

# Natural Health Products NZ Awards 2017

Exciting new categories



# Why have people & companies entered previously?



## To win

- To acknowledge & celebrate a success story
- Provide motivation for a team
  - Help build a winning culture
- Gain external recognition amongst peers
- Help build a strong Industry
- Provide individuals, brands or Companies a high visibility profiling opportunity
  - Is it part of your marketing mix?
- Provided a post implementation review discipline

**Success isn't a  
one-time thing.  
It is a habit and a  
way of life**



# Award Categories



## Growth Award

- Encompassing the existing “Export” award to recognise overall Sales performance
- Measured on Fastest % Growth (from all sales) year on year

## Marketing Award

- Big & Small company sections
- Small company section being under \$2m turnover
- Big for companies with \$2m plus turnover

# Award Categories



## Innovation Award

- This Innovation award has been extended beyond pure R&D
- Innovation can be applied in a number of key areas so this award will apply to R&D, service, or sustainable practices.
- The judging criteria together will be defined and circulated

# Award Categories



## Supplier of the Year Award

- A People's Choice Award.
- Natural Health Products NZ will circulate a list of suppliers from our membership and each member company will get 1 vote.
- No sponsorship for this award in order to maintain neutrality.
- Criteria will be defined and circulated

## Take Action



- Entry form will be posted on the Natural Health Products NZ website in November
- This gives you time to understand and review what is needed

A wide-angle photograph of a group of people running in a field. The scene is set against a backdrop of mountains and a bright, setting sun. The runners are silhouetted against the light, creating a sense of movement and accomplishment. The sky is a warm, golden-yellow color.

**Every accomplishment  
starts with the  
decision to try**