



**YOUR AWARD GUIDE &  
ENTRY FORM**



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# Marlborough Chamber Business Excellence Awards 2022

Celebrating Business Excellence & Innovation in our Community

**The Marlborough Chamber of Commerce Business Excellence Awards are back!  
It's time to celebrate and showcase our amazing Marlborough businesses.**

The Business Excellence Awards (BEA) are a showcase of the region's best and brightest business talent and capability, and a platform for paying tribute to those building our economy and community.

The awards play a crucial role in lifting the overall profile of Marlborough, raising awareness of our business sectors for the economic benefit of all Marlborough. Helping to make Marlborough a better place to do business.

The Awards deliver real benefits to organisations entering, through self-assessment during the entry process, the exposure they receive, benchmarking their business in their industry, the boost in staff morale and the public recognition of the organisation's achievements.

## **Allan Willoughby, BlueBerry IT - 2019 Winner**

*"We have always seen the value of the awards process through the Nelson Tasman Chamber and decided, that in an effort to raise our profile in the Marlborough market, that putting an entry forward would provide the opportunity to do the same thing there. We have secured a number of new clients via the Chamber directly and having the profile that we were looking for."*

*"Our advice to anyone thinking about entering the Business Excellence Awards for the first time is to give yourself plenty of time - we have consistently underestimated the effort it takes to put an entry together. Be prepared to learn something you didn't realise or appreciate as you look back over the history of your business."*

## **Kate McNabb, Well & Good Health - 2019 Winner**

*"We were inspired to enter the BEA to gain insight from an external perspective on how we were doing as an emerging business. The BEA gave our business publicity and confirmation that we were on the right track. It took a lot of time to gather all the information needed to enter, but of course, it was all worth it to win our category! New entrants should use it as an exercise to find out where you can further develop your business and to gain valuable feedback from business experts."*

**The Business Excellence Awards are open to everyone in the  
Marlborough Business Community.  
You don't have to be a Chamber member to enter!**

## Key Dates



## What is the Process from here?

- Email through your expression of interest to enter or nomination to [events@marlboroughchamber.nz](mailto:events@marlboroughchamber.nz)
- Attend a seminar to assist with the completion of your entry. These are to be held on Wednesday 6<sup>th</sup> and Friday 8<sup>th</sup> July, and Tuesday 2<sup>nd</sup>, Thursday 4<sup>th</sup>, Wednesday 16<sup>th</sup> and Thursday 17<sup>th</sup> August – check out the Chamber events page for details: <https://business.marlboroughchamber.nz/eventcalendar>
- Your entry needs to be in to the Chamber offices by close of business Monday 26<sup>th</sup> September 2022.

## Benefits of Entering

- The opportunity to step back, review your own operation and to take the next step forward.
- Finalists and winners receive increased marketing opportunities as a result of the public recognition.
- The awards present a unique opportunity to focus on your business strengths and the competitive advantage that makes your business exceptional.
- Benchmarks your progress and achievements against competitors.
- Opportunity to network with other Marlborough businesses and professionals.
- Rewards and acknowledges the contribution made by your employees in growing and developing your business.
- Showcases your services and products to a wider audience.
- Ongoing promotional and media opportunities.
- A business promotion in the Chamber's newsletter.

## Entry Guidelines

- Entering can be a real team effort so consider brainstorming the questions with your staff, business partners, advisors etc. You might be surprised at the level of involvement and interest shown.
- It is not compulsory to include financial indicators, however indicators such as gross profit percentage could enhance your entry.

## Conditions of Entry & Eligibility

- Businesses can be public or private, sole traders, profit or not for profit.
- Organisations and businesses must be located within the Marlborough region.
- If part of a larger organisation, organisations and businesses must be able to demonstrate that the Marlborough branch operates as a separate business unit and provide information relating solely to your operation in the Marlborough region.
- Judging will be based on the evidence provided in the initial application. Once shortlisted within a category, supplementary information may be required.
- Finalists and winners agree to being involved in publicity related to the awards, including photo and other media opportunities with sponsors, judges and Chamber staff.
- Category finalists must be available to attend the Awards ceremony in Blenheim on the evening of Friday 18 November 2022.
- Previous Supreme Winners of the Business Excellence Awards are not eligible to enter the Business Excellence Awards for two years following their win of the Supreme Award (i.e. they may only enter in the third year following).
- Names of businesses entering the Business Awards will be available to the media after the closing date. Should you not wish media exposure at this time, you must notify the Chamber to this effect at [events@marlboroughchamber.nz](mailto:events@marlboroughchamber.nz) Your business entry may be acknowledged and publicised in promotional material, prior to, at, and after the Business Awards.
- The judging of all entries will be undertaken by a panel of judges appointed by the Marlborough Chamber of Commerce. The judge's decision will be final, and no correspondence will be entered into.

