

Supporting material

Why enter?

The NZI Rural Women NZ Business Awards provide an outstanding opportunity to showcase small rurally based businesses owned and operated by women. The Awards attract extensive media coverage and promotional opportunities.

All winners in the NZI Rural Women NZ Business Awards receive free membership to Rural Women New Zealand / Ngā Wāhine Taiwhenua o Aotearoa for one year and join an organisation committed to supporting women and their rural communities.

Category winners receive \$1,000 prize money and a trophy which are presented at the NZI Rural Women NZ Business Awards Ceremony.

The NZI Rural Women NZ Business Award Supreme Winner will receive a further \$1,000 prize money.

Judging Criteria

Each entry will be judged on the following criteria:

1. Rural enterprise, innovation, point(s) of difference;
2. Product and service quality, meeting compliance requirements, environmental awareness;
3. Marketing and promotion including evidence that the business is moving forward;
4. Financial performance, economic input into the rural community and adaptability during New Zealand's response to COVID-19;
5. Staff management and/or personal development;
6. Community involvement.

The weight attributed to each of these criteria has been set by the Judging Panel and differs according to the Category.

Category information

Emerging business: Awarded to a business starting out in its journey and achieving exceptional results. Open to businesses that have been running from 2 – 5 years.

Love of the Land: Harnessing the potential of New Zealand's land, environment or products of the land, to create a successful business enterprise.

Creative Arts: A business specialising in the creative arts working in a rural environment or using rural materials.

Innovation: An enterprise that challenges the status quo to bring something new and innovative to the market or utilising rural resources in an innovative way.

Rural Champion: A person or business who champions the rural sector, a rural enterprise or provides a service to a rural community; an outstanding contributor who consistently goes above and beyond the norm in their support for the rural sector.

Rural Health and Wellness Excellence: Recognising a business that makes an outstanding contribution to supporting the health and wellness of our rural communities in New Zealand.

Bountiful Table: A rural business that embraces diverse and unique natural resources to deliver exceptional food and/or beverage.

A **Supreme** winner who demonstrates excellence and outstanding achievement across all judging criteria will be chosen from the Category Finalists.

Eligibility Criteria

To be eligible to enter the NZI Rural Women NZ Business Awards 2021, you must:

- Be the owner/s and operator/s of a business based in rural New Zealand employing less than 30 full-time equivalent staff
- Take an active role in the day-to-day operation and management of your business
- Your business must have at least 50% ownership by women
- Previous winners of the Supreme Award at the Enterprising Rural Women Awards or the NZI Rural Women NZ Business Awards may not enter again.
- Have owned or operated the business for at least two years as at the date of entry

Conditions of Entry

Completed entries must arrive at the National Office of Rural Women New Zealand (RWNZ) no later than 5pm on Friday, 30 July 2021.

Finalists must be available to take part in an interview as part of the judging process on a mutually convenient date in late September.

Category winners will be required to attend the Awards Ceremony and Dinner on the evening of Friday, 19 November 2021 in Christchurch. Travel and accommodation costs for Category winners to attend the Awards Ceremony will be paid for by RWNZ.

Category winners will have the opportunity to briefly speak about their Awards journey during the Ceremony.

The Judging Panel will consider all entries to be true and correct as certified by the Entrants and will not be held responsible for inaccurate or misleading information or statements.

RWNZ seeks to support, strengthen and develop our relationship with our Entrants and we may ask you to take part in publicity for the Awards and in promoting RWNZ including media interviews.

We use the information you provide to assess and judge your entry in the NZI Rural Women NZ Business Awards 2021 ("the Awards"). This will include contacting your referees and considering information in the public domain for the purposes of judging your entry.

The judging process entails disclosure to the judging panel and evaluation of your entry by the judging panel.

We will apply the information privacy principles (IPPs) and meet the obligations outlined in the Privacy Act 2020, specifically:

- We will only collect information that is relevant to the consideration of your entry.
- We will take all reasonable steps to safely and securely protect and store the personal and commercially sensitive information you provide in your entry.
- We will only use the information you supply for the purpose it was collected.

The information you provide will be held by us and you may access and seek correction of it.

More information on the Privacy Act 2020 can be sourced from the Office of the Privacy Commissioner.

RWNZ recognises that Covid-19 has the potential to significantly affect the entry and judging processes and presentation of the Awards. RWNZ therefore reserves the right to exercise its discretion to determine the appropriate course of action and/or remedy in the event the Awards are impacted by Covid-19 which may include postponement or cancellation of the Awards.

RWNZ reserves the right to vary the Conditions of Entry including conditions relating to dates, travel, accommodation and venue and will not be liable for any costs incurred due to such a determination.

Delivery addresses for entries

By post to: Rural Women New Zealand, P O Box 12-021, Thorndon, Wellington 6144

By courier to: Rural Women New Zealand, Level 5, 86 Victoria Street, Wellington 6011

Online to: awards@ruralwomennz.nz

Should you require any further information or have any questions, please contact Lisa Thompson at Rural Women New Zealand on (04) 473 5524 or by email to awards@ruralwomennz.nz