading after 31 March 2019.

## **Business Sustainability & Resilience**

Recognises a business that demonstrates how sustainable practices, which are embedded into the organisational strategy and operations, deliver sustainable business growth. Also open to businesses who have shown resilience and an ability to handle changes to the business environment.

## **Māori Business**

Recognises a business which successfully incorporates Māori identity and tikanga as part of its business operation. Examples include: Logo, branding, mission statement, in its HR practices, company culture & values.

## **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.

## **Business Integrity**

Recognises a business that has strong business values and ethics – going above and beyond in serving their stakeholders, whether they be customers, employees, suppliers, or the community.

## **Excellence in Leadership**

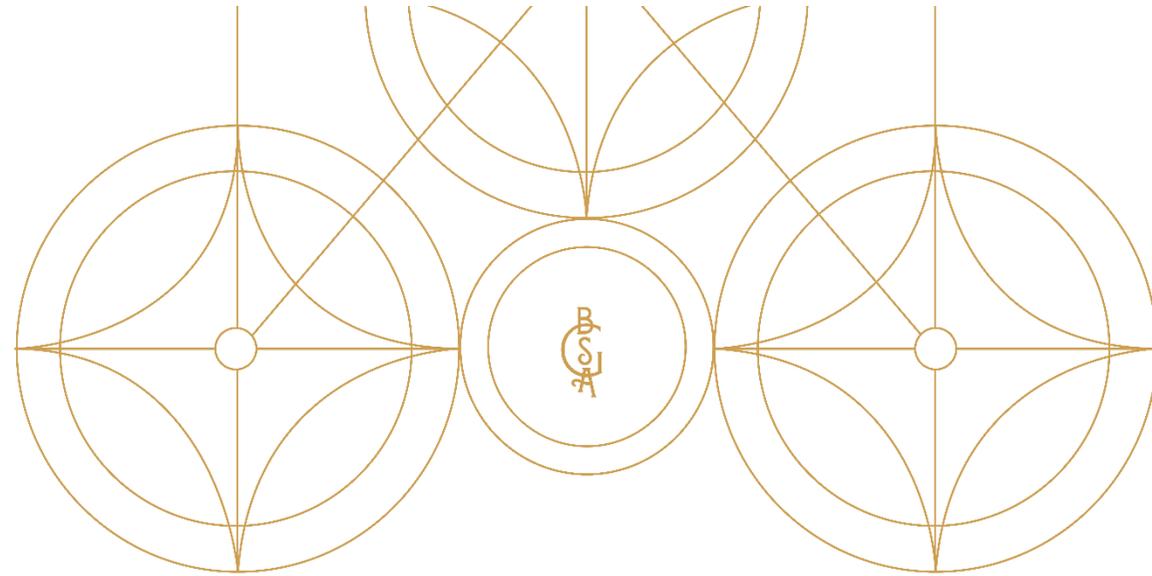
Recognises a business leader for their outstanding contribution within a local organisation and the wider business community. You may nominate an individual or yourself.

### Workplace Injury Prevention

Recognises a business and its leaders that have implemented a workplace injury prevention initiative, improvement or innovation that has had a meaningful and positive impact on the workplace injury prevention through improved health, safety or wellbeing for their workers. The initiative, improvement or innovation could be a product, service, technology, process, behavioural shift in the business, re-design of workplace environment, leadership development, and/or Te Ao Māori or cultural practice change.

### Brand Strategy & Planning

Recognises a business that has achieved success from developing and implementing a long-term strategy/plan as well as setting measurable goals/targets.



# EMERGING BUSINESS

Recognises a business that has achieved significant business growth during the past 1-3 years as a result of effective planning and delivery. The business must have started trading after 31 March 2019.

## Q1

Outline your business achievements since establishing your business.

### TIPS

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Ensure you provide examples of this success. What do you attribute significant achievements to?

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of success in your chosen market and general growth within all areas of business.

## Q2

Describe any significant growth in your business.

### TIPS

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Consider growth in staff, profit, sales etc. What obstacles or challenges did you need to overcome?

### 'EXCELLENCE' LOOKS LIKE

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There is comprehensive evidence of how significant growth in the business was achieved.

### Q3

Please outline what you are doing to ensure the business will be sustainable.

#### TIPS

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Consider how you will keep your business growing or adapt for the future.

#### 'EXCELLENCE' LOOKS LIKE

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Comprehensive examples are provided of strategies in place to ensure the business either consolidates or keeps growing.

### Q4

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

#### BE CONCISE & ENTHUSIASTIC

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# BUSINESS SUSTAINABILITY AND RESILIENCE

Recognises a business that demonstrates how sustainable practices, which are embedded into the organisational strategy and operations, deliver sustainable business growth. Also open to businesses who have shown resilience and an ability to handle changes to the business environment.

## Q1

Outline significant business achievements within your business that demonstrate your sustainable practices or future planning that is in place OR demonstrate how your business is resilient and able to handle changes to the business environment.

