



NZ HI-TECH  
AWARDS 2010

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## Background

This is the 16<sup>th</sup> New Zealand Hi-Tech Awards - the only Awards' programme dedicated to the producers of hi-tech goods and services encompassing our software, electronics, biotechnology, telecommunications and creative technology industries.

The NZ Hi-Tech Trust, led by Chair Wayne Norrie now includes four events within this prestigious programme:

- The Tait Radio Communications Flying Kiwi Awards
- The NZ Hi-Tech Awards Finalists Cocktail Events
- The NZ Hi-Tech Awards Gala Dinner
- The NZ Hi-Tech Alumni event

The events are ticketed on a 'cover costs basis' and any excess funds that may arise are held by the NZ Hi-Tech Trust to reinvest in the Awards programme and to support industry education programmes.

Anyone interested in becoming more involved with the NZ Hi-Tech Trust is invited to contact [Wayne Norrie](#) for more information.

## Timeline for entrants

*It is important that all entrants plan to attend the Announcement of Finalists, Panel judging and Gala Dinner events.*

<b>Please put these dates in your calendar</b>	<b>Event/action</b>
Friday 20 November 2009	Entries Open
8 March 2010	Entries Close
24 March 2010	Announcement of Finalists Cocktail event held simultaneously in Christchurch and Auckland
<b>13<sup>th</sup> April 2010 Finalist Panel</b>	Finalists interviewed by judges
Friday 7 <sup>th</sup> May, 2010	Gala Awards Dinner, Auckland
August, 2010	Alumni Event, Wellington – for all entrants 2009 & 2010
November, 2010	Tait Radio Communications Flying Kiwi Awards, Christchurch

## Categories

There is an outline of all the categories you can enter at the end of this document. You may enter as many categories as you please – there is no fee for entry.

Please read the category criteria carefully to make sure the category(s) you enter are the best fit for you and/or your company. If you are not sure – please ask us – better to do it before you start writing.

Short on time? Not sure of what to say? Let us know. We have experienced writers available for you to commission.

## Entry Process

1. Let us know that you are intending to enter. This will ensure you are informed directly of any Awards related information. [info@hitech.org.nz](mailto:info@hitech.org.nz)
2. Download the Word formatted Entry Form for the category(s) you have chosen from the website: [www.hitech.org.nz](http://www.hitech.org.nz). Write your entry using this form. (If you are not sure which category to enter – please ask us!)
3. Save your completed entry as a .pdf and email it to [entry@hitech.org.nz](mailto:entry@hitech.org.nz). Make sure that you include any additional evidence that has been requested. **Note** Do not send a file any larger than 5Mb
4. Your entry will go straight from the entry co-ordinator to the judges and will not be sighted by any other party.
5. Your entry will be considered by a panel of local judges for your category. Finalists will be selected from those entrants that the judges determine have met all the entry criteria and are of a sufficient standard to be worthy of the award. There is no limit to the number of finalists that may be selected.
6. The finalists in the company and product categories will be sent to the international judging panel for endorsement of the local judges' ranking.
7. Finalists in the young achiever, company and product-related categories will be required to meet with the judges for a face-to-face interview on the 13<sup>th</sup> April, 2010. All entrants in these categories are asked to keep this date free.
8. All entrants are asked to join the sponsors and judges for an exclusive cocktail function to publicly announce the finalists – this event will be simultaneously held in two locations (Auckland and Christchurch) to ensure maximum attendance.
9. All entrants are encouraged to attend the Gala Awards Dinner at the Langham Hotel in Auckland on Friday, 7<sup>th</sup> May, 2010. We are expecting over 600 guests and that the dinner will be the biggest industry networking event of the year.
10. In the event of any issues arising in the judging process, a respected Judging Adjudicator will be appointed and empowered to facilitate and preside over the resolution process.

## Some Entry Do's and Don'ts

- **DO** contact us. We are here to help you and make the entry process as clear and transparent as possible. Your questions and concerns are important – we would rather answer them for you now than have these adversely affect your entry later.
- **DON'T** contact any of the judges about your entry. New Zealand is a small place and it is virtually impossible to choose a credible judging panel that contains no-one that you know. Please don't make their job any harder than it is by compromising their position.
- **DON'T** leave it until the last minute. We hope that some smart companies will take the opportunity to complete their entry over the quieter January/February months. If we know you intend to enter we will keep you on schedule with regular reminders.
- **DO** let us know if the only thing keeping you from entering is the lack of someone to write the entry. Every year any number of companies have had their entries professionally written – and would testify that it was a worthwhile exercise.

