

Orakei Local Board Business Awards for 2018

1. Aim to foster a sense of pride around the local business community while communicating to the wider public the quality of commercial business within the Orakei Local Board area.
2. This initiative sits well within Outcome 5 of the Local Board Plan: A thriving economy which supports local businesses and town centres.
3. After discussion with OLB members there was an informal endorsement for the Business Awards with the recommendation this be brought to the next Business Meeting for formal endorsement
4. There has been close liaising with the Orakei Local Board Strategic Broker to the process of holding the Business Awards.
5. There is budget available to allocate to the Awards within the Economic Development Work programme.
6. Local Business Awards will have a focus on customer service and include Home based businesses
7. Envisage to have the awards every three years
8. The lead in time and coverage makes it more than a one night only event
9. There is good media coverage throughout the lead up and on the actual night of the awards.
10. Previous businesses who have participated in other business awards have seen an increase in business.
11. The process follows from marketing, nominations, formalising entries, mystery shopping, public vote, judging and the final awards night.
12. It is envisaged that there will be about 6 – 7 categories including retail, hospitality licenced and non-licenced, recreation, home based, health and beauty, business and professional
13. There is the suggestion of an award to the Business Association project of the year and a Peoples Choice (most nominations)
14. The Supreme Winner from all the categories.
15. Process to start in April 2018 to finish in September 2018.