



## OFFICIAL CONDITIONS AND GUIDELINES

We look forward to receiving your entry for the:

# THE 5TH WEST COAST LEADING LIGHT BUSINESS EXCELLENCE AWARDS 2016

### KEY DATES

*Entries open:* **1 July 2016**

*Entries close:* **4pm Thursday 18 August 2016**

*Finalists Announced:* **Tuesday 20 September 2016**

*Awards Dinner:* **Friday 14 October 2016**

## ELIGIBILITY

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- Any sole proprietor, partnership, incorporated society, limited liability company, educational institution, local or central government organisation, charitable or not for profit organisation, with its principal place of business based and trading in the West Coast region within the boundaries administered by the three District Councils (Buller District, Grey District and Westland Districts) is eligible to enter the awards.
- An organisation that is part of a larger national or international organisation must be able to demonstrate that it operates as a separate business unit.
- As the relationship between the sponsors and the judging panel is separate, and to avoid any conflict, no organisation may enter a category where that same organisation is also a sponsor of the category. That organisation can however enter another category which it is not a sponsor of.
- All entrants must provide true and accurate information and disclose any liabilities such as business and/or tax related and/or current pending litigation which would compromise the judges' analysis of the business, and/or adversely affect the integrity and reputation of the West Coast Leading Light Business Excellence Awards.
- Category and award winners from the immediately preceding Leading Light Business Excellence Awards (2015) may not enter for that same category or award in this round (2016). However they may choose to enter another category or award if applicable.

## CONDITIONS OF ENTRY

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- All guidelines, criteria and timelines for all areas of the entry process must be adhered to. Word limits are applied to each section. You may attach one additional page of pictorial or graphical information to support each section. Please make sure that the complete entry is less than 10MB in size.
- Hard copies of the entry applications will be shredded upon completion of the Awards. Electronic Copies will be deleted.
- All finalists agree to a possible visit by judges.
- All category winners will be considered for the overall Super Nova Leading Light Award.
- All entrants agree to co-operate with the respective Category Sponsor and/or Promotional Partners of the West Coast Leading Light Business Excellence Awards for publicity purposes.
- All entrants must ensure the official branding of the West Coast Leading Light Business Excellence Awards is used for any publicity purposes.
- All entrants, including family members, employees, etc. agree that no adverse public statements will be made in relation to the event or the final results.
- **Entries close** and must be received by email or post by **4pm on Thursday 18th August 2016**. No late entries will be accepted.

## CONDITIONS OF JUDGING

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- All documentation and information is submitted in strictest confidence to the judging panel. Only the Event manager at DWC will have access to the Entries for the purposes of distribution to the judges.
- All entries are strictly confidential and all judges of the 2016 panel will sign a confidentiality agreement.
- The judges, who are independent from Development West Coast, will review all entries, and decide which entrants to shortlist.
- Judges will not judge any entries where a conflict of interest exists.
- Upon reviewing an application the judges may suggest an entrant change the category entered.
- Judges reserve the right to put any entry they consider deserving into the Awards for Workplace Safety and the Environment.
- Judging of the Workplace Safety Award is undertaken independently by ACC.
- Judging of the Environment Award is undertaken independently by DOC.
- Judges' decisions are final and no correspondence will be entered into.

# CATEGORIES AND AWARDS 2016

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## SECTION A: GENERAL CATEGORIES

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CATEGORY: LARGE ENTERPRISE 25+ FTE'S (FOR THE MAJORITY OF THE FINANCIAL YEAR 2015 – 16)

Description: For our large West Coast enterprises that are innovative and dynamic in their business practices, demonstrate leadership both within their organisation and externally, and have a clear vision for their business.



CATEGORY: MEDIUM ENTERPRISE 10 – 24 FTE'S (FOR THE MAJORITY OF THE FINANCIAL YEAR 2015 – 16)

Description: For our medium West Coast enterprises that are progressive and energetic in their business practices, demonstrate excellence in people management, and have a clear strategy for the future growth of their business.



CATEGORY: SMALL ENTERPRISE LESS THAN 10 FTE'S  
(FOR THE MAJORITY OF THE FINANCIAL YEAR 2015 – 16)

Description: For our small West Coast enterprises that demonstrate excellence in business practices, and have a clear vision and strategy for the future of their business.



