



# ENTRY GUIDE 2024

## **Entries open**

**9:00am Tuesday 9<sup>th</sup> April**

## **Entries close**

**11:59pm Sunday 9th June**

**Congratulations on taking the first step to enter the 2024 Electra Business & Innovation Awards!**

This guide has been developed to support you as you work through the entry process.

There is a lot of information on our website [www.bkh.org.nz](http://www.bkh.org.nz) so, if you haven't done so already, please read through the site to make sure you are across the 2024 Awards.

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If you have any further questions, please refer to the contact details on the last page. We are here to help you.

## General Notes

**All businesses based in either the Kāpiti Coast or Horowhenua districts are welcome to enter!**

*These awards can be entered by any organisation, business, company, social enterprise or not-for-profit.*

### **Keep it simple, keep it brief.**

Use concise language and keep things informative but to the point. Bulleted lists of key points are great to include because they are clear and easy to understand. Provide examples and evidence where possible.

Word limits are provided on the entry form itself, but for your reference, all questions have a 400-word limit, with the exception of the Innovation section, which has a 450-word limit.

### **Let your strengths shine through.**

You will get the best results from the Awards if you let your story and passion shine through.

The best answers give examples of what you do, have done and your plans for the future. Your opinion of your business is interesting, but you will do much better if you can give us facts that support your opinion.

The essence of this assessment is not just about how well you do what you do (although we do ask this), it is also about how well you run your business. Try to take the opportunity across all the sections to explain the things that you actually do and the methods you use to get there.

## 2024 Categories

### **Industry categories (must choose one to enter)**

- Manufacturing, Production and Processing
- Hospitality, Entertainment and Tourism
- Construction and Trades
- Retail
- Professional and Business Services, or Technology
- Not for Profit, Community and Public Services
- Consumer Services
- Innovation
- Environmental Sustainability

### **Sub-categories (you can opt in to one or both sub-categories)**

- New/Emerging Award (Less than 3 years in operation)
- Small Business Award (0-11 FTE's)

### **Special Award (all businesses that enter will be considered for the special award)**

- Electra Business of the Year 2024

**For full category descriptions go to - [Electra Business & Innovation Awards \(bkh.org.nz\)](https://www.bkh.org.nz)**

## **No Entry Fees For 2024!**

**Thanks to the support from the Kāpiti Coast District Council and the Horowhenua District Council all entry fees have been waived again for 2024.**

- **Industry categories - Free**
- **Sub-categories - Free**

Entry into the Electra Business of the Year 2024 is included in completing your industry category application, and there is no further application form to complete to be considered for this award. The Judges will use your industry category application form to assess your business for these additional awards as well as your opt-in subcategories.

You may only enter one industry category and any additional sub-categories if you meet the entry criteria, please note you will need to enter an industry category to be eligible to enter a sub-category.

## **2024 Entry Form – Step-by-Step Guide**

**Below are the key steps to get you started on your awards entry for 2024.**

1. Go to our Website - <https://www.bkh.org.nz/>
2. Click on the Register Now button on our 2024 entries page.
3. This will take you to a registration form where you will be prompted to register by providing basic information, along with the category you are going to enter, and then hit submit.
4. Once you have submitted this key information, a webpage will automatically open containing the 2024 entry form Word document for you to download and start completing.
5. You can work on your entry form over multiple sessions by saving your Word document as you go on your own device or to the cloud. We recommend saving your work frequently to avoid losing any work you have entered.
6. Once you have completed all 9 questions, you are ready to submit. Please note that all questions and the revenue table must be completed prior to you submitting, The Electra Business & Innovation Awards team cannot be held responsible for incomplete entry forms being submitted and will submit these to the judges as they are sent via email from entrants.
7. Once you are happy with your completed entry form you email this along with any key documents you have referred to in your answers as supporting evidence to [entries@bkh.org.nz](mailto:entries@bkh.org.nz).

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## Video Resources

[Top tips](#)

[Entry form walk-through](#)

## Question Response Example

Below is an example response to the Business Strategy question. To give you an idea of the format and use of concise language.

