



NEW ZEALAND INTERNATIONAL
BUSINESS AWARDS — 2018



2018 ENTRANT GUIDE

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CONTENTS

FOREWORD	P4
HOW DOES IT WORK?	P6
SCORING GUIDELINES	P8
GENERAL CATEGORIES FOR INTERNATIONAL BUSINESS	P9
Best Emerging Business	
Best Medium Business	
Best Large Business	
SPECIAL CATEGORIES FOR INTERNATIONAL BUSINESS	P21
Excellence in Innovation	
Excellence in Design	
He kai kei aku ringa for Māori Excellence in Export	
NEW NOMINATION CATEGORIES	P28
Inspiring Women Leaders	
Inspiring Preference for New Zealand	
Inspiring Team Leadership	
MORE INFORMATION	P33

FOREWORD

The 2018 New Zealand International Business Awards is a chance to celebrate the remarkable success of the diverse businesses who operate globally from our home at the edge of the world. Achieving success on the world stage is no small feat when you come from a small, remote set of islands in the South Pacific; yet each year we see thousands of businesses succeed in the tricky international arena.

Celebrating success is not a core strength of Kiwis – sometimes our tendency to modesty or that dreaded ‘tall poppy syndrome’ stops us recognising the heroes among us who have managed to forge a path to international success. These awards are a chance to reverse that trend, and to rightly celebrate global success.

Previous participants and winners have told us the process of entering – made simpler this year – is valuable in and of itself, and the recognition and prestige of the awards can give their businesses an extra boost.

So now is the time to have pride in your accomplishments, and put your best foot forward – be recognised for what you have achieved and join us to celebrate the 2018 New Zealand International Business Awards.

I wish you every success.
Kia kaha, kia maia, kia manawanui



David Downs

General Manager, New Zealand Trade and Enterprise,
Convener of Judges, New Zealand International Business Awards 2018

HOW DOES IT WORK?

Tangible benefits for businesses entering include:

- The opportunity to review and refine their international strategy
- Increased profile in the New Zealand and international business community
- Enhanced credibility in New Zealand
- Motivated staff, particularly for finalists and winners
- Enhanced international credibility due to New Zealand Government endorsement of the Awards Programme.

In the application, we will ask you to describe your international business and strategy, and the results you have achieved.

The General categories applications will focus on four main areas:

1. Leadership, planning and organisation
2. Market and customer focus
3. Differentiation and business model selection
4. Results (e.g. international revenue, profitability, investments, jobs created and other factors that show your international success).

Following the application scoring, we will create a shortlist of businesses who will be invited to present to the judging panel. The judges will then make final decisions on the finalists and winners.

Based on our experience we have found that companies who do well in the NZIBA share common things. These include:

- The ability to give evidence-based answers showing you are a successful international business
- A well thought-out strategy
- Strong leadership
- Detailed understanding of target markets and customers
- The ability to show your contribution to the New Zealand economy through solid financial results.

Finally, some tips for you as you embark upon your entry into the NZIBA 2018:

- Tell your story. Use pictures and graphics, and try and include as many examples as possible to illustrate your points
- Don't go into too much detail about a product or service, overusing jargon and acronyms. Keep it simple, use plain English and above all answer the question
- Do not assume the judges have any prior knowledge of your company
- Avoid making vague or unsupported claims. Award-winning submissions always include data and evidence because doing so ensures credibility and believability.

SCORING GUIDELINES



GENERAL CATEGORIES FOR EXCELLENCE IN INTERNATIONAL BUSINESS

This section includes some advice and scoring guidelines for the following Categories.

BEST EMERGING BUSINESS

Recognising success by net return to the New Zealand economy for businesses with total annual revenue under \$5 million and a history of operating internationally with growth up to a maximum of 5 years.

BEST MEDIUM BUSINESS

Recognising success by net return to the New Zealand economy for businesses with total annual revenue between \$5 million and \$40 million.

