



## A CHANCE TO LET YOUR COMPANY SHINE

***“None of the time you spend completing an entry form will be wasted.  
Rather, it’s likely that it will fuel your fire.” \****

Entries are now open for this year's Natural Products NZ Industry Awards so make sure you're in to win!

Entering is easier than ever before – simply follow the step-by-step instructions on page 2 and return your entry to us by 9am, Monday 15 February.

When entering remember:

- Be clear, concise and limit your entry to six pages maximum
- You may enter more than one award category
- Entries are welcome from businesses of all shapes and sizes, with past winners including small and large businesses alike

We are delighted to announce a new award this year: The Natural Products NZ Supreme Award. All category winners will be eligible, with the best overall entry being selected as the supreme award winner.

Award winners will be announced at our industry's most prestigious event of the year – the GMP Pharmaceuticals Gala Dinner and Natural Products NZ Awards night, to be held at the Summit on 17 March 2016 at The Rutherford Hotel, Nelson.

We look forward to receiving your award entry / entries soon. If you have any questions about the entry process, **Alison** or **Kerry** at NPNZ will be happy to help.

*\* All quotes from Lisa Martin's article "Awards: The New Competitive Edge" published in NZ Business, March 2015.*

## 2015 Natural Products NZ Industry Awards

### Entry Procedure:

Please complete an Entry Cover Sheet for each award that you are entering and answer the questions for EACH category that you wish to enter as set out on the following pages.

- Entries must be emailed to [alison@naturalproducts.nz](mailto:alison@naturalproducts.nz) by 9am Monday 15 February 2016. Entries arriving after that will be considered invalid. If your entry is over 3mb please use Dropbox to send it to us.

- Please include a company logo in jpeg format in your email
- If you wish to send supplementary supporting material please courier it to arrive by 9am Monday 15 February to: Alison Quesnel, Natural Products NZ, 27 Great South Road, Newmarket, Auckland 1051.

Deadline for emailed entries and any couriered material to be received is 9am **Monday 15 February 2016. This date will not be extended.**



## Cawthron Innovation in Science & Technology Award

For innovation in scientific research conducted in support of the natural products industry or for individual product(s); or for the successful development of a novel process/processes/patents or technological advancement/s.

- ▶ Your organisation: Please tell us in a paragraph or two about your organisation. Its size, structure, and a very brief history (10 points)
- ▶ Provide a detailed outline of the research conducted including processes, clinical trials, engagement of commercial partners, CRIs or independent researchers (30 points)
- ▶ Provide information to demonstrate the success of the research – market share growth figures or other achievement data, include information on investment x time x financial results (35 points)
- ▶ Provide information on formulation development and technical development to validate the entry (commercially sensitive material does not need to be supplied). (25 points)

*Total Points 100*

## James & Wells Innovation in Marketing Award

To be awarded to a company that has achieved exceptional results from an innovative marketing solution. This may include, but not be limited to, innovation in: product performance, product system, packaging design, sales channel, brand expression and communication, customer service and customer engagement.

- ▶ Your organisation: Please tell us in a paragraph or two about your organisation – its size, structure, and a very brief history (10 points)
- ▶ Outline the marketing challenge you were facing, the customer insights you gained, and the resulting plan you developed and executed to overcome your problem based on those insights (30 points)
- ▶ Demonstrate the success of your plan in terms of sales and % increase from base, and/or any other parameters you may have measured e.g. brand awareness, customer satisfaction
- ▶ Explain how the success of this marketing innovation will contribute to the future of the company (40 points)
- ▶ Demonstrate through your entry a thorough understanding of innovation as a systematic approach to a business problem, the importance of consumer insights in designing your solution, and, where relevant, that innovation in marketing is not limited to just a new product or pack design (20 points)

*Total Points 100*

*"If you win you can show off an award winning banner on your letterhead and website, your social media pages, your flyers and email signatures." \**



### **Label & Litho Sustainability Award**

- ▶ To be awarded to a company that has implemented the principles of sustainability throughout their company, products and people and/or applied considerable changes across several platforms to demonstrate a move toward becoming a sustainable business.
- ▶ Your organisation: Please tell us in a paragraph or two about your organisation. Its size, structure, and a very brief history (10 points)
- ▶ Provide detail of specific actions in implementing the principles of sustainability in the company including a Sustainability Plan (30 points)
- ▶ Provide methods and results of your sustainability practices including where relevant: environmental footprint resulting from operations (recycling and waste reduction, green building facilities, energy efficiency and water conservation measures, wildlife protection and donations/support); environmental footprint resulting from products (packaging, point of sale material); safety; employee retention and support in sustainable practices; manufacture of products in sustainable conditions in NZ; strategic plan including measurable actions for sustainability; internal environmental policy (35 points)
- ▶ Give information of the proven impact of the initiatives on your organisation to validate your entry (25 points)

*Total Points 100*

### **NZ Trade & Enterprise Exporter of the Year**

For the company with the most significant export growth and/or who has successfully conquered new market/s in the 2015 year.

