



Business Kapiti Horowhenua Inc.
PO Box 783
Paraparaumu 5252



Chair Report to Annual General Meeting, 27 March 2018

In this report I will outline our strategic intent, summarise the changes since the last AGM, give an outline of our operations, and acknowledge those people who have contributed.

Our enduring strategic objectives were very slightly tweaked in December 2017:

- Recognised Awards: THE must attend business event with high regional recognition
- Attractive and valuable to entrants and sponsors
- A sustainable organisation: delivering stakeholder value, and ensuring we maintain a cashflow positive event
- Platform for growth: leveraging the Awards to encourage greater business results in entrants, and regional economic growth

We reasonably feel that the last few years have been very successful, with consistent sell-outs and excellent feedback.

Looking at the significant events and changes in 2017, we:

- Achieved a record 67 entrants for the customer choice awards; and filled up the Excellence Awards with the max of 30 entering
- Had another excellent sell-out event in Paraparaumu, with 357 attendees and a very well received contemporary national comedian as the MC
- Successfully made the critical transition of our event, marketing and sponsorship manager and Board Secretary. Carmel Leonard had an excellent first year
- Reviewed why potential entrants do not go enter, and made changes to how we do things and how we portray the awards
- Have a new, fresher and more user-friendly website
- Introduced a much-improved system for booking tickets
- Introduced a Facebook page

So far in 2018 we:

- Added a new 'Give Where You Live' Achievement Award, in conjunction with the Nikau Foundation. The Sustainability award has been retired.
- Engaged with our principal sponsors, Electra, KCDC and HDC, and received reaffirmations of their ongoing support for the Awards
- Reviewed entry pricing to better reflect the value it offers, whilst still being excellent value for money
- Have worked towards making the Friends of the Awards a better proposition for people and companies to show their support

- Have brought the awards budget back into the black, after some slippage

We continue to convene and organise the Kapiti Horowhenua Business Hall of Fame and 2017 saw two more deserving business people inducted and publically recognised.

BKH itself remains a volunteer driven not-for-profit incorporated society. The board have been a real team over the last year and put a lot of effort into these changes and the running of the awards. The Board members for the 2017/18 year were:

- Ross Leggett
- Angela Buswell
- Helen Beban
- Chris Barber
- Brendan Duffy
- Steve Gregan as Treasurer
- Mark Ternent as Chair

Carmel Leonard was our Event Organiser and board Secretary.

Many thanks to the Board, Many thanks also to:

- Stephen Leslie for helping us with our press releases and case studies
- Helene Judge as our energised Entry Coordinator
- Luvly for our always awesome marketing and branding support
- The 2017 Assessors Heather Hutchings and Richard Eltherington. Assisted by Adrian Gregory and Chris Barber as standby assessors, and Mark Ternent as Chief Assessor
- Our judges – Head Judge Suzanne Snively and her colleagues Gus van der Roer, Gerry McCullough, Steph Dyhrberg and Tod Cooper

Finally, thanks to our sponsors. Our sponsors – at all levels – remain critical to us doing what we do. We acknowledge and thank them all. Special thanks to Electra, the naming sponsor for the entire awards history, and the two Councils.

All in all, ladies and gentlemen, it's been another successful 12 months for BKH and the Electra Awards. We believe we are the longest running regional awards, and "New Zealand's premier regional business awards".

As I'm standing down tonight after 6 years as Chair, I'd like to give my personal thanks to everyone involved in the Awards. It's been very rewarding to be a part of all this, and it's been awesome to work with such great people who have passion for business success in our districts.

Our job **right now**, and we ask for your help, is to get plenty of entrants into the 2018 awards. Then in July we'll be making a fuss about the Customer Choice awards, and then in September we'll be selling tickets to another excellent awards evening to be held on Friday 12th October at the Horowhenua Events Centre. See you there.

Mark Ternent MNZM
Chairman
Business Kapiti Horowhenua Inc.