BEST LARGE BUSINESS

Recognising success by net return to the New Zealand economy for businesses with total annual revenue of over \$40 million.

I. LEADERSHIP AND PLANNING

The purpose of **section one** is to examine how effectively the leadership team guides the organisation to achieve its business goals, in relation to international business.

This includes how the leaders:

- Set direction and communicate effectively
- Plan and develop business objectives and targets.

Q1.1

DESCRIBE YOUR INTERNATIONAL BUSINESS PLANNING PROCESS.

JUDGE'S TIPS

What are the key objectives and the related targets?

Describe how the leaders, directors and/or stakeholders in the business set direction, objectives and targets for the companies' international business; and how the international business targets and plans are communicated both internally and externally.

SCORE

1	2	3	4	5
Planning appears very limited or non-existent. No evidence of direction, objective and target setting.	Some elementary planning occurs for international business, but on only 1-2 basic metrics. No evidence that performance against objectives and targets is monitored.	Reasonably systematic planning occurs, but the number of metrics is limited in terms of objectives and targets. Overall direction set but limited evidence of ongoing monitoring against target.	A detailed and systematic planning process is evident. Overall direction is clearly set. Targets and objectives for international business are set across a range of metrics. However, limited evidence that actual performance against targets is regularly monitored and actions taken based on this.	A detailed and systematic planning process is evident. Direction and all important goals established and communicated. Targets and objectives for international business are set across a range of metrics. Actual performance against targets is regularly monitored and actions taken based on this.

HOW HAVE YOU DEVELOPED/SUPPORTED YOUR STAFF AND BUSINESS PARTNERS TO SUCCEED IN INTERNATIONAL BUSINESS?

Areas you may wish to include are:

- Training and development
- Mentoring
- Relocation and/or secondment
- Recruitment and retention.

SCORE

1

No evidence that any staff development has occurred.

2

Some very limited staff development has occurred.

3

A reasonable degree of staff development has occurred, but may not cover all aspects required for success.

4

Significant staff development activities have occurred, but appear largely one-off rather than ongoing.

5

Significant and ongoing development and support of staff to equip them with the skills and capabilities required to succeed in international markets.

2. MARKET AND CUSTOMER FOCUS

The purpose of **section two** is to examine how, in relation to your international business, you:

- Identify markets, customer groups and market segments
- Listen and learn to determine customer requirements
- Assess customer satisfaction of your product(s) and/or service(s).

Q2.1

WHICH INTERNATIONAL MARKETS ARE YOU DOING BUSINESS IN, AND HOW WAS THE DECISION TO TARGET THESE INTERNATIONAL MARKETS ARRIVED AT?

JUDGE'S TIPS

Describe the factors that led to your decision to target these markets.

SCORE

1

Only 1-2 markets being served internationally, no evidence of evaluation and assessment of most appropriate international markets to serve.

2

Only 1-2 markets being served internationally, very limited evaluation and assessment has been done of most appropriate international markets to target.

3

2-3 international markets being served, some evaluation and assessment has been done but choice of international markets has been largely ad hoc or accidental.

4

A range of markets (3-7) are being served internationally. Some evidence of evaluation and assessment of most appropriate markets to target.

5

Broad ranges (more than 7) of international markets are being served. Clear evidence of significant evaluation and assessment of most appropriate markets to target overseas through a clear and logical planning process.

Q2.2

WITHIN THE MARKETS THAT YOU TARGET (AS REFERENCED IN Q2.1), WHICH MARKET SEGMENTS/TYPES OF CUSTOMERS DO YOU FOCUS ON?

JUDGE'S TIPS

Why do you focus on these market segments/types of customers?

SCORE

1

No evidence that any form of market evaluation and assessment and customer segmentation is undertaken.

2

Some limited market evaluation or assessment has been done no evidence provided that this has led to segmentation and decisions to target specific segments.

3

Some limited customer segmentation, but this appears ad hoc and has not led to decisions to focus on specific segments.

4

Markets have been evaluated and segments are understood, but no evidence provided that this translates into actual strategy.