- ▶ Your organisation: Please tell us in a paragraph or two about your organisation. Its size, structure, and a very brief history (10 points)
- ▶ Outline your company's Export Strategy and products – provide reasoning behind the decision to export particular products and particular countries. We would like to see your Export Plan (40 points)
- ▶ Provide your export sales value by country for the current year compared to the previous year (25 points)
- ▶ % growth/dollar growth of exports for the current year vs previous year by product by country (25 points)

*Total Points 100*

### **FOR THE FIRST TIME** **Natural Products NZ** **Supreme Award for 2015**

To be awarded to the best of the best –  
 automatic entry applied only to the winners of the four awards.



## Eligibility

- ▶ Entrants must have been a current financial member of NPNZ for two years or more both at the time of entry and the time of the announcement of the Award result
- ▶ The company must be GST registered

## Judging Committee and Awards

- ▶ The award Judging Committee consists of a minimum of three NPNZ members nominated by the NPNZ Executive Board; and the NPNZ Executive Director
- ▶ No award will be made if the Judging Committee or the NPNZ Executive Board deems that no suitable entry has been put forward
- ▶ NPNZ members who enter are not eligible to serve on the Judging Committee for the award that the entry relates to. Any major sponsor for the awards may also be invited to be represented on the Judging Committee (taking the committee to 5 members), with an option to give out the award
- ▶ Members of the Judging Committee may only serve four years consecutively, with one new committee member replacing an existing member every year, with the exclusion of the sitting member, the Executive Director of NPNZ

- ▶ The Judging Committee Members are subject to **strict confidentiality**. Every Judge is required to sign a confidentiality agreement before appointment
- ▶ The Judging Committee decisions are final, and no discussion will be entered into
- ▶ The Judging Committee reserves the right to make no award in each of the categories
- ▶ Announcement and presentation to the winners will be made at an awards ceremony at the GMP Pharmaceuticals Annual Gala Dinner on Thursday March 17, 2016 with the company logo featuring on the audio visual screen

## Selection Criteria

- ▶ Award selection is based on merit and the entry received
- ▶ Sponsorship of the awards both collectively and individually, is permitted
- ▶ The winner(s) will be awarded a certificate or plaque, a prize, and have the opportunity to address the audience should they wish

## Period of Entry

- ▶ The period the award relates to is from 1 January 2015 to 31 December 2015.

*“Winning an award is fantastic. Take the opportunity to find out what you have already achieved and be inspired to do even more. Even if you don’t win you have still made a gain. The award process is a valuable exercise in itself. It’s an opportunity for you to sit down with a clear head and think about your business. It’s a chance to reflect on what you have achieved so far and a good time to think about where you are heading.” \**



## **AWARD ENTRY COVER SHEET**

Name of Award:	
Name of Organisation:	
Contact Person:	
Title:	
Email:	
Phone:	

If successful, who will the award be presented to at the GMP Pharmaceuticals Gala Dinner, Thursday 17 March 2016?

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## **Verification statement**

I have authorised the submission of this entry into the Natural Products New Zealand Industry Awards 2015.

I confirm that the company is a current financial member of NPNZ for two years or more both at the time of entry and will be at the time of the announcement of the Award result.

I confirm that all of the information supplied as part of this entry is complete and accurate to the best of my knowledge and belief.

Signed by Designated Authority: .....

Name: .....

Company Name & Position: .....

Dated: .....

### **Checklist:**

Have you:

- Noted the deadline of 9am Monday 15 February 2016?
- Included a completed Entry Cover Sheet with EVERY entry?
- Provided a high resolution image of company logo in jpeg format via email or Dropbox?
- Couriered any extra material to arrive on Monday 15 February 2016?

**NOW: Email your entry to [alison@naturalproducts.nz](mailto:alison@naturalproducts.nz)**