**Businesses must disclose any issues that may compromise the integrity of the awards or cause a business/organisation to discontinue in the next year. Issues may include legal action, law changes, cash flow difficulties, insolvency, and possible loss of funding or other risks.**

## Confidentiality & Judging Ethics

- The judging process will be a combination of a detailed assessment of your business plan followed by an on-site visit from the one of the Marlborough Chamber Business Excellence Awards judging panel.
- A modified Baldrige criteria based closely on a standard developed by the New Zealand Business Excellence Foundation will be used. This system allows for the equitable comparison of businesses of unlike scale and nature based on measurable qualities.
- All judges sign a confidentiality agreement and are required to disclose any conflict of interest that may arise from any entrant business. If any entrant feels they would be unfairly disadvantaged by a certain judge then that judge can be substituted without prejudice, by contacting [events@marlboroughchamber.nz](mailto:events@marlboroughchamber.nz)
- Applicants are not expected to provide or reveal proprietary information regarding products, processes or services.
- Each judge has volunteered their time without compensation and is committed to assist with the success of the awards.
- Judging scores remain confidential to judges and no correspondence will be entered into regarding the outcome of the awards.

## Assistance is Available

The Chamber runs seminars to provide advice and help to entrants. If you would like help or advice with entering, please don't hesitate to contact the Chamber.

Some entrants do use professionals to assist them with telling their story, but you can put it together yourself. In fact, we encourage entrants to do that, as it helps to give the judges a feel for you and your business. All entries are submitted online. You can upload videos and documents as part of your online entry, and we encourage you to put forward as much information about yourself as possible to showcase your business personality.

Professional who can assist you with your entry.

**Julia Davidson**  
03 578 8077

**Julia's Herbal Health**  
[enquiries@juliasherbalhealth.co.nz](mailto:enquiries@juliasherbalhealth.co.nz)

**Chris Walbran**  
021 338 201

**Prime Strategies**  
[chris.walbran@primestrategies.co.nz](mailto:chris.walbran@primestrategies.co.nz)

**Lisa Johnston**  
03 577 7128  
0272 444 856

**Sass**  
[lisa@sass.nz](mailto:lisa@sass.nz)

**Sidekick Tasman Chartered Accountants**  
03 579 2525 [Tasman@Sidekickca.co.nz](mailto:Tasman@Sidekickca.co.nz)

**Deedee Wickens**  
027 470 5073

**Admin Help 4 U**  
[deedee@adminhelp4u.co.nz](mailto:deedee@adminhelp4u.co.nz)

**Ripeka Hook**  
022 569 3219

**Independent**  
[ripeka82@gmail.com](mailto:ripeka82@gmail.com)

## Overview

### Is my company's financial performance considered for the award criteria?

- Yes. However, this does not need to be submitted in the application form. Any information regarding financial performance will be requested at the site visit only and you will be contacted to discuss this prior to your site visit.

### Value proposition for all Awards Entrants:

- Receive an industry-approved Business Health Check clarifying your current position and future opportunities.
- Inclusion in Regional Business Partnership initiative with access to potential training funding.
- Attend presentation events, meet key industry figures, and network with like-minded businesspeople.
- Have the opportunity to benchmark your business against others, both within and outside your industry.
- Have the chance to promote your business with national exposure to new customers and potential partners.
- Celebrate the journey of your business to date and reward your staff.
- Raised local profile with your company's name and logo in relevant pre & post award media advertising.

### Value proposition for all Category Winners:

- Discounted Marlborough Chamber of Commerce membership for the following year.
- Opportunity to guest speak at a Marlborough Chamber of Commerce function.
- Permission to display the Marlborough Chamber of Commerce Awards Winner logo on company stationery and advertising material.
- Media profile package for the Award winners.