5

Detailed evaluation has been undertaken of customer segmentation in international markets. Clear thought has gone into which segments to target. Needs and requirements of segments are clearly understood.

3. DIFFERENTIATION AND BUSINESS MODEL SELECTION

The purpose of **section three** is to examine the way in which you have:

- Successfully differentiated your products and/or services in international markets
- Reviewed and assessed alternative business models and approaches to international business, and selected the most appropriate model or approach
- Monitored the ongoing performance of your products and/or services in international markets.

Q3.1

WHICH BUSINESS MODEL DO YOU UTILISE FOR YOUR INTERNATIONAL BUSINESS, AND WHAT ARE THE FACTORS THAT DETERMINED THAT DECISION?

JUDGE'S TIPS

Examples might include wholly-owned overseas subsidiaries, use of independent agents or distributors, use of affiliated or partner organisations, and so on. Consider why this approach was taken. What are the main benefits of your chosen business model?

SCORE

1

Entry to overseas markets appears largely accidental with no consideration of different business models.

2

Very limited consideration given to alternative business models for overseas business.

3

Some options were evaluated, but not in a systematic or detailed fashion.

4

Some evaluation of a range of different options occurred with rationale for the business model chosen.

5

Careful and detailed evaluation of a range of different options occurred with clear rationale for the business model chosen.

HOW DO YOU MONITOR THE ONGOING PERFORMANCE OF YOUR PRODUCTS AND/OR SERVICES IN INTERNATIONAL MARKETS, AND HOW OFTEN IS MONITORING UNDERTAKEN?

JUDGE'S TIPS

You may wish to include factors such as sales volumes, market share, business partner feedback, customer feedback, PR activities, average selling prices, margins and so on.

SCORE

1

No monitoring of performance appears to take place.

2

Very limited performance monitoring that appears mainly ad hoc.

3

Performance monitoring occurs but is mainly at a basic level (e.g. sales volume) with limited additional information collected or used.

4

Reasonably comprehensive and systematic monitoring of performance on several metrics, although this may not be used to drive strategic or tactical decisions.

5

Monitoring of performance is regular and systematic. Several performance criteria are used and regularly monitored. Results are incorporated in strategic and tactical business decisions.

4. RESULTS

The purpose of **section four** is to examine the data and information that provides evidence of performance through business results, outputs and outcomes.

Q4.1

PLEASE SUMMARISE THE SUCCESS THAT YOUR ORGANISATION HAS HAD IN INTERNATIONAL MARKETS OVER THE PAST THREE YEARS, ACROSS THE FOLLOWING THREE AREAS.

A) INTERNATIONAL REVENUE OVER THE PAST THREE YEARS.

SCORE

1	2	3	4	5
International Revenue has grown by less than 25% over past three years.	International Revenue has grown by more than 25% over past three years.	International Revenue has grown by more than 50% over past three years.	International Revenue has grown by more than 75% over past three years.	International Revenue has grown by more than 100% over past three years.

B) INTERNATIONAL REVENUE AS A PROPORTION OF TOTAL REVENUE OVER THE PAST THREE YEARS, THE INTERNATIONAL MARKERS IN WHICH YOU ARE CONDUCTING BUSINESS, AND HOW THIS HAS GROWN OVER THE PAST THREE YEARS.

SCORE

1	2	3	4	5
International Revenue is less than 20% of total revenue in latest year. Number of markets served has declined in recent years.	International Revenue is more than 20% of total revenue in latest year. Number of markets served has been static over recent years.	International Revenue is more than 30% of total revenue in latest year. Some slight growth in markets served over recent years.	International Revenue is more than 50% of total revenue in latest year. Reasonable increase in markets served over recent years.	International Revenue is more than 80% of total revenue in latest year. Significant increase in markets served over recent years.

