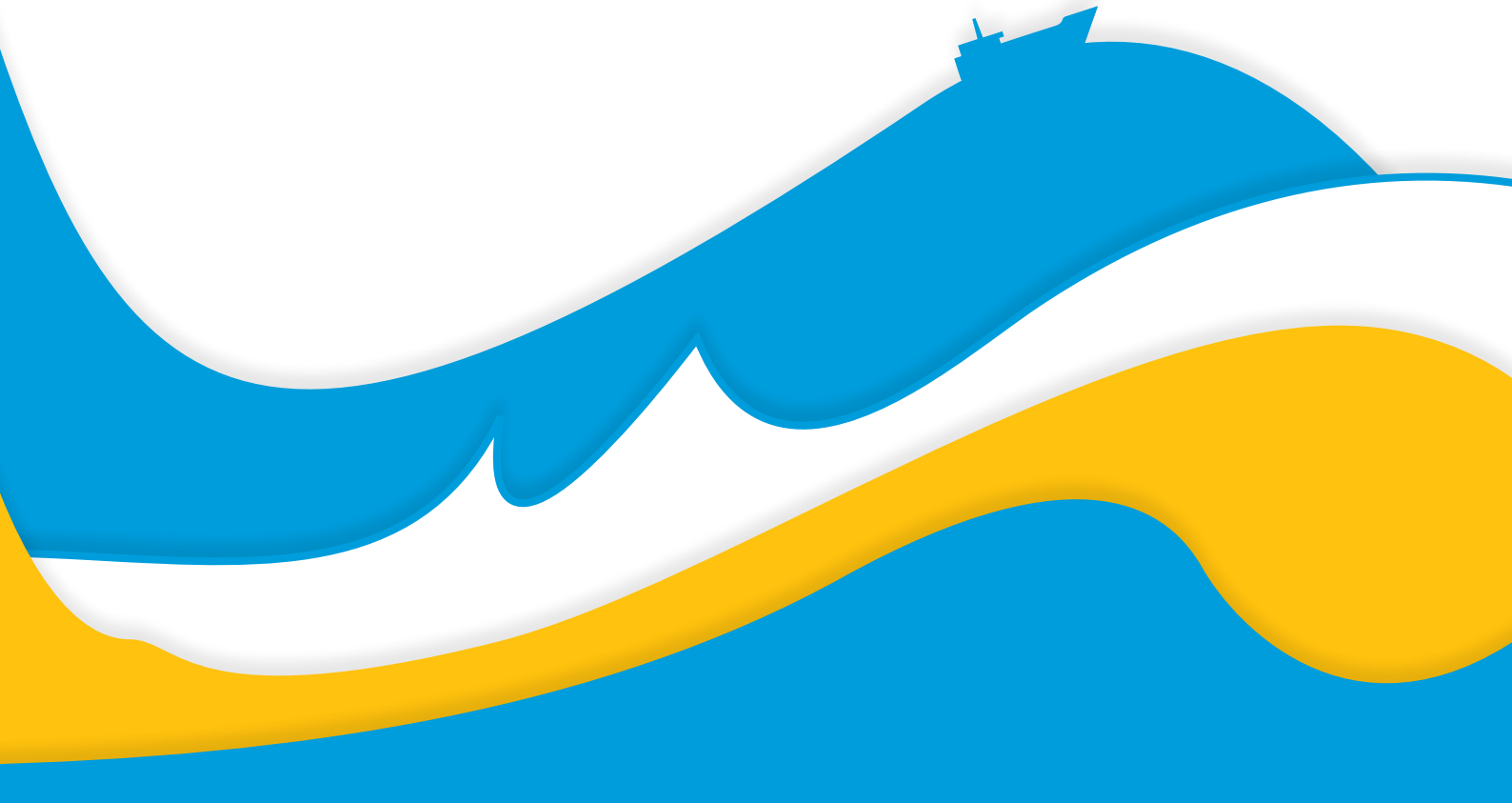




ExportNZ ASB
Wellington Export Awards

– excellence in export –



AWARD CATEGORIES



Wellington Airport Best Emerging Business

The Wellington Airport Best Emerging Business Award recognises success by net return to the New Zealand economy for businesses with a total annual revenue under NZD \$5 million and a history up to a maximum of 5 years of operating internationally with growth.



CentrePort Best Medium/Large Business

The CentrePort Best Medium/Large Business Award recognises success by net return to the New Zealand economy for businesses with a total annual revenue of over NZD\$5 million.