**Tell us what major areas you focused on to make your business successful.**

**We want to position ourselves to continue to serve our community into the future.**

**To ensure the success of the entire business and what we strive for, we focused on:**

- Our professional image and branding,
- Our technology,
- Our marketing
- Our staff and customer services.

**Explain why you set them as a priority.**

### **Our professional image and branding**

- Establish a strong and positive reputation.
- Builds trust and credibility.
- Supports Business Growth

### **Our technology**

- Automate processes and tasks.
- Complete tasks faster
- Communicate and collaborate with staff, customers and suppliers.

### **Our Marketing**

- Brand awareness
- Attract new customers.
- Increase revenue.
- Support our business growth.

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## **Our staff and customer service**

- Responsible for making sure products and services meet customer expectations.
- Staff bring innovation and new ideas.
- Contribute to our brand image.
- Help to drive our business growth.

### **Specifically, what you did and how that improved your business.**

*Be as specific as you can about the steps and outcomes.*

## **Our professional image and branding,**

- Creating a consistent look through all our marketing and client touch points.
- Always making sure that our team are consistent and deliver on our brand promise.
- Developed a Brand strategy including messaging and visuals.

## **Improved our business by**

- Helped to build a strong and positive reputation for our potential clients and also explained our point of difference from our competitors.

## **Our technology,**

- Identified our needs and what gaps we had.
- Sought professional advice.
- Purchased new CRM software.
- Trained all staff in our new systems.

## **Improved our business by**

- Upgrading our technology has streamlined our business, saving time and reducing the workload of our team. Has also created a better customer experience by providing faster and more efficient customer service.

## **Our marketing**

- Developed our marketing plan with the help of a professional advisor.
- Identified our ideal customer profile.
- Set out our monthly content.
- Established our email newsletter.

## **Improved our business by**

- Our marketing strategy is helping us to meet new customers and continue to build strong relationships with our existing customers. Our sales have increased since we implemented our marketing plan.

### **Our staff and customer services.**

- Sent our staff to customer service workshops.
- Teaching our staff how to communicate effectively.
- Teaching our staff how to handle and resolve customer complaints.
- Learning how to tailor service to individual customer needs.

### **Improved our business by**

- Increasing in customer satisfaction by delivering on a positive experience
- Repeat customers and an increase in referrals.
- Increase in sales on a weekly basis.

## **Scoring**

Within the entry form, the score weight is given next to each question, for your reference, each question will be weighted by 10% except Innovation which will carry a 20% weighting. Therefore 100 points are available for each question, and Innovation holds 200 potential points, making a total of 1000 points available across 9 questions.

First-round judging - There will be one Industry Judge appointed per category. Each Industry Judge will only be required to assess the written applications for their category in an area/industry they specialise in.

Each Industry Judge will score and comment based on the Scoring Guide found within these guidelines.

From these first-round scores, finalists for each category will be identified.

Should you make the finalist round you will be given the opportunity to meet with our Main Award Judges, who will host 30-minute coffee meets to ask further questions and find out more about your business.

Based on these interviews and the initial entry forms, category winners will be selected.

The overall Electra Business of the Year 2024 will be selected from the category winners, it cannot be a not-for-profit but must be a commercial enterprise.

## **Scoring Guide**

<b>Rating</b>	<b>The description on how well the entry meets the criteria</b>	<b>Score available</b>
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<b>Outstanding</b>	<b>Compelling, robust, fully evidenced description.</b>	<b>80 - 100</b>
<b>Strong</b>	<b>Very good story with some strong evidence.</b>	<b>60 - 79</b>
<b>Adequate</b>	<b>Good, well-evidenced description.</b>	<b>40 - 59</b>
<b>Limited</b>	<b>Some weak areas, would have benefited from more evidence.</b>	<b>20 – 39</b>
<b>Weak</b>	<b>Unconvincing, weakly evidenced description.</b>	<b>0 – 19</b>

## Free Mentor Opportunity

We have free mentor sessions available to support you with your application form and help you to represent your business to the best of your ability.

