



**Westpac**

**MANAWATU**  
BUSINESS AWARDS

LINE  STARTING LINE  STAR

**IS YOUR BUSINESS A FRONT RUNNER?**

2011 APPLICATION PACK

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KEY SPONSORS

ManawatuStandard



MASSEY UNIVERSITY  
TE KUNENGA KI PŪREHURUA

radionetwork

VISION MANAWATU  
Leading economic development

CATEGORY SPONSORS



MORISON + CREED



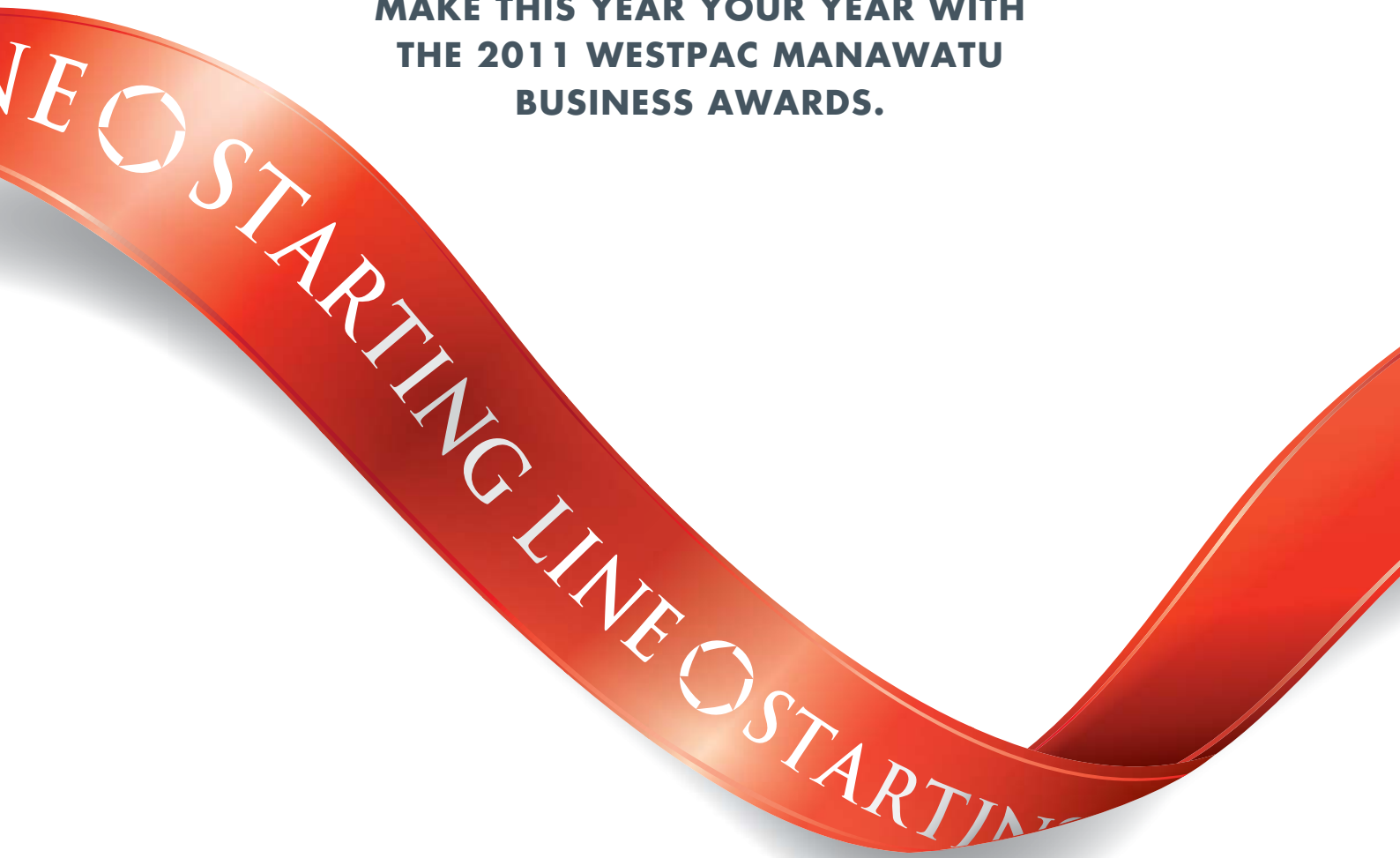
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**DON'T SIT ON THE SIDELINES  
WATCHING AND WONDERING.  
NOMINATE YOUR BUSINESS AND  
MAKE THIS YEAR YOUR YEAR WITH  
THE 2011 WESTPAC MANAWATU  
BUSINESS AWARDS.**