### TIPS

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Ensure you provide examples of this success. What do you attribute significant achievements to? Consider integration of long term economic, environmental, and social trends in business strategy.

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of organisational strategy that allows the business to deliver sustainable business growth and/or evidence of how our business has led a change to the business environment and succeeded as a result.

## Q2

Demonstrate the sustainable behaviours your business upholds.

### TIPS

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Consider your carbon footprint, your supply chain, reducing waste etc.

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of business practice that has a sustainable outcome and that these practices are in the forefront of everyday business.

### Q3

Does your business implement social sustainability and/or environmental sustainability?

#### TIPS

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Provide examples, both internal and external, as well as community contribution where required.

#### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of sustainable practices in place with employees, within management practices and stakeholders and solid examples of engagement with community and social impact of these practices.

### Q4

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

#### BE CONCISE & ENTHUSIASTIC

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# MĀORI BUSINESS

Recognises a business which successfully incorporates Māori identity and tikanga as part of its business operation. Examples include: Logo, branding, mission statement, in its HR practices, company culture & values.

## Q1

Outline significant business achievements within your business that demonstrate your incorporation of your Māori identity and values.

### TIPS

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Ensure you provide examples of this success. What do you attribute significant achievements to? Consider your organisational branding, messaging, working environment and company culture.

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of successes in the business that allow the business to communicate their Māori identity and values and/or comprehensive evidence of how significant planning has been implemented, with clear goals outlined.

## Q2

Describe how your business promotes or nurtures one or more of these core values: Whanaungatanga (family), Tohungatanga (expertise), Tikanga (appropriate action), Manaakitanga (looking after people), Kaitiakitanga (stewardship), Rangatiratanga (leadership).

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of business practice that includes one or more of the core values.

### Q3

Demonstrate how your Māori approach contributes to how your company operates and to your success.

#### TIPS

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Use tangible examples of how being a Māori business creates competitive advantage.

#### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence from customers, partners, and consumers to validate the business's Māori approach as a highly differentiated offering.

### Q4

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

#### BE CONCISE & ENTHUSIASTIC

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# 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.

## Q1

Outline how innovation is integrated into your business strategy, and how you have successfully used innovation to grow your business.

### TIPS

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Ensure you provide examples of this success. Areas to consider could be incremental sales, enhanced customer satisfaction, reduced costs, competitive advantage and so on.

### 'EXCELLENCE' LOOKS LIKE

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- There is clear evidence of innovation deployed, the rationale behind it, and the benefits to customers and business partners.
- There is comprehensive evidence of success as a result of the innovation, including significant incremental sales or business growth.

## Q2

Please provide an example of an innovation that you have deployed, and how you developed it.

### TIPS

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Describe why this is innovative when compared to previous practices, or approaches used by your competitors. Explain the benefits your innovation has delivered to your business, customers or partners.

### 'EXCELLENCE' LOOKS LIKE

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- There's a comprehensive example of innovation, with a clear explanation of why it is innovative.
- There are tangible examples of benefits the innovation has provided to the business, customers or partners.

### Q3

Describe what systems and processes you use to manage and protect your innovation, and the impact they have had on your business.

#### TIPS

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Examples of protection could include patents, design rights, copyrights, non-disclosure agreements, trade secrets, or other intellectual property management tools and strategies.

#### 'EXCELLENCE' LOOKS LIKE

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- Processes and systems are comprehensively described, with significant evidence of their impact on business.
- There is comprehensive use of IP tools and strategies in the business.

### Q4

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

#### BE CONCISE & ENTHUSIASTIC

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# BUSINESS INTEGRITY

Recognises a business that has strong business values and ethics – going above and beyond in serving their stakeholders, whether they be customers, employees, suppliers, or the community.

## Q1

Outline significant business achievements within your business that demonstrate integrity in your business practices.

### TIPS

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Ensure you provide examples of this success. What do you attribute significant achievements to? Consider how your business engages with all stakeholders, internal and external.

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence in the organisational strategy that ensures business is conducted with the utmost of integrity in all areas.

## Q2

What are your business values and how do you demonstrate these values in all your dealings with stakeholders?

### TIPS

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Examples of how your company values are communicated to employees and supply chain.

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of business practice that reflect the company values and that these practices are in the forefront of everyday business.

### Q3

Describe how you measure the success of your business.

#### TIPS

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Provide examples of measurement tools in place and ways that data is implemented.

#### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of measurement tools in place and solid understanding of these measures by all staff and stakeholders.

### Q4

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

#### BE CONCISE & ENTHUSIASTIC

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# EXCELLENCE IN LEADERSHIP

Recognises a business leader for their outstanding contribution within a local organisation and the wider business community. You may nominate an individual or yourself.

## Q1

Outline significant leadership skills and accomplishments either at a local, national or international level.

### TIPS

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Ensure examples of this success are provided. What are these successes attributed too?