Cottrell Law Excellence in Innovation

The Cottrell Law Excellence in Innovation Award recognises success in developing and commercialising innovation in international markets; incorporating intellectual property, strategy, processes and monitoring.



WREDA Services to Export

The WREDA Services to Export Award recognises the contribution of those firms who support the export community through providing services that assist or ease access to markets. (Note: This category is not eligible to qualify for the NZIBAs)



ASB Exporter of the Year Award

The winner of the ASB Exporter of the Year award will be one of the winners from the previous four categories and will have demonstrated sustained and outstanding performance and results in terms of:

- Earnings, growth and profit
- Leadership and direction
- Excellence in marketing
- Strategy and business planning
- Commitment to quality management
- Governance

WHY YOU SHOULD ENTER

1. Stand out from the crowd

An award gives you a point of difference and a third-party mark of excellence.

2. Everybody benefits

The big win comes from the process of preparing the application. Entering an award allows you to step back and look at what you have achieved, what you have learned along the way, and to get a clear focus on where you are going.

3. Feedback from the judges

This gives you a sense of where you're going and where you can improve. Bias-free assessment and constructive feedback is invaluable.

4. Judges will shortlist finalists for each award based on a review of all entries

Being shortlisted as a finalist will also build your brand and credibility in the marketplace.

5. Category winners will be automatic entrants in NZTE's New Zealand International Business Awards

Winning a category will give you the opportunity to have your business successes recognised on the national stage. (**Note:** The Services to Export category is not eligible to qualify for the NZIBAs).

6. Shout from the rooftops

Use an award on all corporate literature and advertising, on your website, in your newsletters. Use it as a tool for your business pitches. Drive home the fact that you are the best in your field.

7. Investment potential

If you aim to grow your business, recognition in the awards can help impress potential investors.

8. Network with fellow business leaders

Attending our awards dinner and subsequent events gives you the opportunity to network with other business leaders and professionals.

9. Boost staff morale, retention and recruitment

Achieving recognition in the awards can have a positive effect on staff morale, motivation and retention, as it acknowledges their contribution to your business success. It is also a great way to attract new talent.

10. It's fun

The ExportNZ Awards are a vibrant, memorable, friendly and fun event. Take that next step and be part of it.

HOW TO ENTER

To enter, please go to <https://exportnz.awardsplatform.com>

Create an account, and select Wellington as your region to enter the ExportNZ ASB Wellington Export Awards.



Under a new arrangement, New Zealand Trade and Enterprise is a strategic partner for the ExportNZ ASB Wellington Export Awards. Category winners for Best Emerging Business, Best Medium/Large Business and Excellence in Innovation will be automatic entrants in the New Zealand International Business Awards.

CRITICAL DATES

Monday 12 February: **Entries Open**

Friday 6 April: **Entries Close**

Monday 16 – Tuesday 17 & Thursday 26 – Friday 27 April: **Judges visit finalists**

Tuesday 1 May: **Finalists announced**

Thursday 24 May: **Gala Dinner**

GENERAL ENTRY CRITERIA

1. Open to businesses managing their export earnings and revenue generating operations from within the catchment area of ExportNZ Wellington.

The region includes Manawatu, Wairarapa and Wellington, as per the map on page 6 of this document.

2. As an exporter your time is precious.

We have balanced the time required to participate with the needs of a well-considered, comprehensive and robust judging process.

3. All applicants are required to complete a simple online entry form.

This includes information about your company and what you do.

4. You will receive an email acknowledging receipt of your entry.

5. Judges will shortlist finalists for each award based on a review of all entries.

The judges may contact you during this process to request further information. Information provided to the judges is strictly confidential.

6. Site visits for all finalists will take place from 16–17 April, and 26–27 April.

The judges will ask further questions and discuss the content of your written submission to assist them with their assessments.

7. Upon being announced as a finalist, we will need the following from you:

- A blurb of 100 words on what your company does and some background on your business
- Six high-quality images relating to your business
- A high-quality copy of your logo (preferably in Vector format)

This will be used to profile your business in both the programme and throughout the dinner.

8. Finalists will be profiled at the ExportNZ ASB Wellington Export Awards dinner on Thursday 24 May 2018.

9. Our panel of judges is as follows:

- **Mike Atkins** – ASB
- **Charles Finny** – Saunders Unsworth
- **Rachel Baxter** – NZTE

ENTRY ELIGIBILITY BOUNDARIES



DETAILED ENTRY CRITERIA



Wellington Airport Best Emerging Business

- 1. The businesses eligible to enter will have been engaged in generating significant export earnings for that business and New Zealand up to NZD \$5 million.**

Examples of businesses that **ARE** eligible include:

- Any manufacturer and exporter of products
- Any marketer who exports someone else's products
- Any exporter of services. This includes bringing people to New Zealand, e.g., tourists or students.