## THE STARTING LINE

- What will I get out of it?
- Who won last year?
- Which categories do I fit into?

## GET BUSINESS FIT

- What are Business Fit Workshops?
- How do I submit a great entry?
- What are the entry questions?





## INTRODUCTION

Manawatu is home to many successful, inspirational businesses and business leaders. How does your business stack up?

The 2011 Westpac Manawatu Business Awards provide opportunities to hone your business practices, applaud the achievements of excellent businesses and champion the work of exceptional people.

Any sole proprietor, partnership, incorporated society, limited liability company, educational institution, local or central government organisation, charitable or not for profit organisation principally based and trading within the Manawatu region is eligible to enter the Awards.

Now is the time to put your best foot forward. Enter the 2011 Westpac Manawatu Business Awards today, because success starts here.



# LINE STARTING LINE START

## WHAT WILL I GET OUT OF IT?

Simply entering the 2011 Westpac Manawatu Business Awards provides valuable opportunities to reflect upon your business practices and receive objective feedback from a panel of business experts. Benefits of participating include:

- An opportunity to focus on your business in a structured way, identifying core strengths, competitive advantages and areas for future improvement.
- Opportunities to network with other business leaders and professionals.
- Award winners receive public recognition of business excellence.
- Award winners receive regional and sometimes national media coverage.
- Finalists receive independent assessments and feedback from judges during site visits.
- The awards process provides an opportunity to acknowledge employees' contributions to the success of your organisation.
- Winners receive an awards trophy for display in their place of business.



## WHO WON LAST YEAR?



### KEVIN BILLS POWERCO MICRO BUSINESS AWARD

Kevin Bills found the experience invaluable. "At the end of the process, you have an amazing business plan that you can update regularly and see where you are up to. You have a powerful business tool."



### FROGPARKING NORWOOD BEST EMERGING BUSINESS AWARD

City firm Frogparking, which is trialling solar-powered vehicle sensors, was named the Best Emerging Business. The sensors, which help to catch parking cheats, have attracted global interest.



### PALMFEILD MOTORS MORRISON CREED PROFESSIONAL SERVICE AWARD

Principal Rob Ryan describes the process of entering the awards as involved, but says that, once the decision was made, staff were keen to commit themselves.



### MUNCHKINS MINISTRY OF SOCIAL DEVELOPMENT PEOPLE INVESTORS AWARD

Owner Oleene Wells says getting feedback from the business awards' judges is invaluable. "Often as a business owner, you don't take the time to analyse your business because you are too busy doing the day-to-day work."



**FMG INSURANCE**  
**PROPERTY BROKERS SPIRIT OF THE**  
**MANAWATU AWARD**

FMG was recognised for significantly contributing to the Manawatu’s social environment and community.



**WMC TECHNOLOGY**  
**INNOVATION IN THE MANAWATU,**  
**ACC WORKPLACE SAFETY AWARD**  
**AND THE WESTPAC SUPREME AWARD**

WMC exports globally and umbrellas two trading divisions: Wheresmycows farm mapping and Precision Irrigation. Director, George Ricketts, was “stoked” with winning the awards, describing the night as “just awesome” for the company and business in the Manawatu.



**PETER AND GERARD GILLESPIE**  
**OF EZIBUY**  
**MANAWATU STANDARD LIFETIME**  
**SERVICE AWARD**

“It’s recognition of not just Peter and me. It’s recognition of our families making sacrifices and it’s a reflection of the staff”, Gerard says. The firm gets behind Manawatu causes as well, including: The Turbos; Centrepont Theatre; cricket; and cancer fundraiser, Relay for Life.