CATEGORY: TOURISM & HOSPITALITY

Description: Recognising excellence in the provision of tourism and hospitality products and services, commitment to the region including utilisation of the West Coast's amazing natural resources and environment.



The Tourism & Hospitality category is for any business that exists to provide domestic and/or international visitors with a product or service. This category is for businesses such as restaurants, adventure tourism, accommodation providers, tourism retail, information centres, tourism transport operators, etc.

CATEGORY NOT FOR PROFIT

Description: An award to acknowledge the invaluable work of community and charitable organisations and the contribution they make to our region while recognising their sound business methodologies.



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## SECTION B: OPEN AWARDS

**ELIGIBILITY:** ALL ORGANISATIONS THAT HAVE ENTERED A CATEGORY IN SECTION A MAY INDICATE THAT THEY WISH TO BE CONSIDERED FOR EITHER OR BOTH OF THE FOLLOWING AWARDS:

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### WORKPLACE SAFETY AWARD

**Description:** Recognising and celebrating organisations who are leading the way in managing hazards and preventing accidents in their workplace. The entire Entry Form will need to be completed with particular emphasis given to Section 9.



*Please note, should you be selected as a finalist for the ACC Workplace Safety Award, ACC will arrange a site visit as part of the judging.*

*In 2016 ACC will be judging and presenting two awards; one for Large Enterprise 25+ businesses or organisations and one for Small to Medium businesses or organisations.*

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### ENVIRONMENT AWARD

**Description:** Recognising a business or organisation that demonstrates guardianship of the natural environment through its actions, innovation, leadership and use of best practice. The entire Entry Form will need to be completed with particular emphasis given to Section 10.



*Please note, should you be selected as a finalist for the Environment Award, DOC may arrange a site visit as part of the judging.*

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## OVERALL WINNERS

# Greymouth Star

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**SUPER NOVA Eligibility:** The winners of Sections A & B are automatically entered into this category.

**Description:** This category is the overarching supreme award.

## ENTRY GUIDELINES 2016

To assist you in completing your entry please read the following Entry Guidelines 2016 carefully. Prior to sitting down to complete the form we suggest you scan through the questions and guidelines and take several days to think about your business, its qualities, strengths, and points of difference, taking notes along the way. This will significantly help you when you come to sit down and complete the official entry form. It is envisaged that businesses can complete an entry within four hours.

Remember that all guidelines, criteria and timelines for all areas of the entry process must be adhered to. Word limits are applied to each section. You may attach one additional page of pictorial or graphical information to support each section. When including graphics to the content, please compress them so that the completed entry is no larger than 10MB in size.

To enter, please use the Official Entry Form. Save a version of the document to your computer and begin building your own application document. You may add additional pages but please do not alter the order or heading formats. No handwritten entries will be accepted.

*Note: All entrants must complete all sections. It will be noted by the judges that some sections may not be as relevant to some organisations as they are to others. A two person business is probably not going to be able to write as much as a large construction firm in the 'People Management' section. However all sections are relevant to some degree in any organisation.*

*If you have chosen to be considered for either of the special awards it would be good to pay particular attention to these sections.*

Once you have completed your entry, ensure you have saved it to your own computer and then email it to:

[helen@leadinglight.org.nz](mailto:helen@leadinglight.org.nz)

The following guidelines will give you an indication of what the judges will be looking for when they assess the entries. What importance and focus you give to each question will depend on the category that you are entering on. Not all bullet points will apply to your business or organisation. Be aware that the examples in the shaded boxes are not necessarily good, bad or winning specimens.

The following guidelines and examples refer to the corresponding Questions 4 – 11 in the Entry Form

### QUESTION 4. YOUR DESCRIPTION OF BUSINESS (150 words or less)

The purpose of this section is to help establish an overview of your business or organisation and its core activity or purpose for the judges. Clearly outline your core focus noting any relevant points that you wish to highlight and the specific capability you wish to profile in your entry. Assume the judges know nothing about your organisation. This will be the first opportunity to emphasise why you have entered your chosen category.

