

# Primary Sector Innovation Award

The Hawke's Bay Primary Sector Innovation Award will recognise outstanding innovation within the Hawke's Bay region.

The purpose of this award is to identify, acknowledge and celebrate those in Hawke's Bay who have made a significant contribution through their knowledge, skills and application to improve the performance of the primary industries.

This award is open to Primary Sector of all kinds. It includes software, products, services and any innovation targeted towards the primary sectors. It celebrates innovation in farming, fisheries, horticulture, viticulture, forestry, applied agricultural research including the companies that service these sectors. Innovation in this category may also overlap and connect with innovation in food & beverage and health & science.

## Criteria

- Entry is open to individuals, organisations and businesses.
- Individuals must be either New Zealand citizens or permanent residents aged 18 and over at the time of entry (or 16, with guardian permission).
- Organisations must be registered in and have operations in New Zealand.
- The innovation, key business or key person must originate from or reside in the Hawke's Bay region.
- Uniqueness, impact, scalability, and innovation at every level. Tell us a story about the problem you're solving, why your solution is unique, who it is impacting AND in what metrics, how well you know your market and its size, and what direction is next for you.
- Tell us all about your innovative work and that of individuals that have made a significant or inspiring contribution to the project or to innovation in general. This is the moment for that individual or team to shine! You will need to provide the name of one person in the team to be the main contact who will represent your entry.

## Entry Process

Entries are accepted from a nominee or from the individual, organisation or business.

## Closing Date

Nominations close on the 28 February 2018.

## Judging process

To be judged by a panel of three comprising a representative of the sponsor, a representative of the Hawke's Bay Agricultural and Pastoral Society and an independent primary sector leader.

## 1. Entry Details:

Title ..... Name ..... Surname .....

Position .....

Address ..... Phone .....

..... Mobile .....

..... Email .....

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## 2. Business or Key Person Profile

Considering the criteria for this award, describe in 100 - 150 words the business or key person associated with the innovation.

## 3. Entry Detail

Describe the innovation you are entering with specific reference to the criteria supplied. You may include photographs, diagrams or video.

## 4. Market (opportunity, customers, competition)

Describe the market opportunity that your product is designed to address, and what is unique about your innovation in the market.

## 5. Performance

Describe your innovations commercial (and other) success to date.

## 6. Impact on Primary Sector

Describe how your innovation helps improve primary sector productivity or performance, or helps service the primary sector support community or its customers.

## Contact us:

If you have any questions or would like to discuss your nomination in confidence, please contact:

**Hillary Riches**  
*Business Development Manager*  
Hawke's Bay A&P Society

Phone: 027 258 8784  
Email: [hillary@showgroundshb.co.nz](mailto:hillary@showgroundshb.co.nz)

Please return your nomination form marked Private and Confidential to:

Hawke's Bay A&P Society  
PO Box 349  
Hastings 4156  
Attention: Hillary Riches

Email nominations will also be accepted.