## WHICH CATEGORIES DO I FIT INTO?

There is no limit on the number of categories a single business or organisation may enter. All entries will be automatically entered into the ACC Workplace Safety Award and Westpac Supreme Business Award categories. See below for a list of awards categories. If you are unsure which categories your business is eligible to enter please contact us.



**Wheresmycows**  
Farm mapping made easy

### LINDSAY INTERNATIONAL BEST EMERGING BUSINESS AWARD

**PRECISION**  
irrigation

Highlights an outstanding business established after March 31st 2010.



**VISION MANAWATU**  
leading economic development

### VISION MANAWATU SPIRIT OF THE MANAWATU AWARD

Celebrates a business or organisation that significantly contributes to and gains from its presence in the Manawatu.



**MANAWATU**  
CHAMBER OF COMMERCE  
*Business Vitality*

### MANAWATU CHAMBER OF COMMERCE MICRO BUSINESS AWARD

Highlights the success of a micro business with a maximum of two full-time equivalents.



**SETTLEMENT SUPPORT**  
NEW ZEALAND

### SETTLEMENT SUPPORT NEW ZEALAND INVESTORS IN SKILLED MIGRANTS AWARD

Recognises a business that recruits, supports and works to retain a significant number of skilled, high value migrant staff.



**POWERCO**

### POWERCO INNOVATION IN THE MANAWATU AWARD

Acknowledges innovation and international potential (or an existing international market presence in an industry that is core to the Manawatu economy) including, but not limited to, specialised manufacturing, primary industry, food processing, education and bio industry.



**MORRISON CREED**

### MORRISON CREED PROFESSIONAL SERVICE AWARD

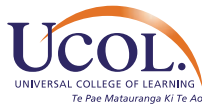
Highlights excellent contribution to Manawatu's service, retail and distribution centres. There are two categories in this award:

**SMALL BUSINESSES** Under 20 FTE's    **LARGE BUSINESSES** Over 20 FTE's



### ACC WORKPLACE SAFETY AWARD

Recognises and celebrates people and organisations that are leading the way in managing hazards and preventing accidents in their workplace, to help reduce the personal and social costs of injury.



### UCOL MĀORI IN BUSINESS AWARD

Celebrates the successful incorporation of traditional or contemporary Māori values into business practices to drive benefits for that business and all those it engages with.



### PALMERSTON NORTH CITY COUNCIL SUSTAINABLE BUSINESS AWARD

Recognises a company leading the way in reducing its environmental impacts by establishing and implementing sustainable practices and programmes.



### ROTARY INTERNATIONAL INTEGRITY & ETHICS IN BUSINESS AWARD

Acknowledges and celebrates an organisation that has clearly demonstrated the formal integration of high standards of integrity and ethics into all facets of its business culture.



### MANAWATU STANDARD LIFETIME SERVICE AWARD

Celebrates a business in the Manawatu whose longevity and contribution to the local economy has been outstanding.



### WESTPAC MANAWATU SUPREME BUSINESS AWARD

Selected from the main categories listed above.

Make this year your year. Nominate business or another business online today.

[www.manawatubusinessawards.com](http://www.manawatubusinessawards.com)

## WHAT ARE BUSINESS FIT WORKSHOPS?

Propel your business to the finish line by attending a Business Fit Workshop.

Workshops are designed to provide more information about the Westpac Manawatu Business Awards so you can submit a strong application. If you have any questions, don't hold back. We are here to help you succeed.

## WHEN & WHERE?

These workshops will be held on the 25th and 26th of August. You need only attend one workshop. Please email [cara@visionmanawatu.org.nz](mailto:cara@visionmanawatu.org.nz) to confirm your attendance.