## The Judging Panel

The local and international judging panels will be published on the website in January 2010.

Many of our judges will have assisted in previous Awards judging panels – but we are always introducing new faces to the mix. Judges are chosen for the depth and breadth of their knowledge. All judges work under a non-disclosure agreement and are asked to identify any potential conflict of interests prior to judging a category.

We are in the process of appointing a respected judging adjudicator (who will also be announced in January 2010).

## Contacts

For entry and event information

Jane Smallfield or Kylie Pellett at  
[info@hitech.org.nz](mailto:info@hitech.org.nz)

Mob: 021 898 767

Ph: 09 308 0634

## Sponsors

Many of our sponsors have become involved with the NZ Hi-Tech Awards as they believe they have information and expertise that will assist the local hi-tech industry to grow. They are encouraging any entrant to make contact with them to discuss the ways in which they might be able to assist you and your company. The Hi-Tech Awards' has been the catalyst for many profitable business relationships in the past and is an opportunity for you to engage with these sponsors in a no-obligation, no-risk manner.

Please take the time to visit the sponsor section on the website to further investigate the benefits you could directly gain by approaching our sponsors or visit the sites promoted below:

(Don't forget to identify yourself as a NZ Hi-Tech Awards entrant.)

Dell	<a href="http://www.dell.com/nz">www.dell.com/nz</a>
Duncan Cotterrill	<a href="http://www.duncancotterill.com">www.duncancotterill.com</a>
HiFX	<a href="http://www.hifx.co.nz">www.hifx.co.nz</a>
International Business Wales	<a href="http://www.ibwales.com">www.ibwales.com</a>
NZ Manufacturers & Exporters Assoc	<a href="http://www.mea.org.nz">www.mea.org.nz</a>
NZX	<a href="http://www.nzx.com">www.nzx.com</a>
PricewaterhouseCoopers	<a href="http://www.pwc.com/nz">www.pwc.com/nz</a>
Recruit IT	<a href="http://www.recruitit.co.nz">www.recruitit.co.nz</a>
Swaytech	<a href="http://www.swaytech.co.nz">www.swaytech.co.nz</a>
Tait Radio Communications	<a href="http://www.tait.com">www.tait.com</a>
Maxnet	<a href="http://www.maxnet.co.nz">www.maxnet.co.nz</a>

## Make the most out of entering

- Use writing the entry as an opportunity to refine your 'key messages' and update the information on your website and other communication channels
- Let us know you are entering. If a publicity opportunity comes up, we will do our best to point a journalist in your direction...not to discuss the fact you are entering but about the Awards in more generic terms.
- Have an 'outside' pair of eyes read your entry. It is all too easy to assume that everyone understands our company as well as we do – you could be using jargon or making assumptions that only someone from inside the company would understand.

## Make the most out of being a finalist

- Don't underestimate the importance of how you front up to the judging panel. Make sure each member of your team understands their role and the part that each of you will play individually. Anticipate the questions the judges are likely to ask and go prepared with any supporting material you think could be relevant.
- Make sure you attend one of the Finalists events. This is when you will be publicly announced as a finalist and it is a great opportunity to rub shoulders on a more intimate networking basis with the sponsors, judges and other finalists. There are business opportunities waiting to be capitalised on – make sure you are ready for them.
- To assist in this process, we will be asking you to identify any particular contacts you are interested in making and will facilitate these introductions at the event.
- Appoint a spokesperson and make sure they are prepared for any and every media opportunity that we are able to offer you.
- We will send you a copy of the press release announcing your company as a finalist – make sure it is put up on your website and sent to your stakeholders
- The Awards Dinner is your chance to celebrate. Make sure you are there and involve as many of your team as possible in your success...previous finalists have told us that it has been one of the most rewarding team-building experiences they have had. It is not a stuffy black tie event...everything from dress jeans to a tuxedo will be worn. It is about being there and sharing the moment.
- Make sure you get photos of your team at the event and follow up afterwards to ensure you get copies for your website and company records.

