

CELEBRATING BUSINESS EXCELLENCE

2025 Entry Guide



**Queenstown
Business Awards
2025**

Powered by 2degrees



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Business Awards**
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WELCOME

2degrees Queenstown Business Awards 2025

Welcome to the 2degrees
Queenstown Business Awards
2025

The Awards recognise and
celebrate the exceptional
achievement of business in our
region.

This guide is designed to help
entrants understand the
application process, the
categories available, and what
the judges are looking for in a
winning entry.

ENTRIES OPEN



12noon THURSDAY
17 JULY 25

SUBMISSIONS CLOSE



5PM MONDAY
15 SEPTEMBER 25

FINALISTS ANNOUNCED



THURSDAY
16 OCTOBER 25

GALA DINNER



SATURDAY
8 NOVEMBER 25

THE AIM OF THE AWARDS

- Recognise and reward businesses that are making their mark in their chosen industry.
- Provide networking opportunities and assist businesses in sharing success and developing new relationships.
- Reward and encourage activity, engagement, and growth.
- Provide opportunities for businesses to acknowledge and celebrate their achievements and be recognised for their valued contribution to the community.
- Encourage innovation, business excellence, and responsible business practices.
- Recognise and reward staff and employees for their outstanding customer service and contribution to their employer and the wider business community.

The 2degrees Queenstown Business Awards celebrate the achievements of businesses and individuals who contribute to the economic vitality and community spirit of our region. By highlighting these successes, we aim to inspire others and foster a culture of continuous improvement and excellence.

ANYTHING NEW?

With three new categories and an easy online application process via Award Force, this year's awards will be more accessible and easy to enter. You can set up your profile, save your entry and keep working on it in between your busy business life.

ENTRY PROCESS

Step-by-Step Guide

Visit 2degrees Queenstown Business Awards Platform. <https://queenstown.awardsplatform.com/>

- Create yourself a login * save your password*. This will be your login for all your submissions.
- Once in, choose your category and follow the instructions from there.
- You can save your entry and move in and out and around the platform at any time.
- You can return to edit your submission up until the entry deadline of 5pm Monday 15 September.
- If you encounter any issues or have questions about selecting the appropriate category, please reach out for assistance.

We highly recommend that you familiarise yourself with the Award Force platform and complete the registration process at your earliest convenience.

PLAN & ENTER



ENTRIES OPEN 17 JULY 25

The 2degrees Queenstown Business Awards are open to all businesses operating in the Queenstown region, regardless of size or industry. Small startups and well-established businesses alike are encouraged to participate and showcase their achievements.

There is no word limit but a suggested word count of approx. 500 - 700 per question (This is just a guide).

You will be asked for:

- Business biography (No word limit.)
- Brief company biography (20 words)
- New Zealand Business Number.
- Contact details

Saving and Resuming:

You can save and resume your application in Award Force at any point before submitting.

Multiple Categories Submission:

For businesses entering multiple categories, a separate and distinct submission is required for each category. This ensures that each entry is specifically tailored to meet the unique criteria and standards of the respective category, thereby maintaining the quality and relevance of submissions.

SUBMIT YOUR ENTRY



SUBMISSIONS CLOSE 5PM 15 SEPTEMBER 25

Submit your entry via the Awards entries website here. Each entry submission must include:

- Relevant logo that will be used in publicity activities around the awards if you are a finalist or winner.
- Supporting Document(s) up to five pieces

**Have questions about the awards or a potential entry?
Call or email us.
We're happy to help.**

admin@queenstownchamber.org.nz

AWARDS GALA DINNER

Join us at the Queenstown Memorial Centre on Saturday 8 November 2025 for the Gala Dinner to celebrate business excellence.



JUDGING BEGINS



JUDGING PROCESS SEPT - OCT 25

All entries are judged against the individual category criteria.

Judges may contact entrants to clarify details or request additional information or may contact finalists for an interview (if required) to determine a category winner, so make sure your contact details are correct in your application.



FINALISTS ANNOUNCED THURSDAY 16 OCTOBER

All entrants will be advised on their status in the Mountain Scene.

Don't forget to book your Gala dinner ticket!

SHARE YOUR SUCCESS

Spread the news with your team, clients, partners, and the local community.