### DATES FOR YOUR DIARY

- Entries close Thursday September 15th
- Awards night Friday November 18th

### HOW DO I WRITE MY APPLICATION?

- Use concise descriptions that create excitement.
- Involve your staff.
- Delegate tasks where possible.
- Think about how to best position your organisation within your category/categories.
- Seek help from your accountant if needed.
- Give full information – don't be shy!
- Include additional material showcasing why you deserve to win your category.

## WHAT HAPPENS TO MY ENTRY?

1

**PRE-LIM STAGE** - Mid September  
Preliminary advisors take all entries through a health checklist to ensure eligibility, that all relevant questions have been answered and that businesses fit the categories they've been nominated into.

2

**JUDGING STAGE** - Beginning October  
Judges read through applications and preliminary advisors' notes before discussing, deciding upon and scheduling businesses to visit. Judges add notes to business feedback forms.

3

**SITE VISIT STAGE** - Mid October  
Judges visit selected businesses. Feedback forms are completed and provided to Vision Manawatu for distribution following the awards evening.

4

**THE FINISH LINE** - 18th November  
Finalists and winners are announced and celebrated!



## HOW DO I SUBMIT A GREAT ENTRY?

### IMPORTANT ENTRY INFORMATION

- Judges are looking for an overview of your business and what it is that makes it outstanding. You are expected to write detailed answers, however limits are indicated for your guidance.
- Questions are outlined in the following pages. Please use the space to make notes only. All entries must be typed. Please visit [www.manawatubusinessawards.com](http://www.manawatubusinessawards.com) to download a template, which you may use in submitting your entry. Use of this template is not compulsory.
- Judges may visit companies shortlisted as finalists. During these site visits, judges will interview finalists to gather more or clarify information presented in applications.
- In the case of franchisees, licensees, branches or subsidiaries, it is essential that you present a local response to each of the questions. Identify the benefits associated with it and provide commentary as to the nature of the local (Manawatu) response.
- The following questions should be viewed as a guide. Some questions will have more relevance to particular businesses than others.
- The judges require an understanding of where the business has been, its current performance, and where it expects to be in future. 10 marks are allocated to each section of the entry with 10 additional marks allocated to the overall business performance.
- Please feel free to include business plans, marketing plans, company brochures and other material to support your application.
- Use tables, charts and images to reinforce written content.
- Financial records will be requested. Please provide your accountant's details so judges may contact them if they have further questions. Alternatively, a professional accountant will independently assess financial information you provide.
- Entrants are strongly encouraged to attend a Business Fit Workshop. These provide more information about the awards and assist businesses in submitting the strongest possible application. Workshops will be held Thursday August 25th and Friday August 26th. Please contact [cara@visionmanawatu.org.nz](mailto:cara@visionmanawatu.org.nz) to reserve your place.

### THE FINE PRINT

- The 2011 Westpac Manawatu Business Awards competition is run by Vision Manawatu, in consultation with sponsors and partners.
- The competition is designed to identify and celebrate business success and recognise the contribution of businesses to the creation of wealth in the Manawatu.
- There is no cost to enter.
- No existing major or key sponsors may enter the awards.
- Winners will be announced at the awards evening Friday November 18th 2011.
- All entries will remain strictly confidential and applications will not be returned following the awards evening.
- Decisions made by the judging panel are final and may not be disputed.



## WHAT ARE THE ENTRY QUESTIONS?

### 1. YOUR BUSINESS DETAILS

Legal name of business: \_\_\_\_\_

Trading name (if different): \_\_\_\_\_

Postal address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Physical address: \_\_\_\_\_

Direct dial telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Facsimile: \_\_\_\_\_

Email: \_\_\_\_\_

Web address: \_\_\_\_\_

Name of person completing entry: \_\_\_\_\_

Name of primary business contact: \_\_\_\_\_

Primary contact's position in the business: \_\_\_\_\_

Are you part of a subsidiary, branch, or section of another organisation?:

Yes      No

How long has your organisation been trading?: \_\_\_\_\_

Number of full time employees: \_\_\_\_\_

Number of part time or seasonal employees: \_\_\_\_\_



## 2. PREFERRED CATEGORY OF ENTRY

(Tick one or more boxes to indicate the category(ies) you wish to enter. If left blank it will be at the judges' discretion)