#### Example

*People First is an exclusive public relations agency, specialising in all forms of communications and marketing. From strategic thinking and strategy development, to production, issues management, media and event management, we offer clients focused solutions. In five years People First has developed a reputation as one of New Zealand's foremost public relations agencies, providing exceptional, personalised solutions to a wide range of businesses. Our staff have a wealth of experience with reporters, ex business editors, public relations and production experts. This depth of expertise enables us to service a huge spectrum of sectors. We are dedicated to seeing projects through from start to finish. We are the one-stop shop for fresh ideas and implementation.*

## QUESTION 5. KEY CHARACTERISTICS OF YOUR BUSINESS & POINT(S) OF DIFFERENCE (700 words or less)

Describe what makes your business, services and/or product range unique. As well as listing your core services, outline the ways in which your business operates to achieve your goals and objectives. Consider what characteristics highlight your organisation's point of difference, excellence in business practice and unique positioning in the market. This could include comments on and/or examples of the following:

- Business goals you have achieved over the last calendar year.
- Your organisation's guiding principles, policies and company values – and how you involve key stakeholders (including staff, suppliers and customers).
- Initiatives or practices your business has successfully undertaken leading to growth, product integrity, etc.
- Affiliations, strategic partnerships and/or collaboration with other organisations.
- Your role in ensuring sustainability (financial and social sustainability).
- Positions or policies your business has taken in regard to protecting the environment.
- How your business has managed through tough financial and economic times.
- Positive way in which your company's product or service differs from its competitors.
- Unique selling proposition that defines your competitive advantage and branding strategy.
- How your company establishes and maintains clarity of communication with the consumer regarding your brand.
- Evidence of positive outcomes or competitive advantage resulting from your point of difference.
- Active involvement in a local business organisation, sponsorships, community/charitable initiatives or industry groups.
- What value you consider you have added to the West Coast community including supporting growth and development of your industry within the region.

### Example

*People First's point of difference is clear. We are focused on delivering innovative, tailor-made solutions for all of our clients. Everything we do is unique – every strategy or tactic is tailor made to suit the outcome desired. We have a set of people with incredible expertise and experience to deliver effective solutions to achieve any client's objectives – be they to grow, to attract investment, to raise profile, get resource consent or deal with an issue effectively. We simply work with clients to get them what they want and need. We excel at strategic thinking, communications strategies, media management, issues management, marketing campaigns, event management as well as branding and production. We have developed strategies to grow some of the region's biggest and smallest businesses, implemented plans to attract people and investors to events or to do business in this region and attracted national and international media coverage. We listen to, challenge, think for and build a plan alongside our clients. We deliver to get the job done whatever it takes. Innovation is the lifeblood of our business.*

*People First has always had a policy of undertaking pro-bono work for charities. Our current pro-bono charity is working at the coalface of preventing child abuse on the West Coast. It's a tough charity and one that struggles to find funding – its challenges are what attracted us to the Trust. We have become involved in the Trust at all levels – from strategic advice, the development of media campaigns to the hands-on promotion and support of events. They've even held fundraisers in our board room, with our staff as waiters. We also support the Golf Masters and numerous other events with cash support of more than \$ 1,000.*

*Business Mentors tell you to have a business plan but how many businesses actually do? People First endeavours to be an example of HR best practice. Thanks to great business advisors and a Board of Directors who from a governance perspective, were clear that no matter what the size, this business would invest time and effort in preparing a Business Plan. The plan has guided the company each year and as a result the agency now has increased turnover three fold in three years and is considered by NZ Topbiz to be a "very high performer". This business plan has also ensured the management of growth and the right mix of clients, which is in our view, the down fall of many businesses. We now employ 10 FTEs but this includes a number of part-timers who have chosen this option for family and childcare reasons. People First is now the largest agency in the South Island and one of the largest in New Zealand, it will always remain locally owned and based. The West Coast and the South Island is our base and core business however increasingly we are attracting work from Wellington and Auckland.*

*In July last year People First management decided to revamp their website including links to our new facebook page aimed at keeping our clients informed and up-to-date with HR matters and encouraging debate around West Coast HR issues in particular. You can see evidence of the popularity of our foray into the world of social media at [www.peoplefirst.ac.nz](http://www.peoplefirst.ac.nz)*

## QUESTION 6 INNOVATION & ENTREPRENEURSHIP (300 words or less)

Every business uses original thinking in the search for excellence and continuing improvement. Innovation, and entrepreneurship are essential to the growth and development of any company. Innovation can apply to any aspect of the business such as product, service, technology or process.