### Value proposition for the Supreme Winner:

- Social media templates to use to celebrate the achievement.
- Discounted Marlborough Chamber of Commerce membership for following year.
- Opportunity to guest speak at a Marlborough Chamber of Commerce function.
- Permission to display the Marlborough Chamber of Commerce Awards Winner logo on company stationery and advertising material.
- The opportunity to host a BA5 event.
- Media profile package for the Award winners.

## Hear from Previous Winners

The Marlborough Chamber of Commerce (MCOC) Business Excellence Awards recognises and celebrates business excellence, and how it plays an important role in promoting and strengthening economic development in the region. Previous winners have found the process highly rewarding and motivating, and were keen to share their experiences:

### **Darrell & Tina Bate - Mag & Turbo Blenheim**

#### **2017 Winner of Emerging Business Award & 2018 Winner of Medium Business Award**

“Since first entering the MCOC Business Excellence Awards in 2017, we have found that our business has become more ‘in the faces’ of the business community as well as the general public and to have taken the Best Emerging Business Award was the ‘icing on the cake’. Everyone will tell you how much you learn about your business whilst completing an entry and yes, it is time consuming but the rewards are certainly getting to know your business better than ever. We were driven to enter for a second year and had success with collecting the Best Medium Business Award and along the journey, furthering our knowledge of what our business does, how it performs and what it needs moving ahead.

What does the 2019 Business Excellence Awards hold for us? Well, we still eye up that Supreme Award every year so we may be back to give it a go. Get in there and mix with some of the province’s best businesses and good luck.

### **Liz Buttimore - Arbour Restaurant**

#### **Past Winner**

“The Chamber awards for me are a way for me to ensure I update my business plan every year without fail. It is very easy to get excited over a business plan when you are opening a business and then put it away and never read it again. There is also potential for it to be a little padded when you first put it together, as of course you want other people to be excited about your new business too.

Going over it year by year forces you to assess where you have come from, if you are still heading in the direction you planned and also helps you think about branding changes you may have accidentally made over time, or operational changes that perhaps are not as efficient as your original plan. Most importantly it makes you ask the hard question; is your product still relevant to your customers.

Setting up your awards template first year is the hardest, from there on in you are simply updating, tweaking, re-forecasting and analysing each year. From someone who has a million ideas a day and can create a huge number of ‘exciting’ detours for herself, I find it incredibly grounding to have this document reminding me of where I need to be, and when.”

## Award Categories

### Marlborough Chamber Supreme Business Award

All entries into the Sector categories will automatically be entered into the Supreme Business Award. This is an overall winner that scores highly in all aspects of the judging criteria and has an x-factor that inspires the Marlborough business community.

### Sector Awards



**1. BDO - New and Emerging Business\***

This is a business that has started trading within the last 3 years and demonstrates business excellence. The criteria has less emphasis on financials.

**2. Smart Alliances - Primary Sector\***



Industry that extracts raw material from the ground/ ground surface or the sea – Mining, Farming, Fishing, Forestry and demonstrate business excellence.

**3. Mediaworks - Manufacturing and Construction Sector\***

Industries that manufacture, assemble and process the raw materials into usable goods – Winemaking, Construction, Trades with outstanding products or services.



**4. Marlborough Lines - Consumer Service Sector\***

Industries that provide a service to individuals and other businesses/industries – Transport, Tourism, Hospitality, Retail with outstanding products or services.



**5. Fujifilm Business Innovation - Professional Service Sector\***

Industries that provide professional services to individuals and other businesses/ industries – Legal, Finance, Advisory, Engineering with outstanding products or services.



*\* Businesses entering the Sector Awards must demonstrate excellence in management and strategy, sales and marketing, sustainability, investing in people, customer experience, health and safety and overall success.*



## Special Category Awards - can be entered into in addition to Sector Awards above

### A. **New Zealand King Salmon - Community Impact Award**

This award recognises a programme, project, campaign or an overall business that has had, or continues to have, a positive impact on the Marlborough community in a way that inspires others and makes a difference.