C) OTHER FACTORS THAT DEMONSTRATE YOUR SUCCESS IN INTERNATIONAL MARKETS (E.G. MARKET SHARE IN INDIVIDUAL MARKETS, GROWTH IN NUMBER OF INTERNATIONAL CUSTOMERS, INTERNATIONAL CUSTOMER SATISFACTION.)

SCORE

1

No evidence presented of other success factors in international business.

2

Very limited evidence presented of other success factors in international business.

3

Some evidence presented of other success factors in international business, but only on one metric.

4

Good evidence presented of other success factors in international business, but only on 1-2 metrics.

5

Clear evidence of strong international success across various metrics, e.g. growth in customer numbers, customer satisfaction, etc.

PLEASE SUMMARISE THE IMPACT THAT INTERNATIONAL BUSINESS HAS HAD BOTH ON YOUR COMPANY AND ON THE NEW ZEALAND ECONOMY OVER THE PAST THREE YEARS, ACROSS THE FOLLOWING FOUR AREAS:

A) JOBS CREATED AS A RESULT OF YOUR INTERNATIONAL BUSINESS.

SCORE

1	2	3	4	5
No evidence that any new jobs have been created as a result of international business.	Minimal number of jobs created as direct result of international business.	Some jobs created (less than 20) as direct result of international business.	Reasonable number of jobs created (10-20) as direct result of international business.	Significant number of jobs created (more than 20) as direct result of international business.

B) TOTAL INVESTMENTS MADE TO SUPPORT YOUR INTERNATIONAL BUSINESS.

SCORE

1	2	3	4	5
No evidence that any investments have been made as a direct result of international business.	Minimal investments have been made as a direct result of international business.	Some investments (less than \$5 million) made as a direct result of international business.	Reasonable investments (\$5-20 million) made as a direct result of international business.	Significant investments (more than \$20 million) have been made in NZ as a direct result of international business.



C) PROFITABILITY OVER THE PAST THREE YEARS.

SCORE

1	2	3	4	5
Company has been largely loss-making over past three years.	Minimal profitability or break-even over past three years.	Adequate profitability over past three years (pre-tax margins over 5%).	Good profitability over past three years (pre-tax margins over 10%).	Strong and growing profitability over past three years (pre-tax margins in excess of 20%).

D) BENEFITS TO OTHER NEW ZEALAND COMPANIES OR INSTITUTIONS DERIVED FROM YOUR INTERNATIONAL BUSINESS.

SCORE

1	2	3	4	5
No evidence of any benefits for other NZ companies or institutions.	Limited evidence of any benefits for other NZ companies or institutions.	Some evidence of benefits for other NZ companies or institutions, but limited to 1-2 companies or organisations.	Good evidence of benefits for other NZ companies or institutions, but limited to a small number (less than 5) of companies or organisations.	Clear evidence that many other NZ companies and/or institutions have benefited from the company's international success.

5. COMPANY SWOT ANALYSIS

All general category applications are required to complete a SWOT analysis. Below are some suggested areas to consider.

STRENGTHS

Consider your strengths from both an internal perspective, and from the point of view of your customers and people in your market.

Good areas to look at are:

- What advantages does your business have?
- What do you do better than anyone else?
- What unique or lowest-cost resources can you draw upon that others can't?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale"?
- What is your organisation's Unique Selling Proposition?

WEAKNESSES

Consider this from an internal and external perspective. Do other people seem to perceive weaknesses that you don't see? Are your competitors doing any better than you?

Good areas to look at are:

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- What factors lose you sales?

OPPORTUNITIES

A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses, and ask yourself whether you could open up opportunities by eliminating them.

Consider areas such as:

- What good opportunities can you spot?
- What interesting trends are you aware of?

THREATS

Consider areas such as:

- What obstacles do you face?
- What are your competitors doing?
- Are quality standards or specifications for your job, products or services changing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?

SPECIAL CATEGORIES FOR EXCELLENCE IN INTERNATIONAL BUSINESS

This section includes some advice and scoring guidelines for the following Special categories.