## Make the most out of winning

- Be there. You don't want someone else getting up on that stage and accepting the award on your behalf if you can possibly avoid it.
- If you are a finalist, have your winner's speech prepared. This is your moment and you want to make the most of it. Keep it short (two minutes max.), from the heart and make it memorable.
- Make sure the photographer captures a shot of all of your team with the trophy – plus any clients/stakeholders/family that happen to be there. You won't get the moment back again – so make sure that it is preserved.
- Look after your trophy. Make sure it is prominently displayed where both staff and visitors can see it.
- Get the fact that you have won a PricewaterhouseCoopers NZ Hi-Tech Award up on your website as soon as possible.
- Email your company's database and let them know they are dealing with one of New Zealand's most successful hi-tech companies
- Work with SwayTech to maximise the public relations opportunities for your company. They should have the local and national media covered plus some industry and other options – but you may have specific niche industry and local publications that will also be interested in your success
- Update your marketing material. If you don't have a company profile – write one – and incorporate information on the award(s) you have won.
- Utilise the “winner's logo” on your website and other marketing collateral.
- Mention the award in your recruitment advertisements...everyone likes to be associated with a successful company.
- Enjoy it.

## The categories and criteria



### **PricewaterhouseCoopers New Zealand Hi-Tech Company of the Year**

The winner of this category will be recognized as the overall, best performing, established, hi-tech company in New Zealand. Judged over a wide range of criteria it needs to demonstrate vision, leadership, innovation and success. This is the highest honour bestowed to a company by the hi-tech industry, with previous winners representing a who's who of successful New Zealand companies.

#### **Criteria**

- i. You will be an established company that is head quartered and has been registered in New Zealand for at least two years.
- ii. The company will produce goods or services that are considered by the judges to be innovative within the markets they serve.
- iii. The company will have successfully grown its local market share in the past year and/or its contribution to NZ's exports.
- iv. The company will be profitable and can demonstrate how it will continue to grow.
- v. The company will be able to demonstrate effective governance and provide examples of how its operation demonstrates good practice.
- vi. It will have put together a strong management team to lead its enterprise and be able to demonstrate internal and external leadership.
- vii. Describe the company's outstanding achievements in the past year (to 31<sup>st</sup> December 2009) – this may be a sale, acquisition, listing or merger.



### **The NZX Hi-Tech Emerging Company Award**

The winner of this category will be recognized as an emerging hi-tech business that has successfully made the transition from a small business with a 'good idea' to one that has a sound financial position and strong growth prospects. Entry may be made by nomination but this will be verified with the company concerned prior to judging.

#### **Criteria**

1. The company must be head quartered and registered in New Zealand and has been in business for no more than five years – companies that have been in business for more than two years can also consider entering the PricewaterhouseCoopers NZ Hi-Tech Company of the Year category.
2. Describe how your product or service has matured from a 'good idea' into a sustainable future.
3. Provide financial information certified by a chartered accountant that demonstrates the growth of the company.
4. Provide brief profiles of the team you have built around your company – internal and external (advisers, contractors, directors, investors) – to deliver your dream.
5. Describe how you have structured your business and how you plan to leverage this for future growth.

6. Identify and analyse your key business strengths and competitive advantages and how you have maximized these.

### **Duncan Cotterill Most Innovative Software Product Award**

The winner of this category will be recognized as a company that has commercialised an exciting software product – this may be a totally unique product or one that is built on an existing application or technology framework. The technology must offer a clear value proposition to the end- user and be shown to be unique or able to be clearly differentiated from the competition. Entrants are expected demonstrate how this product or service positions the company for sustainable future growth and business success.

#### **Criteria**

1. Describe the product in technical terms and clearly identify the benefits that it provides to the end user.
2. Identify your target market for the product and analyse its competitive advantage with specific reference to existing or potential competitors. Particular reference should be made as to how your product meets a current market need, any patents it carries and how you will defend its IP.
3. The product must have made at least one sale in the previous calendar year (1 January – 31<sup>st</sup> December 2009).
4. Describe the product's success to date and how you anticipate it impacting on the company's position in the future.