Explain how your organisation has recently enhanced its success and growth through innovation – both in the development and implementation of innovative ideas. Please identify how such initiatives and practices can be demonstrated in measurable results.

You may want to comment on or include examples of:

- Innovative initiatives in product or service development, processes or technologies that have successfully been employed and have resulted in measurable outcomes.
- The use and implementation of innovation and knowledge to enhance business excellence and/or organisational performance.
- How you encourage and manage new ideas within the workplace.
- How you encourage and manage entrepreneurial employees within the workplace.
- The use of a strong element of design and innovation within the company.
- Results gained from recent improvements and innovations.

### Example

*People First's innovative foray into the world of social media has set it apart from its competitors. We are the first HR company on the West Coast to begin a social media page where our clients can contribute to our version of the 'Agony Aunt' forum. Clients can post their HR and employment questions through the facebook messaging application and receive same day free and brief answers where possible. Of course quite often a more substantial consult is necessary and this drives extra clients straight to our door. We have embraced the social media world and actively encourage all our staff to contribute to the online forum. Each staff member is assigned a few hours a week to contribute to our facebook page and this allows them to form their own online professional relationships. We have monitored the results from this innovative approach by surveying the fee paying clients over the last year to find out how many had heard about us through the facebook page. We were surprised by the results.*

## QUESTION 7 PEOPLE MANAGEMENT (300 words or less)

Describe your people management within your business. You may wish to use examples of programmes or initiatives that you have run during the last year or ways in which you have invested in personal development, performance management initiatives or innovative ways in which the organisation is managed that you believe contribute to your overall success. Include any examples that apply:

- Outstanding commitments to employees through human resource strategies, programmes or initiatives.
- Examples of investment in personal development and the fostering of a positive organisational culture.
- Staff involvement in the development of HR related programmes, organisational policies or specific systems and processes.
- Staff uptake/ownership of human resources programmes or new organisational cultures/environments including workplace flexibility initiatives and recruitment and retention programmes.
- How you address work/life balances in your organisation.
- Other incentives you use to encourage and inspire your staff.

### Example

*People First's back bone is its staff. Their collective and individual IP is actually what our clients pay for so it's in our interest to absolutely commit to looking after them, ensuring they develop and remain in the business. Encouraging their development is key to ensuring staff satisfaction. All our staff are made aware of our openness to enable them to do ongoing training – whether it be a one day work shop or a month long course in computer programming, if they express an interest and we see the training as adding value to our business, we'll fund it. Our commitment to our people goes beyond that, it is not uncommon for shared lunches in our staff room! We are always looking at innovative ways to uplift and reward staff from unexpected staff team days, body massages, baskets of goodies to limousine pickups. When we work together we deliver the best for our clients. Staff are given regular reviews, concerns raised are always dealt with efficiently, employment contracts are treated as living documents which can be amended to ensure both parties remain happy at all times.*

### QUESTION 8 a. FINANCIAL PERFORMANCE – BUSINESS (250 words or less)

*Remember: that all information within the entry form is confidential and the Leading Light judges have signed confidentiality (non disclosure) agreements.*

ANSWER THIS QUESTION IF YOU ARE A BUSINESS.

IF YOU ARE A COMMUNITY/CHARITABLE ORGANISATION, GO TO QUESTION 8 b.

The financial health of a business is one indicator of how well the business has performed. An understanding of cashflows, revenue streams and debt management is important to any business. You should be able to clearly demonstrate any trends over time, and as a possible indication of future performance. Describe your financial performance over the last three years. When answering this question you could make reference to:

- Your profit percentage increase on a year-on-year basis over the last three years.
- Other key performance indicators (with trends) specific to the business (turnover etc.).
- Examples of business growth including increases in staffing levels and productivity.
- Increases in revenue year to year and/or improvements in operating margins.