### B. **Marlborough District Council - Workplace Wellbeing Award**

Recognising enterprises that have created successful initiatives designed to embed a culture of wellness in their organisation – values and ethics, teamwork, work environment and recognition.



### C. **BI Mechanics - Innovation Award**

This award is for a business that demonstrates innovative thinking and responds to change. This could be an innovative or inventive approach to people, services, products, processes or business model.



### D. **Yealands - Sustainability Award**

Awarded to the Marlborough business which best epitomises the commitment to sustainable development.



### E. **Youth Employer Award**

This award is open to any organisation that pro-actively champions young people in the workforce, through their commitment to recruiting, training and retaining young people in the workplace.

## Community and Judging Panel Awards

*Entrants for Business Personality and Young Business Personality of the Year will be accepted by way of online nomination on the Chamber's website, with voting of finalists open to the Marlborough community which will be 50% community voting weighted and 50% judging panel weighted.*

### **Business Person of the Year**

This award celebrates an extraordinary business person who exhibits qualities that inspire our business community. This person must exhibit an excellent level of business standards and ethics, demonstrate leadership, vision and community involvement, have proven business achievement, and foster awareness of the Marlborough business community through their business dealings.

### **Young Business Person of the Year**

This person must be aged 35 and under. This award celebrates an extraordinary young business person who exhibits qualities that inspire our business community. This person must exhibit an excellent level of business standards and ethics, have proven business achievement, and plans for future growth of the business.

The Chamber will contact all nominees to request a recent profile photo and a paragraph about their business accomplishments and successes/future plans.

## Entry Form Criteria - Sector Awards

For each section you may also supply graphics and pictures to illustrate your business growth and success at a glance.

**NOTE:** the suggested word number is a maximum. You do not have to submit entries using the total available word count if you don't need to - you may complete the sections well within the maximum available. Presentation and valued content are more important than volume.

### 1. Media Statement (max. 200 words) with Business Image and Logo

### 2. Introduction (500 word limit and/or video)

Tell us about yourself. Please provide a brief description of who you are, why your business exists and what makes your business unique and extraordinary. Assume the judges don't know anything about you or your business. We encourage you to provide a link to a video (e.g. YouTube or Vimeo) of 90 seconds or less instead of a written description, however you are welcome to submit both. Be creative and bold - we want to see your business personality and what makes your business special.

### 3. Management and Strategy (2,000 words maximum)

Describe how your business is managed and your business ideas and plans.

Set out your:

- mission statement / organisational values
- strategic objectives and goals for the next 1 / 2 / 5 years
- planning processes and how planning is completed
- leadership and decision-making processes
- staff training and how you motivate yourself and your staff. Explain changes in staffing levels over the past 2 - 3 years
- organisational structure and processes
- quality and risk assessment controls, including your HR and financial controls.

### 4. Sales & Marketing (1,500 word limit)

- Describe your marketing ideas and plans
- overall marketing philosophies
- how your product / service selections fit within that
- pricing methods
- promotional strategies
- place / distribution strategies
- Customer satisfaction measurement and response plan

### 5. Sustainability (500 word limit)

Describe how your business impacts on the environment and how you manage the impact. Outline your process for continually reviewing your environmental impact. Provide examples of the information you use to do this and how you source it.

### 6. Innovation (750 words limit)

Describe how your business is innovative and responds to change. Innovation may include areas such as services, products, design, policies and practices, customer service, management style, performance. Show how you differentiate yourselves and/or have added value to a product, service or approach that has a point of difference from other businesses. Outline and provide examples of how your business faces change - whether internal change, changes in the market place or changes in the economy.

**7. Investing in People and Skills (500 words limit)**

Describe how you invest in skills development and/or training for your staff and/or management. Describe how skills development and/or training has improved business productivity or advanced your business. For example; staff are now more capable through better use of technology, work quicker with fewer mistakes, require less supervision and accept more responsibility or are better communicators. Description should include evidence of initial situation, training and skills development provided and improvement gained. Evidence of change should be provided.