### **Dell Most Innovative Hardware Product Award**

The winner of this category will be recognized as a company that has successfully introduced an exciting new hardware product to the market (electronic, new materials, wind/people/fuel powered). The technology used by the product must offer significant competitive advantages to the user and be shown to be unique or able to be clearly differentiated from the competition. It must be manufactured to international standards. Entrants are expected demonstrate how this product or service positions the company for sustainable future growth and business success.

#### **Criteria**

1. Describe the product in technical terms and clearly identify the benefits that it provides to the end user.
2. Identify your target market for the product and analyse its competitive advantage with specific reference to existing or potential competitors. Particular reference should be made as to how your product meets a current market need.
3. The product must have made at least one sale in the last calendar year (1 January – 31 December, 2009). Describe the product's success to date and how you anticipate it impacting on the company's position in the future.
4. Detail the manufacturing, electrical and/or safety standards your product meets and how quality control will be monitored and maintained.



### **HiFX Most Innovative Services Product Award**

The winner of this category will be recognized as a company that has successfully introduced an exciting new hi-tech service to the market. The service must be based on provision of software, hardware, or both and offer a clear value proposition to the end user that is able to be clearly differentiated from the competition. Entrants are expected demonstrate how this service positions the company for sustainable future growth and business success. It is anticipated that IT service providers, telecommunications companies, payments, financial processing, data hosting and related companies would be eligible.

#### **Criteria**

1. Describe the service(s) offered and clearly identify the benefits that it provides to the end user.
2. Identify your target market for the service and analyse its competitive advantage with specific reference to existing or potential competitors. Particular reference should be made as to how your product meets a current market need.
3. The service must have been provided to at least one paying customer in the last calendar year (1 January – 31 December, 2009). Describe the product's success to date and how you anticipate it impacting on the company's position in the future.
4. Provide one or more customer references that specifically details how they have directly benefited from the service.
5. Detail how you will monitor and maintain the quality of the service being delivered as your company grows.



### **Recruit IT Hi-Tech Employer of Choice Award**

This award celebrates the company that can demonstrate it is the Employer of Choice in the hi-tech sector. It will be able to demonstrate an enviable work environment and culture as well as recruitment and employment policies that set it apart. This Award is not defined by the age or size of the company but it is anticipated that entrants will have five, or more, full time equivalent employees. Safety and security policies and other aspects of employment best-practice will also be demonstrated.

#### **Criteria**

1. You need to demonstrate a positive company-wide philosophy, culture and approach to people management (work environment created).
2. You should have a range of programmes, processes and policies in place to support employees and create a positive work environment.
3. You will have a pro-active recruitment strategy that clearly identifies your culture, corporate values and why someone should work for you.
4. You are able to give both quantitative and qualitative evidence that you are worthy of the title "Hi-Tech Employer of Choice" (this will include performance measures, customer feedback, staff retention and others).



## **IBW NZ Hi-Tech Exporter of the Year**

This award celebrates the company that best demonstrates achievement in global sales with technology products or services that have been developed in New Zealand. It recognises hi-tech companies that have a history of selling internationally for at least three years and foreign exchange earnings in excess of \$500,000 in the last financial year. The winner will not be selected on the value and volume of international sales but a range of factors including year-on-year growth, diversification of customer base, robustness of the sales and marketing strategy and ability to demonstrate how they have created a sustainable global business based on the technology they have developed.

### **Criteria**

1. You need to give a geographical break down of your total foreign exchange earnings in NZD for the past three financial years.
2. Total FX earnings for the past financial year needs to exceed NZD500,000 (your financial year is defined by whatever your company currently reports to).
3. You need to demonstrate that your product/service is internationally competitive either as a result of a technological stretch or as a result of how it is being marketed.
4. Companies need to demonstrate a planned sales and marketing strategy. Diversification across multiple markets and/or niches will be an advantage.
5. A planned, measurable global sales strategy needs to be articulated.
6. Applicants need to describe how company will translate this into sustainable future growth and business success.

## **Hi-Tech Inspiring Individual Award**

This recognizes the contribution and achievements of an individual that may or may not work directly within a hi-tech industry. It is to celebrate an extra-ordinary contribution to the performance of more than one company over the previous calendar year (1 January – 31<sup>st</sup> December, 2009). The winner does not have to be a NZ'er. This award will be by nomination and will be verified with the 'entrants' prior to judging.

