

Rural Women
New Zealand

ENTERPRISING RURAL WOMEN AWARD 2010

CELEBRATING RURAL WOMEN IN BUSINESS

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The Rural Women New Zealand Enterprising Rural Women Award 2010 recognises outstanding rural businesswomen running their own enterprises and celebrates the success of rural women entrepreneurs. Rural businesswomen often have to overcome additional challenges on their path to success. The finalists will have shown great determination and innovation in creating or developing a successful rural enterprise.

Entry forms

Entry forms are available on our website www.ruralwomen.org.nz or by phoning (04) 473 5524.

Benefits of entering

The Awards represent an outstanding opportunity for all entrants to showcase their businesses and gain recognition for their achievements. All entrants will receive one year's free membership of Rural Women New Zealand and will be eligible for a free listing in the RWNZ online Business Directory.

A North and South Island finalist will be chosen by the judges. They will attend the opening of the RWNZ National Conference in Oamaru on 24 May 2010, where the Supreme Winner will be announced.

The North and South Island finalist will each receive prize money of \$1,000, with a further \$1,000 going to the Supreme Winner. Certificates and trophies will be presented to the winner and runner-up and the finalists will receive significant exposure through the media.

Entry criteria

To enter the RWNZ Enterprising Rural Women Award 2010 you must:

- Own and operate a small business (may include a partnership) based in a rural area (less than 10 full time equivalent staff)
- Be an active partner of 50% or more in the business if in partnership with a spouse or other male partner
- Have owned or operated the business for at least two years as at the date of entry
- Agree to the Conditions of Entry overleaf

How do I enter?

Entrants must submit:

- A completed Entry Form (available on our website or by calling (04) 473 5524)
- A Business Description (maximum 3 types pages - for details see below)
- A copy of your latest annual balance sheet. (This will be treated in strictest confidence, and will be returned to you)
- A recent digital photo of yourself (emailed to enquiries@ruralwomen.org.nz - or supplied on CD or memory stick)

Business Description

The Business Description should cover details of your:

- Innovation, rural enterprise, points of difference
- Product and service quality, meeting compliance requirements, environmental awareness
- Marketing and promotion, including evidence that the business is moving forward
- Financial performance and economic inputs into the rural community
- Staff management and/or personal development

The judging panel will also take into account referee attestations.

Judging

The judging panel will consist of the RWNZ National President, a commercial adviser and a business professional. If you are chosen as a finalist, you will need to be available for an interview with the Judging Panel at a venue to be advised (travel expenses will be at RWNZ's cost), and to give a short promotional presentation about your business (maximum 10 minutes).

Conditions of Entry

- Rural Women New Zealand reserves the right to use material entered in the competition (excluding commercially sensitive financial information) for promotion of the Award.
- Entrants must be willing to be interviewed by the media.
- Written entries must arrive at the national office of Rural Women New Zealand no later than **17 February 2010**.
- The finalists will be notified by **31 March 2010**.
- The finalists must be available to take part in the judging process on a mutually convenient date during **April 2010**.
- The finalists will attend the Awards ceremony in Oamaru on **24 May 2010**. Travel and accommodation costs will be paid by Rural Women New Zealand.
- Finalists will be required to speak about their enterprise for no more than 10 minutes at the Awards ceremony.
- The Judging Panel will view all applications to be true and correct and will not be held responsible for inaccurate or misleading statements.

Applications by 17 February 2010 to:

RWNZ Enterprising Rural Women Award

Rural Women New Zealand

PO Box 12-021, Wellington

Or email to: enquiries@ruralwomen.org.nz (Subject line: RWNZ Enterprising Rural Woman Award 2010).

Further information

Rural Women New Zealand

Ph: (04) 473 5524 Fax: (04) 472 8946

Email: enquiries@ruralwomen.org.nz

Website: www.ruralwomen.org.nz

Key Dates

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| 17 February 2010 | - Entries close |
| 31 March 2010 | - Finalists notified |
| April 2010 | - Finalists interviewed by the judges |
| 24 May 2010 | - Presentation of the RWNZ Enterprising Rural Women Award 2010 at the RWNZ national conference in Oamaru. |