### QUESTION 8 b. FINANCIAL PERFORMANCE – COMMUNITY/CHARITABLE ORGANISATION (250 words or less)

*Remember: that all information within the entry form is confidential and the Leading Light judges have signed confidentiality (non disclosure) agreements.*

ANSWER THIS QUESTION IF YOU ARE A COMMUNITY/CHARITABLE ORGANISATION.

The financial health of a community organisation is essential to its ability to carry out its objectives and ensure its sustainability. Describe your financial performance over the last three years. When answering this question you could make reference to:

- Sound financial and operational performance results.
- Project & Service sustainability.
- Other key performance indicators (with trends) specific to the organisation.
- Financial management and strategy processes.
- Funding resources.

### QUESTION 9 WORKPLACE SAFETY (600 words or less)

Outline how your business or organisation addresses health and safety in the workplace. Provide examples of any initiatives to ensure safety in the workplace. Your entry could include:

- Your understanding of the risks and hazards in your workplace when you, your employees or volunteers go about your normal business.
- What processes you have established, to identify and manage actual and potential hazards in your workplace (e.g. Safety plan, hazard register).
- Any example(s) of outstanding health and safety behaviour or initiative(s) by yourself or a member of your staff.
- How health and safety practices are integrated into your business or organisation (i.e. safety culture).
- The demonstrable benefits to your business of the health and safety programmes you have in place (e.g. reduced injuries, reduced sickness absence, improved morale).
- Any examples of continuous improvement to safety practices.



## QUESTION 10 THE ENVIRONMENT (600 WORDS OR LESS)

This award recognises businesses or organisations that demonstrate guardianship of the natural environment through their actions, innovation, leadership and use of best practice. We wish to recognize the business or organization who best demonstrates that they have significant regard for the environment. In demonstrating guardianship for the environment does your business or organisation go beyond the usual call of duty, for example; beyond statutory requirements, corporate responsibilities, environmental reporting, or usual day-to-day business?

Businesses and organisations may be seeking to improve their environmental performance; reduce their carbon footprint; help to restore or conserve a special species, place or ecosystem; adopt more sustainable approaches to their energy, waste or transport management; raise staff and or customer awareness, or encourage behaviour change that benefits the environment. They may be engaging with other organisations and/or local authorities to improve wider environmental compliance and best practices.

Your description may include how your organisation:

- conserves a special species, place or ecosystem
- mitigates environmental impacts or improves environmental quality
- works to ensure the region's environmental sustainability
- embeds environmental guardianship into their plan, policies and/or strategies
- measures environmental performance
- implements measures to raise staff and/or customer awareness of environmental issues, and encourage behaviour change

### Example

*Through its Energy Management Programme, the New Plymouth District Council has saved 6.5 million kilowatt hours of energy use and cut its energy costs by more than \$1 million over the past seven years. The programme extends through the entire organisation and is continually being improved. It includes:*

- *Establishing an Energy Management Services Team to cover all Council activities.*
- *Energy audits at every major facility.*
- *Developing a specialised reporting system to inform managers of their department's energy costs.*
- *Tracking the implementation of energy-saving initiatives.*
- *Optimising the vehicle fleet to reduce vehicle numbers and cut fuel consumption.*
- *Initiating the replacement of old technology streetlights with LED bulbs*
- *Encouraging staff involvement through rewards and other positive feedback.*

## QUESTION 11 CATEGORY FINALIST – VIDEO SCRIPT (75 WORDS)

(this is not assessed in the judging process)

We will require a 75 word script for a 30 second Video clip, should you become a finalist in the West Coast Leading Light Business Excellence Awards. This should include a brief introduction of what your organisation does, your competitive edge, taking into account the category you have entered, and your commitment to doing business on the West Coast. This will be finalised and signed off with you prior to filming however given the tight timeframes between finalists being announced and the Awards Ceremony, it is helpful to have this drafted at the time of entry.

### Example

*People First is an exclusive public relations agency, specialising in all forms of communications and marketing. From strategic thinking and strategy development, to production, issues management, media and event management, offering our clients genuine solutions is our number one focus. Our staff have a wealth of experience with reporters, ex business editors, public relation specialists and production experts. This depth of expertise enables us to service a huge spectrum of sectors. We are dedicated to seeing projects through from start to finish.*

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