### **Criteria**

1. This award is open to consultants (lawyers, accountants, PR or advertising agencies); the executives of industry organizations; or someone within a government agency or ministry that has made an outstanding contribution.
2. Outline why you think the nominee should receive this award.
3. Give at least three specific examples of activity, deals, initiatives, campaigns this individual has led in the past calendar year (1 January to 31 December 2009) to strongly benefit New Zealand's hi-tech industry.

4. Describe how this individual has gone above and beyond what would be considered as "business as usual" in supporting the growth of the industry.



### **Maxnet Young Achiever Award**

The winner of this category will be an individual (aged 27 or less on the 1<sup>st</sup> May 2010) who has made an outstanding contribution to the success of a hi-tech company. It is expected that colleagues and/or business associates will nominate entrants in this category. The award is open equally to young business owners or employees.

#### **Criteria**

1. It is expected that colleagues and/or business associates will nominate entrants in this category. The award is open equally to young business owners or employees.
2. The entrant will be aged 27 or less on the 1<sup>st</sup> May 2010).
3. Summarise the skills and value that this person has brought to the organization.
4. Provide evidence of the impact this person has made on the company.
5. Describe how this person has identified themselves as a future leader for the industry i.e. in aspiring to excel through the development or application of skills and/or an innovative approach.
6. Briefly discuss the differences that make this person stand out as compared to their peers
7. Summarise how this person is a worthy winner.

### **The Swaytech Hi-Tech Journalist Award**

The Swaytech logo consists of the text 'sway.tech' in a white, lowercase, sans-serif font, centered within a solid red rectangular background.

This award recognizes the contribution of a New Zealand based journalist who has elevated and enhanced the profile of our hi-tech industries. Entry is by self or nomination. If not nominated by the nominee's employer, the entry will be submitted to the nominee for verification and acceptance of nomination.

#### **Criteria**

1. The award is open to all journalists involved with print, broadcast and on-line publications (including industry specific blogs).
2. Each entrant must submit three items published or broadcast within the previous calendar year (1 January – 31 December 2009).

3. In the opinion of the judges the items will be factually accurate, well balanced and written/presented in a manner easily understood from those outside of the industry.
4. The submitted items will demonstrate a sound understanding of the hi-tech sectors and the opportunities and challenges specific to the industry.
5. The items will demonstrate journalistic best practice, including professional presentation and bibliographic information if appropriate.
6. Provide a summary as to why you (or your nominee) should receive this award.



New Zealand Manufacturers and Exporters Association

### **NZMEA Kiwi World Beaters Award**

Every year the NZ Hi-Tech Trust will celebrate hi-tech companies who have had their success acknowledged by other awards programmes throughout the year – The NZMEA Kiwi Hi-Tech World Beaters Awards are a chance for those of us at the Gala Awards Dinner to collectively celebrate our successes as an industry.

If you have won (placed first, second or third) an award, locally or internationally, over the last year (1<sup>st</sup> January – 31<sup>st</sup> December 2009), please let us know about it. Everyone that meets the entry criteria below will be acknowledged on the night. Everyone that is recognized will receive an NZMEA Kiwi Hi-Tech World Beaters Certificate of Acknowledgement.

#### **Criteria**

1. You must have placed first, second or third in the awards you are nominating – there is no limit to the number of awards you put forward.
2. The awards must be a nationally or internationally based programme (regional awards won't be considered).
3. You must have received your award(s) between 9<sup>th</sup> March 2009 and the 8<sup>th</sup> March 2010
4. You must supply the following information for each Award you are putting forward:
  - o The name of the Awards programme
  - o The category you have won
  - o The placing you received
  - o If available a weblink that verifies the above information.

Email details of the award(s) you have won to [entry@hitech.org.nz](mailto:entry@hitech.org.nz). Entries close at 5.00pm on the 8<sup>th</sup> March, 2010.

### **Tait Radio Communications Flying Kiwi Award**



Entry is by nomination only, with selection at the discretion of the NZ Hi-Tech Association. The Flying Kiwi Award acknowledges those who have consistently achieved to the highest level and continues to inspire and amaze us all. This is the highest individual accolade bestowed by the industry and is only awarded to someone

truly deserving of the title “Flying Kiwi”. Please let us know if there is anyone you know that should be acknowledged in this way by emailing: [entry@hitech.org.nz](mailto:entry@hitech.org.nz)