SUMMARY OF CATEGORIES

2degrees Queenstown Business Awards 2025

🏆 Excellence in Sustainability and Environmental Business Practice - Sponsored by Destination Queenstown

🏆 Excellence in Innovation - Sponsored by Polestar

🏆 Excellence in Community Contribution - Sponsored by SkyCity Queenstown

🏆 Excellence in Customer Experience - Sponsored by Kingpin Queenstown

🏆 Excellence in Marketing - Sponsored by Shotover Creative

🏆 Employer of the Year - Sponsored by RealNZ

🏆 Small Business of the Year - Sponsored by Queenstown Airport

🏆 "Good Sorts Award" - Sponsored by Hamish Walker of Walker & Co

🏆 Excellence in Professional Services and Business Solutions - Sponsored by Lane Neave Lawyers

🏆 People's Choice - Sponsored by Mountain Scene

🏆 Supreme Business of the Year - Sponsored by 2degrees

Headline Sponsor



2025 Sponsors Celebrating Business Excellence

lane neave.
lawyers

KINGPIN

Polestar

ZQN
Queenstown Airport

SHOT
OVER

The logo for Queenstown New Zealand features a stylized blue mountain range above the text 'Queenstown' and 'NEW ZEALAND'.

sky
CITY
QUEENSTOWN

Real
nz

Walker & Co
REALTY
Andco Realty 19 Limited - Licensed under REAA 2008

mountain
scene
FREE Voice of Queenstown

Queenstown
Business
CHAMBER OF COMMERCE

Gibbston Valley

TOM TOM

AIR NEW ZEALAND The Air New Zealand logo, featuring a stylized silver fern.

STRUCTURE GUIDE FOR APPLICANTS:

Applicants should structure their answers to each of the questions with the following format; statement, explanation, and example.

Structure Guide for Applicants:

Statement:

Begin with a clear and concise statement that directly addresses the question.

Explanation:

Follow your statement with a detailed explanation that expands on your initial point. This could include how your approach is implemented, the principles behind it, and why it is effective. Be sure to clearly link your explanation to the statement to ensure clarity.

Example:

Conclude the answer to the question with a specific, real-world examples that illustrates your statement and explanation in action. This example should be tangible and measurable, demonstrating the impact or success of your approach.

Additional Tips:

- Use concrete data: Where possible, support your claims with data or statistics.
- Tell a story: Use a storytelling approach to make your examples more relatable and engaging.
- Keep it focused: While it's important to be thorough, ensure your answer remains focused on the question, avoiding unnecessary digressions. Graphs, Charts and Other Tools: These are helpful in presenting information.
- Answer all questions: Please make sure you answer each question under your category.

Terms and Conditions:

Please make sure you read the Terms and Conditions as they contain important information about the awards.

[Read T&C here.](#)



CELEBRATING BUSINESS EXCELLENCE

Category Guide



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EMPLOYER OF THE YEAR

This award will recognise an organisation that has put people at the heart of its business. It will have developed leading workplaces, that demonstrate how their people practices and culture have contributed to the business' outstanding success with a commitment to creating opportunities for employee learning, growth, and engagement.

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Businesses may enter as many categories as they like provided it's the right fit for their business. If you won a category in the 2023 Awards, you are not eligible to enter the same category in the 2025 Awards. You may, however, enter a different category. *Not-for-profit organisations and sole traders qualify. Government and local government entities are unable to enter.

Questions

Question 1: How do you bring your organisation's values to life through your people?

Question 2: How does your organisation recognise and reward achievement and success?

Question 3: Describe initiatives you have implemented that create opportunities for employee learning, growth and engagement through career pathways or development.

Question 4: What practices and strategies do you have in place to reduce staff turnover/churn? (e.g employee engagement programmes, pay equity, employee benefits, wellness initiatives etc).

Question 5: How have you embraced diversity and implemented inclusion initiatives within your organisation and/or across your customer base to foster inclusion and belonging? (e.g., onboarding programmes that consider diverse backgrounds, celebrating diversity in your marketing or customer experience)



Excellence in Community Contribution

This award recognises organisations that have implemented initiatives with a positive impact on the community as a whole or on specific sectors of our community, and that strive to generate outcomes with long-term benefits for Queenstown.