APPLICATIONS

- EXCELLENCE IN INNOVATION
- EXCELLENCE IN DESIGN
- HE KAI KEI AKU RINGA FOR MĀORI EXCELLENCE IN EXPORT

NOMINATIONS

- INSPIRING WOMEN LEADERS
- INSPIRING PREFERENCE FOR NEW ZEALAND
- INSPIRING TEAM LEADERSHIP

Nominations should be submitted via the NZIBA online application portal, along with a brief rationale from the nominator to support the nomination. The NZIBA judges will then conduct a call or interview with the nominee, to ascertain how they embody the essence of the award against specific attributes.

EXCELLENCE IN INNOVATION

Recognising success in developing and commercialising innovation in international markets; incorporating intellectual property, strategy, processes and monitoring.

01

OUTLINE HOW INNOVATION IS INTEGRATED INTO YOUR INTERNATIONAL BUSINESS STRATEGY, AND HOW YOU HAVE SUCCESSFULLY USED INNOVATION TO GROW YOUR INTERNATIONAL BUSINESS.

JUDGE'S TIPS

Ensure you provide examples of this success. Areas to consider could be incremental sales, enhanced customer satisfaction, reduced costs, competitive advantage and so on.

SCORE 1

1

Limited description of innovation, no supporting evidence of innovation or of any international success from innovation.

2

Limited description of innovation, but no description of benefits or success from innovation.

3

Reasonable description of innovation deployed and resulting international success, and limited benefits described.

4

Good description of innovation deployed and resulting international success, more than one example given of the rationale behind the innovation, and some benefits to customers and business partners presented.

5

Clear description of innovation deployed, the rationale behind this, and clear benefits to customers and business partners presented. Comprehensive evidence of international success given including significant incremental sales.

OUTLINE HOW YOU INSTITUTIONALISE INNOVATION IN YOUR ORGANISATION.

JUDGE'S TIPS

Consider what systems and processes you have in place to support an innovative culture. Are there particular approaches that have worked well for your organisation?

SCORE 1

1	2	3	4	5
No evidence of any systems or approaches to support innovation.	Limited evidence of systems or approaches to support innovation, but is largely ad-hoc and not aligned with international business strategy.	Good evidence of systems or approaches to support innovation: moderate integration with international business strategy.	Comprehensive evidence of systems or approaches to support innovation: moderate integration with international business strategy.	Comprehensive evidence of systems or approaches to support innovation, as clearly an integral component of the international business strategy.

PLEASE PROVIDE AN EXAMPLE OF AN INNOVATION THAT YOU HAVE DEPLOYED, AND HOW YOU DEVELOPED IT.

JUDGE'S TIPS

Describe why it is innovative when compared to previous practices or approaches used by competitors and consider what benefits this has delivered to your customers, business or channel partners etc.

SCORE 1

1	2	3	4	5
No example provided and no evidence of innovative practices.	Basic example of innovation provided. No explanation of why it is innovative.	Reasonable example of innovation provided, limited explanation of why it is innovative. No benefits the business, customers or partners provided.	Good example of innovation provided with a reasonable explanation of why it is innovative, some benefits described to the business, customers or partners.	Comprehensive example of innovation provided with a clear explanation of why it is innovative. Tangible examples of benefits that this has provided to the business, customers or partners.

DESCRIBE WHAT SYSTEMS AND PROCESSES YOU USE TO MANAGE AND PROTECT YOUR INNOVATION, AND THE IMPACT THEY HAVE HAD ON YOUR INTERNATIONAL BUSINESS.

JUDGE'S TIPS

Some examples could be IP management strategies or IP tools (patents, design rights, copyrights, non-disclosure agreements, trade secrets and so on).

SCORE 1

1	2	3	4	5
No description of processes and systems.	Limited description of processes and systems, no evidence of impact on international business.	Limited description of processes and systems, some evidence impact on international business.	Good description of processes and systems, significant evidence impact on international business. Some use of IP tools and strategies.	Comprehensive description of processes and systems, significant evidence of impact on international business. Comprehensive use of IP tools and strategies.

