



Hawke's Bay Business Awards 2025- For Franchises

To ensure a fair and accurate evaluation, the judges will focus exclusively on the operations, initiatives, and outcomes that your organisation has achieved locally within Hawke's Bay. It is crucial to demonstrate that your business functions as a separate and independent unit, distinct from any larger national or international entity you may be part of.

Here are the key points to consider as you prepare your entry:

1. **Local Operations Only:** The judges will only consider the activities, results, and contributions that have originated from and are specific to your Hawke's Bay operations. This means any support, resources, or achievements provided by or attributed to your national or international organisation will not be considered.
2. **Self-Sufficiency:** Reflect on whether your submission would still be robust and comprehensive if you excluded everything that has been created or supplied by your national or international parent organisation. Your entry should stand on its own, highlighting your local team's initiatives, creativity, and performance.
3. **Independent Metrics:** Ensure that all data, statistics, and evidence of success pertain solely to your Hawke's Bay operations. This includes financial performance, customer satisfaction, community engagement, and other key performance indicators.
4. **Local Achievements:** Focus on the unique accomplishments your team in Hawke's Bay has attained. This could include innovative projects, local partnerships, employee development programs, and community involvement that have been spearheaded and executed locally.

By adhering to these guidelines, you can present a compelling case that showcases the strength and independence of your Hawke's Bay operations. If, after removing all contributions from your national organisation, you still feel confident in the achievements and operations of your local unit, you are well-prepared to enter the business awards.

We encourage you to highlight the distinctiveness and autonomy of your Hawke's Bay branch. This approach not only aligns with the judging criteria but also reinforces the value of your local presence and contributions.