Register to enter this year’s awards and be eligible to receive a 30-minute free coaching session to support you with your entry form. We have Entry Mentors for each region who will support entrants for the season ahead.

Kāpiti - Heather Hutchings and Steve Gregan

Horowhenua - Antony Young

Our mentors will work one-on-one with you, answering questions and clarifying thoughts and ideas regarding your entry. First, you must have completed your entry, and then this session is aimed at refining your responses ready for submission.

If you wish to upgrade your session – adding on additional time to further develop your thoughts whilst making sure that the questions are answered please speak to your Entry Mentor about possibilities in this space.

### How to secure your space...

**Kāpiti based entrants:** email - [heather@heatherhutchings.com](mailto:heather@heatherhutchings.com) or phone - 021 0696 143.

**Horowhenua-based entrants:** email [antony.young@outlook.com](mailto:antony.young@outlook.com) or phone - 020 420 0888.

## Further Support

For any further questions please contact Natalie Rutene [entries@bkh.org.nz](mailto:entries@bkh.org.nz) or Charlotte Tollervey [awards@bkh.org.nz](mailto:awards@bkh.org.nz). Please note that these inboxes are monitored Monday to Thursday.

## AND LAST BUT NOT LEAST

Confidentiality

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We realise that intellectual property and information relating to how you run your business is highly confidential. Your entry form remains totally confidential, and they are only seen by the Award Managers and Judges.

Any separate financial documents will be seen by the Judges only.

As registering to enter the awards you are giving the Electra Business & Innovation Awards your permission for us to contact you regarding the Awards programme and BKH member updates.

## Finalist Round – Judges Coffee Meets

The Award Managers will contact all entrants after first-round judging to advise whether they have been selected as a finalist or not. For all selected finalists, the Award Managers will set up an appointment with the judges, allowing them to gain further insight into your business operations. This coffee meet should last at most 30 minutes.

Two judges will usually conduct the coffee meeting. They will generally follow the order of the sections answered on the online entry form. It will be a relaxed session over coffee, allowing for a more robust conversation about the business.

They will be looking to address any questions that they have, as well as to ensure they have a good enough understanding in order to be able to score you accurately. To do this they will ask additional questions to support their overall understanding, and they may ask for additional information or examples from your business.

Most entrants find the coffee meet to be a rewarding conversation with two professional people who care about helping you on your business journey.

Please note - the assessment is based primarily on what you write in the application document. Our best advice is to say it clearly and ensure you cover the key points in as few words as possible.

It's a good idea to have key documents at hand for the judge's coffee meeting that you may wish to refer to.

## Judge's Decision is Final

The Electra Business & Innovation Awards, within the scope of resources available, take a professional and robust approach to the entry, assessing and judging. Judges do the assessment and make the final decision based on objective scores achieved on both the entry form and Judge's coffee meetings. The Judge's decision is final, and no correspondence will be entered into.

## Disclosure

While you want to show us the positives of your business, you also need to ensure that the Judges are not misled and are given an accurate summation. Please be sure to disclose all information relevant to your business so we have complete information to ensure a fair result.

**Submit your entry no later than 11:59pm Sunday 9th June**  
All entries are submitted to [entries@bkh.org.nz](mailto:entries@bkh.org.nz)

**Remember – start your application early to give yourself ample time to prepare!**

**For more information**



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Check out [www.bkh.org.nz](http://www.bkh.org.nz) or contact one of the following people:

Entry related matters:  <b>Natalie Rutene</b> Email: <a href="mailto:entries@bkh.org.nz">entries@bkh.org.nz</a> Phone: 021 202 9140	Event information:  <b>Charlotte Tollervey</b> Email: <a href="mailto:awards@bkh.org.nz">awards@bkh.org.nz</a> Phone: 027 929 9450
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**Be proud of being an entrant,  
it's a great achievement for you and your business.**

**Best of luck for 2024!**