EXCELLENCE IN DESIGN

Recognising the best use of design to succeed in a global marketplace. Entrants will have achieved success by integrating design into their business model, with a high degree of design competency across their products, services, environment and culture.

Q1

DESCRIBE HOW DESIGN IS CORE TO YOUR STRATEGY.

SCORE

1

No evidence that design is used at all in strategy and the importance of design is not recognised.

2

Design is recognised as having some importance, but other factors are more central to strategy.

3

The importance of design as a source of competitive advantage is recognised, however implementation is lacking and there is limited evidence that design is a core part of strategy.

4

The importance of design is clearly understood and is core to strategy. The organisation uses design as a source of competitive advantage, with tangible examples of success through design.

5

Everything the organisation is aligned with its purpose. The company has taken a deliberate approach to designing its work environment to support collaboration. Company has a highly differentiated offering that commands a premium.

Q2

DESCRIBE HOW YOU HAVE USED CUSTOMER INSIGHTS TO INFORM THE DESIGN OF YOUR PRODUCTS AND/OR SERVICES.

SCORE

1

No apparent use of customer insights in product or service design.

2

Some customer insights are obtained, but these are mainly ad hoc and do not appear to be used as a key input to product or service design.

3

Customer-focused design is used in the development of products or services, but is not regular or consistent.

4

Customer insights are consistently used in the design of all products or services, but mainly through surveys or other similar approaches.

5

Company incorporates their customer in development of great experiences.

HOW HAVE YOU EMBEDDED DESIGN INTO YOUR BUSINESS MODEL AND ORGANISATIONAL CULTURE?

SCORE

1	2	3	4	5
Design does not appear to be regarded as important.	Design is recognised as important, but limited evidence that it has been embedded into the business model or culture.	Importance of design is clearly recognised, but its usage appears ad hoc rather than institutionalised.	Design is clearly recognised as crucial, and is generally embedded into the organisation. However there are some gaps such as in role descriptions.	Company is constantly adapting and actively pursuing new opportunities. Role descriptions throughout the company have design skills and capabilities.

WHAT MEASURABLE IMPACT HAS DESIGN MADE TO YOUR BUSINESS?

SCORE

1	2	3	4	5
No apparent measurable impact.	Very limited impact of design – mainly anecdotal.	Design has had some measurable impact on the business, but other factors are more important.	Clear evidence that design has had a significant impact on the business across several dimensions.	Use of metrics and NPS to evaluate and ultimately close the loop on customer experience.

He kai kei aku ringa

FOR MĀORI EXCELLENCE IN EXPORT

Recognising Māori business contribution to the New Zealand export economy – the approach, values and tīkanga that underpin and uniquely define Māori business.



Ka tangi te tītī

The migratory bird that searches the globe for economic opportunities, it is connected to the home, but with a global view.



Ka tangi te kākā

The bird of the forest resources the domestic market.

WHAT DEFINES A MĀORI BUSINESS FOR THIS AWARD?

For the purposes of this award, a Māori business is defined as having Māori ownership (shareholding) AND a Māori approach to doing business. This will be demonstrated by how a business differentiates itself in terms of its values, vision, brand, and operating model, in the eyes of customers, consumers, partners and shareholders.

He kai kei aku ringa is the name given to the Crown-Maori Economic Growth Partnership. It is also a fitting name for this award. He kai kei aku ringa is an expression that was often heard in earlier generations when times were tough. Our old people endured two world wars, a depression, massive land loss, and in their twilight years the devastation of Māori communities. They would say that despite the adversity, we still had the ability to gather and grow our own kai or food with our own hands — He kai kei aku ringa. This was the metaphor for our resilience as a people. We may have been powerless but we were never hopeless — on the back foot but never backward.

The Māori economy is substantial within New Zealand, with around \$50 billion across a range of asset classes. Our strengths lie not just in our economic assets but also in our values and ideas - whanaungatanga, kaitiakitanga, rangatiratanga and manaakitanga.