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Questions

Question 1: Describe a community focused initiative you have introduced, explain why you introduced it and how your organisation supports the industry or wider community you operate in?

Question 2: How do you measure the impact of this initiative on the community?

Question 3: How does the initiative benefit your organisation?

Question 4: How do you engage your staff in this initiative?



Excellence in Customer Experience

This award recognises a business that has achieved success by providing excellent and sustained customer service and client commitment.

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Questions

Question 1: How would you describe the customer service philosophy of your business?

Question 2: How does your business' commitment to service delivery directly contribute to its success?

Question 3: How do you measure your customer service? How are you engaging your team to achieve your service commitment?

Polestar

Excellence in Innovation

This award recognises a business that has improved its performance by identifying and implementing an innovative idea, both in thinking and implementation. Innovations may span design, product, service, or technology

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Questions

Question 1: Describe the innovation and explain how it is unique/original? How did you identify and then implement your innovation?

Question 2: How are you measuring the success and value of the innovation? Include evidence of impact on your business performance, customer satisfaction, efficiency or other key outcomes.

Question 3: Describe any risks or challenges your business faced when introducing this innovation. How did you manage them? What did you learn?

SHOT OVER

Excellence in Marketing

This award recognises a business that demonstrates outstanding customer and market insight, using marketing to optimise performance and increase customer loyalty, retention, and satisfaction.

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Questions

Question 1: Explain how you market your business. How do you measure and evaluate the effectiveness of your marketing activities?

Question 2: How does your business and its marketing plan respond to changing market expectations and buyer behaviour?

Question 3: Describe your target market and explain how competitive it is. How does your business differentiate itself to stand out from competitors?

Excellence in Professional Services and Business Solutions

This award recognises businesses that excel in providing outstanding services in the professional services sector.

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Questions

Question 1: How do you build strong, lasting relationships with your clients? Describe your approach to understanding client needs, maintaining trust, and delivering consistent value.

Question 2: What innovative or tailored solutions have you implemented to solve client challenges? Share specific examples of services, tools, or strategies that demonstrate your problem-solving capabilities.

Question 3: What measurable outcomes or improvements have you achieved in the past 12–24 months? Include relevant metrics, milestones, or success stories that reflect your business performance and client impact.

Question 4: What are your goals for the future of your business?



Excellence in Sustainability and Environmental Business Practice

This award recognises a business that gives back more than they take, by taking a holistic and purpose led approach towards the creation of long term environmental and social value. This Award will look at investments, programmes and projects that support sustainable development.

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Questions

Question 1: Describe your sustainability and regenerative goals and how these are embedded into the organisational strategy and operations. Note that these must be quantifiable targets.

Question 2: Describe the initiatives/actions your organisation has undertaken to achieve its regenerative objectives in the previous 12-24 months.

Question 3: Describe how you involve staff and customers in developing and implementing your initiatives to ensure that Queenstown remains a place the community can be proud of for years to come.

Small Business of the Year

This award recognises excellence in smaller organisations with an annual turnover up to and including \$1 million per year, which have achieved overall significant growth or performance as a result of effective planning and delivery.

Entry requirements:

Minimum 1.5 full time equivalent employees

Annual turnover up to and including \$1 million excl GST.

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Questions

Question 1: What growth or performance improvements have you achieved in the past 12–24 months? Please include any relevant metrics, milestones, or success stories.

Question 2: How has effective planning and delivery contributed to your success? Describe any strategies, systems, or innovations that helped drive your results.

Question 3: What impact has your business had on your team, customers, or community? Share examples of how your business makes a positive difference.

Good Sort Award

The "Good Sort" award recognises an individual who demonstrates excellent business standards, ethics, and community involvement. It recognises individuals who go above and beyond to help others and make a positive impact in their community and workplace.

Nominations are submitted by the public, with a judging panel selecting the finalists and the winner in accordance with the award criteria.

To nominate someone for this award head to www.queenstownchamber.org.nz/businessawards2025 or email admin@queenstownchamber.org.nz with their name, contact details, and an explanation of why you think they deserve to be recognised.