**8. Customer Service (500 words limit)**

Describe how your business sets and implements a service framework that shapes the many possible service encounters, to create a uniformly positive experience. Show evidence of the standard operating model for service including personal presentation, greeting customers, waiting times, email / website communication, product knowledge, sales skills, follow up procedures, complaint handling. Show how the organisation determines current and future customer expectations and how the service standards are tailored to exceed these expectations through defined quality service. Outline how you ensure all staff are fully skilled in providing service excellence, and training programmes undertaken. Show evidence of appropriate indicators and information which are regularly monitored to track the achievement of customer-focused plans and goals.

**9. Health & Safety (500-word limit)**

Demonstrate how health and safety has been integrated into business operations and has managers and employees who are proactive in dealing with hazards that arise from the work carried out. Credit will be given for examples of outstanding health and safety initiatives.

**10. Succession Planning (750 words limit)**

Outline the succession planning you have done for your business.

**11. Financial Success (750 words limit)**

Outline the financial success of your business. Provide comment on the following:

- the tools you use to manage your business
- the tools you use to measure the success of your business
- how your profitability has tracked over the past three years and what you project going forward
- how your balance sheet has tracked over the past three years and what you project going forward
- what industry benchmarking you do

**12. Non-financial Success (750 words limit)**

Describe how your business performs in the following areas:

- customer and staff satisfaction
- industry standards
- industry involvement
- community involvement

## **Entry Form Criteria - Special Category Awards** (you can enter multiple categories A-E)

For each section you may also supply graphics and pictures to illustrate your business growth and success at a glance.

### **1. Media Statement (max. 200 words) with Business Image and logo**

### **2. Introduction (500-word limit and/or video)**

Tell us about yourself. Please provide a brief description of who you are, why your business exists and what makes your business unique and extraordinary. Assume the judges don't know anything about you or your business. We encourage you to provide a link to a video (e.g. YouTube or Vimeo) of 90 seconds or less instead of a written description, however you are welcome to submit both. Be creative and bold - we want to see your business personality and what makes your business special.

### **3. Depending on the category you are entering, please provide the information detailed below:**

#### **A. New Zealand King Salmon - Community Impact Award**

This award recognises a programme, project, campaign or an overall business that has had, or continues to have, a positive impact on the Marlborough community in a way that inspires others and makes a difference. Please detail the following:

- community impact of the initiative - how your community was impacted by the project and to what extent. The size of the community will be taken into consideration when looking at this aspect and the degree to which the project impacted that community rather than just numbers so a small community project doesn't get overlooked compared to a big community project,
- the innovation design and delivery - the 'X' factor, what made your project different and work so well,
- key results against planning and objectives - how well did you do against what you set out to achieve,
- barriers faced and how well they were overcome

#### **B. Marlborough District Council - Workplace Wellbeing Award**

Workplace Wellbeing relates to all aspects of working life, from the quality and safety of the physical environment, to how workers feel about their work, their working environment, the climate at work and work organization.

Describe the successful initiatives designed to embed a culture of wellness in your organisation - values and ethics, teamwork, work environment and recognition.

#### **C. BI Mechanics - Innovation Award**

This award is a celebration of a good idea rather than a rigorous business model, be an innovative or inventive approach to people, services, products, processes or business model. It focuses on the product more than on the company, however the following attributes will be measured in judging:

- level of technical stretch (innovation),
- path to market (market research),
- investment and returns (business model, sale price, cost of material, projected revenue etc),
- ability to deliver (project well planned and scoped, risk assessment, funding options identified etc).

**D. Yealands - Sustainability Award**

Awarded to the Marlborough Business which best epitomises an overall commitment to sustainable development. Tell us your sustainability story:

- why you started the project,
- what impact has it made to our local environment,
- the added value it has contributed the Marlborough environment,
- barriers or challenges you faced,
- key results and successes.

**E. Youth Employer Award**

This award recognises organisation that pro-actively champions young people in the workforce. Please detail what your businesses has done to recruit, train and retain young people in your workplace, and what impact this has had on your workforce.