The mission is to create Māori businesses of international scale that draw on our values, culture, people innovation and assets - to take our place on the world stage.

This award is about Māori exporters making a commitment to be world-class companies, and encouraging our people to share in this pride and aspiration. Unlocking the potential of the Māori export economy will lift the economic performance of New Zealand and create a strong Aotearoa New Zealand Inc.

Māori tū, Māori ora!

INSPIRING WOMEN LEADERS

In partnership with Global Women

Recognising women leaders with the skills and perspectives to lead from a uniquely New Zealand perspective, while maintaining a broad global outlook.

HOW IS THE NOMINEE CONTRIBUTING TO THE INTERNATIONAL SUCCESS OF THE COMPANY, AND HOW DO THEY DELIVER AGAINST THE FOLLOWING ATTRIBUTES?

Leading others

How do they lead growth and prosperity for others?

Cross-cultural intelligence (CQ)

How have they developed the means to build environments that support, unify, and

mobilise the power of diverse workforces?

Future shaper

How do they lead for greater social impact? How they have helped the business drive behavioral and economic outcomes that benefit New Zealand society as well as the business?

Globally connected

How do they harness a global mindset and new business models for growth and impact? How do they use a global mindset to help the business grow internationally?

INSPIRING PREFERENCE FOR NEW ZEALAND

In partnership with New Zealand Story Group

Recognising businesses who weave the values that make us unique as a nation into the very fabric of their business story being amplified on the global stage.

Your story will be every bit as unique as your business. But when you weave in the values that make us unique and tap into what makes our country special, this will not only help you drive demand for your business - it'll also help make New Zealand famous for more good things. And that's good for us all.

Nominations may reference or link to the New Zealand Story initiative at www.nzstory.govt.nz.

HOW DOES THE BUSINESS ENCAPSULATE OUR NEW ZEALAND VALUES?

The New Zealand Story is grounded in our values: kaitiaki, ingenuity and integrity. **How does the company tell its unique NZ Story to the world and, in support, which values are most relevant?**

New Zealand is a progressive, creative nation, delivering new ingenious solutions whilst always caring for people and place.

Is the company's product or service ingenious as well as delivering a positive outcome for people, place and planet?

Does the company's product or service reflect New Zealand in a positive light on the world stage?

INSPIRING TEAM LEADERSHIP

Recognising a leadership team who have provided outstanding leadership to an international company, and have been instrumental in shaping their international strategy.

DEFINITION OF A LEADERSHIP TEAM

Members of this team will be senior decision-makers within the company that define organisational strategy and direction, and are actively committed to the continual growth of the business on the international stage.

HOW DO THE NOMINEES CONTRIBUTE TO THE INTERNATIONAL SUCCESS OF THE COMPANY, AND HOW DOES THE TEAM DELIVER AGAINST THE FOLLOWING ATTRIBUTES?

Team collaboration (How do they conduct themselves on a professional and personal basis?)

Vision (How do they effectively articulate and lead the company's overall vision?)

Communication (How do they effectively communicate with staff, stakeholders, markets and the public?)

People and organisational skills (How do they effectively develop staff within the organisation, and how well do they relate to stakeholders, markets and the public?)

Boldness (How boldly do they lead the business and others?)

Service to the community (Do they show leadership beyond their own specific organisation?)

MORE INFORMATION

Please follow the instructions provided so it is easy to assess your entry - and make sure you complete all questions for each category you are entering.

All applications or nominations are to be made through the NZIBA online application portal at www.nziba.awardsplatform.com

We hold all information you provide on a commercial-in-confidence basis.

For more information about NZIBA, terms and conditions, timeline and event information, go to www.nziba.co.nz

KEY DATES

Wednesday 21 March

Applications open

Wednesday 11 July

Applications close, 5pm NZST

August / September

Pitch sessions and interviews with Judges

September

NZIBA Finalists announced

Thursday 8 November

Awards night, SKYCITY Convention Centre, Auckland