- BEST EMERGING BUSINESS**  
Highlights an outstanding business established after March 31st, 2010.
- SPIRIT OF THE MANAWATU AWARD**  
Celebrates a business or organisation that significantly contributes to and gains from its presence in the Manawatu.
- PROFESSIONAL SERVICE AWARD**  
Highlights a business' excellent contribution to Manawatu's service, retail and distribution sectors.
- INNOVATION IN THE MANAWATU AWARD**  
Celebrates innovation and international potential (or an existing market presence) in an industry at the core of the Manawatu economy.
- INVESTORS IN SKILLED MIGRANTS AWARD**  
Recognises a business that recruits, supports and works to retain a significant number of skilled, high value migrant staff.
- MICRO BUSINESS AWARD**  
Highlights the success of a micro business with a maximum of two fulltime equivalents.
- MĀORI IN BUSINESS AWARD**  
Celebrates the successful incorporation of traditional or contemporary Māori values into business practices to drive benefits for that business and all those it engages with.
- SUSTAINABLE BUSINESS AWARD**  
Recognises an organisation leading the way in reducing its environmental impacts by establishing and implementing sustainable practices and programmes.
- INTEGRITY AND ETHICS AWARD**  
Acknowledges and celebrates an organisation that has clearly demonstrated the formal integration of high standards of integrity and ethics into all facets of its business culture.

Businesses entering the above categories will automatically be considered for the ACC Workplace Safety Award. All category winners will be considered for the Westpac Manawatu Supreme Business Award. The Lifetime Service Award will be awarded to the nominee judged most deserving in this category.























## HEALTH & SAFETY WHAT ARE THE JUDGES LOOKING FOR?

- Employers and employees approach to health and safety is proactive and positive
- Health and safety is integrated into the business, not an add-on "It just how we do things here"
- Demonstration of excellence, continuous improvement and/or innovation in workplace safety

## 14. HEALTH & SAFETY

14.1 Describe what processes you have established to identify and manage actual and potential hazards in your workplace. (e.g. hazard register with reporting system linked to safety plan)

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14.2 How are Health and Safety practices integrated into your business operations? (e.g. Health and Safety component in induction programme.)

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14.3 Describe the demonstrable benefits to your business of the Health and Safety practices you have in place. (e.g. reduced injury and absenteeism rates.)

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14.4 How do you as an employer demonstrate a commitment to Health and Safety practices to employees? (e.g. Consultative approach offering opportunities for employees to be involved in - or have their interests represented in - workplace health and safety practices.)

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14.5 Provide a brief example of a recent workplace injury/incident and follow-up/investigation.

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14.6 Please submit your Health and Safety policy with this form.

14.7 Are you in an ACC levy discount scheme Workplace Safety Management Practices (WSMP) or Workplace Safety Discount (WSD)? If in WSMP what level are you?

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14.8 If not in an ACC levy discount scheme is this something you are planning to do?

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**MĀORI IN BUSINESS  
WHAT ARE THE JUDGES LOOKING FOR?**

- Māori values driving benefits for the business and those it engages with
- Evidence of how these values are woven through the fabric of the business
- A pūtake that is strengthened or enriched by these values

## 15. MAORI IN BUSINESS

15.1 Briefly set out the pūtake (origin or reason for being) for your business.

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15.2 How are traditional or contemporary Māori values (such as whanaungatanga, kaitiakitanga, manaakitanga or wairuatanga) integrated into your business operations?

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15.3 Describe the processes or structures you have established to embed traditional or contemporary Māori values into your business.

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15.4 Outline the benefits to your business (including employees and owners) of having traditional or contemporary Māori values integrated into your business operations.

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15.5 Outline the benefits to those outside your business (customers, wider community) of having traditional or contemporary Māori values integrated into your business operations.

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15.6 Provide a recent practical example that demonstrates how Māori values are driving benefits for your business and those it engages with.