[Entry Form](#)  
or email  
[events@marlboroughchamber.nz](mailto:events@marlboroughchamber.nz)  
for a word doc version

## Tips for Creating a Winning Entry

- 1. Tell an interesting story.** Being in business isn't just about profit and the hard daily grind – it should be fun, interesting, challenging, disappointing, exciting, and rewarding. Ensure you get these factors across in your entry. A winning entry will stand out from the others by being easy to read and being a good read.
- 2. Assume the judges know nothing about your business.** Don't overlook the small but important details like what your business does; where it operates from; how it operates; who your key people are and what they do etc. It can be really useful to have an independent person read your entry before it's submitted – A fresh set of eyes will spot things you have overlooked.
- 3. Every section should be a stand-alone winner.** Judging is done by attributing points to each section, and for the overall entry.
- 4. Don't leave any questions or potential issues unanswered.** We all understand that being in business is not easy, and owners constantly face challenges. Don't shy away from identifying the challenges, but ensure you explain them, how you are handling them etc.
- 5. Include client feedback and staff comments.** It's great to hear what your clients, customers and staff think of you. Feel free to include comments, feedback, survey results etc.
- 6. Involve your staff in the entry.** Make sure they know you are entering and why. Ensure they are prepared for the judges visit. Understand that the judge's assessment starts from the phone call to make the appointment, and first impressions count. All the judges review the assessment report and compare it to what they read in the entry.
- 7. Include a SWOT analysis in the Management and Strategy section** – it shows you have spent time 'working on' your business and understand the significant strengths and weaknesses. You don't need to include your full Business or Strategic Plan but it is important to convey to the judges that you do have a plan and give them a flavour of it. You can do this by providing a summary of key strategies, examples of action plans and how they are implemented.
- 8. Explain how Governance is handled for your business** – What expertise do you involve, or tap into for specialist advice etc. Do you have regular board meetings or strategic sessions?
- 9. Avoid repetition** – less is more! The suggested word limit for each section is a maximum. You do not have to submit entries using the total available word count if you don't need to – you may complete the sections well within the maximum available. Presentation and valued content are more important than volume.
- 10. Tricks for maximising your entry within the word limits:**
  - a. Add a page at the front of your financial reports that explains any variances and any key points you want to highlight;
  - b. Attach a file of photos, diagrams and graphs to add to your story. A picture really is worth 1,000 words, but make sure you explain what is happening in the picture.

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### **Commonly Asked Questions:**

**What are the Business Awards?** The Marlborough Chamber of Commerce Inc established the Business Awards to celebrate success and promote excellence amongst businesses in the Marlborough region.

**Do I need to be a member of the Marlborough Chamber of Commerce to enter?** No, the Chamber welcomes entries from all businesses in the region regardless of their membership status.

**How do I enter?** Provide the information requested in the entry form by the deadline.

**How many award categories can I enter?** You can enter as many as you wish! The

**What will I get out of entering?** It will help you focus your business as your final document is in essence your Business Plan. It gives you an opportunity to promote your business. You may also be a prize winner! Past winners regularly talk about how entering these awards has helped boost their business profile.

All entrants are included in a local media special feature and our social media platforms leading up to and after the Awards ceremony. Entrants also have the opportunity to advertise in this feature.

**How much time will it take to put my entry together?** If you already have business and marketing plans, you'll be able to use a lot of the information in those documents. If you do not have these documents, this is a great opportunity to get all the information that's in your head onto paper. We advise you to allow plenty of time to get your entry together.

**Do the judges visit my business?** Yes, a judge will telephone you to arrange a convenient time to visit your business. The visit will take around 40-60 mins. .

### **Who gets to see my entry?**

**Is it confidential?** It is confidential. The only people who get to see your entry contents are the members of the judging panel. Judges individually sign a total confidentiality agreement.

**This was my first year in business & I made a small loss - will this count against me in my entry?** No, it won't. As an emerging business the judges take into account the fact that your first year in business will have additional expenses, less turnover etc.

**I've heard that some entrants get professionals to put their entry together - do I have to do that?** Absolutely not. Some entrants do use professionals, but you can definitely put it together yourself. In fact, we encourage entrants to do that, as it helps to give the judges a feel for you and your business. It's really not about how glitzy the entry is, it's all about what is inside.

### **Do I have to attend the Awards Dinner?**

All entrants are expected to be represented at the Awards Dinner on Friday the 19<sup>th</sup> November. Winners are not advised of their success prior to the presentation of the Awards. The dress code is formal. Attendance numbers are expected to be approximately 220.

Why not reward your staff by having them attend as well?