Examples of businesses that **ARE NOT** eligible include:

- Importers of goods or services
- Unrelated companies which supply product(s) for someone else to export
- Traders who solely buy finished product(s) in one offshore country for sale in another

If unsure of your company's eligibility ask—

Is this business receiving a significant part of their turnover in foreign currency and are they doing at least one of the following:

- Marketing overseas?
- Travelling offshore to promote the company?
- Appointing offshore representation?

- 2. The business must administer and manage the export operation from within the catchment area detailed on the map.** Administration of export operations include:

- Any export business owned and operated in the catchment area
- Any business exporting products produced in other regions providing the trading is managed from the catchment area
- Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own exports

- 3. ExportNZ Wellington has sole discretion to accept or decline an entry.**



CentrePort Best Medium/Large Business

1. The businesses eligible to enter will have been engaged in generating significant export earnings for that business and New Zealand over NZD \$5 million.

Examples of businesses that **ARE** eligible include:

- Any manufacturer and exporter of products
- Any marketer who exports someone else's products
- Any exporter of services. This includes bringing people to New Zealand, e.g., tourists or students.

Examples of businesses that **ARE NOT** eligible include:

- Importers of goods or services
- Unrelated companies which supply product(s) for someone else to export
- Traders who solely buy finished product(s) in one offshore country for sale in another

If unsure of your company's eligibility ask—

Is this business receiving a significant part of their turnover in foreign currency and are they doing at least one of the following:

- Marketing overseas?
- Travelling offshore to promote the company?
- Appointing offshore representation?

2. The business must administer and manage the export operation from within the catchment area detailed on the map. Administration of export operations include:

- Any export business owned and operated in the catchment area
- Any business exporting products produced in other regions providing the trading is managed from the catchment area
- Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own exports

3. ExportNZ Wellington has sole discretion to accept or decline an entry.

Cottrell Law Excellence in Innovation

1. The businesses eligible to enter will have been engaged in generating significant export earnings for that business and New Zealand.

Examples of businesses that **ARE** eligible include:

- Any manufacturer and exporter of products
- Any marketer who exports someone else's products
- Any exporter of services. This includes bringing people to New Zealand, e.g., tourists or students.

Examples of businesses that **ARE NOT** eligible include:

- Importers of goods or services
- Unrelated companies which supply product(s) for someone else to export
- Traders who solely buy finished product(s) in one offshore country for sale in another

If unsure of your company's eligibility ask—

Is this business receiving a significant part of their turnover in foreign currency and are they doing at least one of the following:

- Marketing overseas?
- Travelling offshore to promote the company?
- Appointing offshore representation?

2. The business must administer and manage the export operation from within the catchment area as detailed on the map. Administration of export operations include:

- Any export business owned and operated in the catchment area
- Any business exporting products produced in other regions providing the trading is managed from the catchment area
- Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own exports

3. The business must demonstrate a product, pathway, positioning, promotion or pricing approach that is innovative in the way in which it has been applied in the business.

4. ExportNZ Wellington has sole discretion to accept or decline an entry.

WREDA Services to Export

- 1. The businesses eligible to enter will have been engaged in generating significant earnings AND have been providing a product or service to members of the export community.**
- 2. The business must administer and manage the operation from within the catchment area as detailed on the map.** Administration of export operations include:
 - Any business owned and operated in the catchment area
 - Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own services
- 3. ExportNZ Wellington has sole discretion to accept or decline an entry.**



ASB Exporter of the Year

The winner of the ASB Exporter of the Year award will be one of the winners from the previous four categories and will have demonstrated sustained and outstanding performance and results in terms of:

- Earnings, growth and profit
- Leadership and direction
- Excellence in marketing
- Strategy and business planning
- Commitment to quality management
- Governance

FOR MORE INFORMATION

Contact

Sam MacKinnon

ExportNZ Wellington Executive Officer

smackinnon@exportnz.org.nz

M: 021 026 72441

DDI: (04) 470 9883

Charlotte Collins

Wellington Chamber of Commerce Events Team Leader

charlotte.collins@wecc.org.nz

(04) 470 9935



Export New Zealand Wellington is delivered locally by Wellington Chamber of Commerce

Our business family includes