Nominees should demonstrate excellence in some (or all) the following areas:

Outstanding Character & Integrity

Consistently acts with honesty, fairness, and strong ethical values in business practices.

Positive Workplace Influence

Goes above and beyond to support colleagues, foster a positive work environment, and lead by example.

Community Contribution

Actively involved in community initiatives, volunteering, or charitable efforts that make a meaningful difference.

Helping Others Succeed

Willingly supports others' growth and success—whether through mentorship, collaboration, or acts of kindness.

Inspiring Impact

Demonstrates a lasting, positive impact on their workplace and/or community through their actions and attitude.

People's Choice

This award recognises a business that stands out for customer satisfaction and has excelled in the eyes of the community. Unlike the other categories that have an independent group of judges, this award is in the hands of the public through online voting.

To be eligible for the People Choice Award, your business must be named a finalist in a category.



Queenstown Business Supreme Award

To be considered for the Queenstown Business Supreme Award sponsored by 2degrees, an entrant must be a finalist in at least one category. Judges will select the recipient of this prestigious award from the winners of each category.

Please note that no application form is required for the People's Choice award or the Queenstown Business Supreme Award. All finalists are automatically eligible for these awards.

Frequently Asked Questions

What are the eligibility criteria?

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How do I apply for the award programme?

Submit your entry via Awards Force. Entries open on Thursday 17 July 2025

What is the deadline for submitting my application?

The deadline for submissions is 5.00PM Monday 15 September.

Can a sponsor enter the awards?

Yes, sponsors can enter but not in the category they sponsor. No one from their organisation will judge that category.

Can I enter multiple categories?

Yes, you can enter as many categories as suit your business. But they must be individualised to the category questions.

Is there an entry fee?

No, there is no fee to enter the awards.

How are the winners selected?

Winners are selected based on scores assigned by the judging panel.

Will my application be kept confidential?

Yes, entries are kept confidential. Judges sign a confidentiality waiver and abstain from judging if there's a conflict of interest.

When will the winners be announced?

Winners will be announced at the gala dinner on 8 November 2025. Tickets go on sale 16 October.

Can I request feedback on my application?

Yes, all finalist entries will receive judges' feedback if requested in December after the gala dinner.

Who are the judges?

The judges are a panel of independent industry experts and business leaders.

Are there any entry limitations?

No duplicate entries are allowed. A new application must be submitted for each category entered.

Do I need to be nominated to enter?

No, businesses can self-nominate and do not need to be nominated by someone else.

Frequently Asked Questions

Can I share my participation on social media?

Yes, you are encouraged to share your participation on social media, email signatures, your website, etc.

What if I can't attend the gala dinner?

Finalists must ensure at least one representative attends the Gala Dinner on 8 November 2025 to represent the business and accept an award if successful.

Do I need to share my financials?

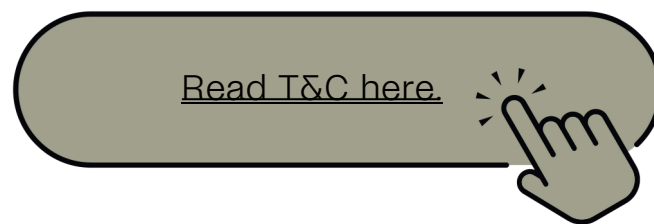
Sharing financials is not required; however, you are welcome to include them in your supporting documents if you believe they will strengthen your application.

Where can I get technical support for my submission?

For technical support during the submission process, please contact admin@queenstownchamber.co.nz.

Where can I find the terms and conditions?

Detailed terms and conditions are available and should be reviewed to understand all requirements and guidelines fully.



KEEP IT SIMPLE

Edit, Review, Refine:

- Have someone with a keen eye for detail look over your entry to check spelling, grammar, and overall clarity.
- Re-read the question as you are answering it to ensure you are addressing exactly what is being asked.
- Finalise your draft, making sure you haven't missed any critical content that will help your entry stand out.
- Print out a PDF of your entry from the portal and give it one final read-through to ensure it is error-free.
- Submit your entry. Make sure you click SUBMIT!

Get in Touch



Queenstown Business

CHAMBER OF COMMERCE

We look forward to celebrating together the achievements of our vibrant business community.

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