### 'EXCELLENCE' LOOKS LIKE

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- How do you lead growth and prosperity of others?
- How have they developed the means to build environments that support, unify and mobilise the power of diverse workforces?
- How do they lead for greater social impact?
- How do they harness a global mindset and new business models for growth and impact?

## Q2

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

### BE CONCISE & ENTHUSIASTIC

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# WORKPLACE INJURY PREVENTION

Recognises a business and its leaders that have implemented a workplace injury prevention initiative, improvement or innovation that has had a meaningful and positive impact on the workplace injury prevention through improved health, safety or wellbeing for their workers. The initiative, improvement or innovation could be a product, service, technology, process, behavioural shift in the business, re-design of workplace environment, leadership development, and/or Te Ao Māori or cultural practice change.

## Q1

Innovative ideas deserve recognition. What workplace injury prevention initiative/innovation/improvement did you implement?

### TIPS

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- Describe the initiative/innovation/improvement, and how you identified and then implemented it/them.
- What specific health, safety and wellbeing issue(s) or problem(s) did this solve?
- What was your business like before you implemented the initiative.
- Tell us about any risks or challenge you faced in introducing this initiative/innovation/improvement. How did you manage them? What did you learn?

### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence of a workplace injury prevention initiative/innovation/improvement in your workplace.

## Q2

What involvement did your senior leaders/senior level decision makers have in the development and delivery of the initiative/innovation/improvement?

### TIPS

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- Tell us how your leaders demonstrate their commitment to workplace injury prevention – including leading by example.
- What leadership development or capability build was undertaken to achieve the change?
- What ways have your leaders resourced injury prevention on a regular basis?
- How did you engage your workers and ensure that initiatives, innovations, and improvements are inclusive of unique needs and cultural perspectives?

### 'EXCELLENCE' LOOKS LIKE

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There are comprehensive examples of involvement from your senior leaders/senior level decision makers.

### Q3

How were your workers involved in the development and delivery of the initiative/innovation/improvement?

#### TIPS

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- Tell us how your engaged and involved workers in the changes.
- In what ways did you communicate your messages to workers?
- Tell us about any changes or behaviour and/or feedback you've received from workers as a result of your engagement.

#### 'EXCELLENCE' LOOKS LIKE

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There are comprehensive examples communication and understanding from staff at all levels.

### Q4

Please summarise, in no more than three (3) bullet points, why you deserve recognition for this category.

#### BE CONCISE & ENTHUSIASTIC

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# BRAND STRATEGY & PLANNING

Recognises a business that has achieved success from developing and implementing a long-term strategy/plan as well as setting measurable goals/targets.

## Q1

Describe in detail the process your business has taken to both develop and introduce your brand strategy.

### TIPS

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Ensure you provide examples of these decisions or initiatives.

### 'EXCELLENCE' LOOKS LIKE

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A detailed and systematic planning process is evident.

## Q2

How do you monitor progress and achievement of objectives against your strategy?

### TIPS

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Consider your key objectives and the related targets.

### 'EXCELLENCE' LOOKS LIKE

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- Objectives and targets for the business are established across a range of metrics and are communicated.
- Actual performance against targets is regularly monitored, and actions are taken as a result.

### Q3

How do you communicate your strategy to stakeholders to ensure everyone understands what the business is working towards (this may include your employees, advisors, accountants, investors)?

#### TIPS

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Provide examples, both internal and external, as well as community if relevant.

#### 'EXCELLENCE' LOOKS LIKE

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There is clear evidence the business strategy and its objectives and targets have been communicated to all relevant parties and are in the forefront of everyday business.

### Q4

Highlight your significant business achievements from the last 12-18 months (eg: sales trends, revenue, profit). What do you attribute these to?

#### TIPS

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- Ensure you provide examples of this success.
- What do you attribute significant achievements to?

#### 'EXCELLENCE' LOOKS LIKE

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Comprehensive examples are provided and there is clear evidence of success.

## MORE INFORMATION

We require submission of all applications and nominations through our online application portal at <https://businessouthawards.awardsplatform.com/> Visit the portal and create an account to get started.

- You can save your entries in the portal and edit them as often as needed, up until the entry deadline. Remember to save your work as you go.
- Make sure your personal details are entered accurately, including contact details.
- You can enter multiple categories, as long as you meet the criteria for each one.
- You can use the 'copy' feature to duplicate existing entries and edit them to suit a new category – instead of starting each one from scratch.
- There are no entry fees for this awards programme.
- Supporting material such as images or graphs may be supplied within your application. You'll find further details in the portal.
- We hold all information you provide on a commercial-in-confidence basis.
- Read more for [FAQ's](#) and [Terms and Conditions](#).

### CRITICAL DATES

- Entries close on Monday 29 August 2022.
- Shortlisted entrants will be interviewed 21 September – 02 October 2022.
- Finalists will be announced Friday 07 October 2022.
- Awards Night Friday 18 November 2022.

For general enquiries please contact [info@business-south.org.nz](mailto:info@business-south.org.nz) or phone: 03 479 1081