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**INTEGRITY AND ETHICS**  
**WHAT ARE THE JUDGES LOOKING FOR?**

- Evidence that integrity and ethics have been formally integrated into all facets of the business or organisation.
- The impact and benefits of strong business integrity and ethics on internal and external stakeholders.

**16. INTEGRITY & ETHICS**

16.1 Provide a brief statement that explains why your organisation merits receiving a WMB Integrity and Ethics Award, with examples of conflict resolution and evidence of customer satisfaction?

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16.2 Integrity & Ethics Statements: List any formal or informal statements of your organisation’s business integrity and ethics philosophy?

For example, Code of Ethics or Code of Conduct, employee manual or any written policy/ instructions that directs employees in dealing with ethical dilemmas, customers complaints or fulfilling company promises or explain how ethics are used in everyday business practices.

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16.3 Implementing ethics in your business: Describe your Integrity & Ethics policy and how it has been applied towards your stakeholders : customers/clients, employees, vendors, donors and/or shareholders.

For example, Customer service policy, how employees are trained to treat customers. Training programmes internal and external, that instruct employees on the organisation’s philosophy of integrity and ethics in the marketplace.

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16.4 Implementing Integrity and Ethics outside of your business: Describe what actions your organisation has taken for the betterment of your industry and /or community?

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## INVESTORS IN SKILLED MIGRANTS WHAT ARE THE JUDGES LOOKING FOR?

- Businesses or organisations employing a significant number of highly skilled migrant staff.
- The ways in which a business or organisation supports the recruitment and retention of skilled migrant staff.
- The impact of any formal systems and policies developed to support highly skilled migrant staff.

## 17. INVESTORS IN SKILLED MIGRANTS

17.1 Describe the reason you recruit highly skilled migrants from overseas.

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17.2 Do you have a skilled migrant recruitment strategy or documented specific procedures relating to skilled migrant recruitment?

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17.3 What additional needs has your organisation identified as specific to skilled migrant recruitment and retention? If identified, how do you meet these needs?

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17.4 How do you as an employer demonstrate a commitment to Health and Safety practices to employees? (e.g. Consultative approach offering opportunities for employees to be involved in - or have their interests represented in - workplace health and safety practices.)

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17.5 What staff induction processes do you have in place for skilled migrants?

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17.6 Do you have contact with the skilled migrants families, If so, identify these.

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17.7 Does your performance management system contribute to the identification of settlement needs?

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if so, in what way?

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17.8 What policies and practices have you put into place to ensure the long term retention of skilled migrant staff?

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17.9 What local organisations or networks that assist and support skilled migrant recruitment and retention do you use?

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17.10 Describe any innovative practices or procedures that pertain to effective retention of skilled migrant staff?

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## CHECKLIST/DECLARATION

Have you:

- Completed all sections of the entry form that are relevant to your business and the category you have entered?
- Included a history?
- Provided any supporting information (optional) including brochures, photographs, video clips, product samples, publicity material. This supporting material will be returned after the judging is complete.
- Provided financial information.

As an entrant I/we agree to accept and comply with the terms and conditions of entry to the Westpac Manawatu Business Awards, including the use of the awards logo and involvement in promotional activities.

This entry submission is a true and accurate account of the organisation's performance at the time of entry.

We confirm that our business is and remains financially viable.

Director/Owner's Signature: \_\_\_\_\_

Director/Owner's Name: \_\_\_\_\_ Date: \_\_\_\_\_

### WOULD YOU LIKE SOME HELP WITH YOUR APPLICATION?

Come along to one of our Business Fit workshops.  
These are designed to help you submit the strongest application.

These sessions are being held on the 25th and 26th August.  
Please email [cara@visionmanawatu.org.nz](mailto:cara@visionmanawatu.org.nz) to confirm your spot.

### PLEASE SEND YOUR COMPLETED ENTRY FORM, BY NO LATER THAN FRIDAY 15TH SEPTEMBER, TO:

Westpac Manawatu Business Awards  
Vision Manawatu  
PO Box 12025  
Level 3, 26 Broadway Avenue (next to Visique Optometrists)  
Palmerston North





WWW.MANAWATUBUSINESSAWARDS.COM