



## 2011 Internet Industry Awards - Application form

The Internet Industry Awards are New Zealand's premier awards focused on the Internet as an enabling platform for business, education and society enhancing organisations.

By honouring and celebrating those companies who have leveraged the transformational deliverables of the Internet the Awards seek to recognise excellence and showcase best practice to the wider community.

Please complete and submit this form to Julia Clancy [julia.clancy@internetindustryawards.co.nz](mailto:julia.clancy@internetindustryawards.co.nz)

We will confirm receipt of your application and the advise you of the next steps and timing in the application process. If you have any queries please contact the person listed at the end of this form.

Please visit our [www.internetindustryawards.co.nz](http://www.internetindustryawards.co.nz) to download additional copies of this form and find out more about the New Zealand Internet Industry Awards.

### General Information

Applicants name	
Title	
Company or organisation	
Mailing address	
Physical address	
Phone	
Mobile	
Fax	
Email	
Website	

## Which Category is relevant for your Internet solution?

Four distinct Categories have been developed to reflect the wide ranging impact of the Internet on New Zealand society. This impact can be realised at an individual, group, company or market (New Zealand or offshore) level. Applications must be from New Zealand based companies or individuals.

- Positive Societal Impact** - Development of the application, product or services provided on the Internet likely to have the most beneficial impact on New Zealand society. Applications in this category may come from areas such as:
  - Social Networking Software
  - Software for selective blocking of illegal or harmful sites
  - Tele- medicine; applications for remote diagnostics
  - Banking security surveillance
  - E-Democracy; on-line voting
  - Emergency management systems
  
- Best Education Product or Service on the Internet** - The application, product or services provided on the Internet that is likely to have the greatest impact on learning and/or teaching in New Zealand. Applications in this category may come from areas such as:
  - Teaching and learning
  - Knowledge technical skills
  - Proper conduct
  - Formal and informal teaching
  - Skills development
  
- Best Business Application** - For those that transform their methods of doing business, or change our way of doing business with them. This category is boundless and applications may come from areas such as:
  - Applying real innovation to traditional business
  - Turning one business into another
  - Merging a profession/services into manufacturing
  
- Internet Innovator or Entrepreneur** - Recognition for that rare breed who put capital and reputation on the line and successfully contribute to New Zealand's wealth. Applications in this category may come from individuals or businesses in areas such as:
  - Revitalising a business and/or an organization
  - Product or service leading to job creation
  - Product or service leading to wealth creation
  - Launching a new business

### What are the judges looking for?

Entries will be judged according to the following general **principles**:

- Quality & comprehensiveness of written entry
- Ease of use: accessibility, functionality, navigation and orientation
- Adherence to category description
- Degree of innovation / originality
- Fit-for-purpose / appropriateness for audience
- Value to New Zealand's Internet industry
- Quality of design (aesthetic value of interactivity - graphics/music or sound)
- Quality of craftsmanship (technical realization)

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**Executive Summary** - A summary that articulates the Internet solution within the context of the issue and or opportunity that led to the development/innovation.  
(Guide 250 words)

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**Insert information here.....**

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**Background** - Describe the reason why this Internet solution has been created.  
(Guide - 250 words)

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Insert information here.....

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**Strategy** - Why was the Internet chosen? (Guide - 250 words) summary that articulates the Internet solution within the context of the issue and or opportunity that led to the development/innovation.  
(Guide 250 - 500 words)

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**Insert information here.....**

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**Solution** - Describe how the Internet has either been the solution or been part of an integrated solution, enabled you to reach new communities or markets, created or enhanced a brand.

(Guide 400 -600 words)

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**Insert information here.....**

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**Audience or Market** - How has your target audience or market benefited from your Internet solution/site? How has behaviour changed?

(Guide 250 - 500 words)

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**Insert information here.....**

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**Results** - Describe the measures put in place for this project/initiative/innovation and include the results with your application  
(Guide 400 -600 words)

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**Insert information here.....**



## Entry requirements

- 1. Entries must be received no later than Friday 21<sup>st</sup> October 2011.**
2. Entries must be from New Zealand-based companies or individuals.
3. Entries must be made using this Application form.
4. Four copies of the Application form and any supporting materials must be provided.  
Supporting materials may include a DVD of no more than 10 minutes explaining the product or service, advertising and communication materials.
5. The judging panel for each category will review all entries and draw up a shortlist of no more than four finalists.
6. Names and entry details of short listed finalists will be announced on Monday 31<sup>st</sup> October 2011, along with details on attending the NZ Internet Industry Awards dinner on 17<sup>th</sup> November 2011.
7. One winner in each category will be selected. The decision of the judging panel is final.
8. Category winners will be announced at the 2011 NZ Internet Industry Awards dinner.

## Submission of Application form

In signing this application form you acknowledge that to the best of my knowledge the information submitted during the application process is true and complete. All financial information contained in the application form will remain confidential unless the applicant agrees to its release. By submitting this Application form you acknowledge that the New Zealand Internet Awards organisers, the Liz Dengate Thrush Foundation and the sponsors are able to use the information provided for marketing and promotional purposes to showcase your Internet solution. I agree that no compensation shall be payable to me or my company for such usage.

Application submitted by

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

A nomination could be submitted by an employee, colleague, and service provider but is generally someone who is very aware of the impact the nominee has had the outcomes they have achieved. If you are nominating someone for the Internet Innovator or Entrepreneur Award, please confirm your name and contact details below:

Nominator's name \_\_\_\_\_

Contact number \_\_\_\_\_



**Please return your application form and supporting materials to:**

Julia Clancy  
New Zealand Internet Industry Awards  
C/- Liz Dengate Thrush Foundation  
P O Box 56-451, Dominion Road, Auckland 1446  
Email: [julia.clancy@internetindustryawards.co.nz](mailto:julia.clancy@internetindustryawards.co.nz)

**To find out more or discuss your application contact :**

Julia Clancy  
Email: [julia.clancy@internetindustryawards.co.nz](mailto:julia.clancy@internetindustryawards.co.nz)  
Ph: +64 9 630 0307  
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**About The Liz Dengate Thrush Foundation**

As a tribute to Liz Dengate Thrush an Internet Entrepreneurship Foundation has been established. The objective of the Foundation is to improve people's awareness and understanding of Internet technologies, and encourage Internet entrepreneurship and other positive uses of the Internet in New Zealand.

The Trustees will ensure the Foundation evolves in line with Liz's philosophies and enthusiasm for Internet technologies.

The Foundation has created and runs annually, the New Zealand Internet Industry Awards. The Awards focus on the Internet as an enabling platform for business, global, entrepreneurship, education and society-enhancing programmes.

For more information on the Foundation, please click here [www.ldtf.org.nz](http://www.ldtf.org.nz)

**About Peter Dengate Thrush - Chair of the Foundation's Board of Trustees**

Peter Dengate Thrush is a Barrister specialising in Internet Law. He is the Chair of the Foundation's Board of Trustees, a Fellow and former President of Internet New Zealand. He served as Chairman of the Board of the Internet Corporation for Assigned Names and Numbers (ICANN) (taking over the role from Vint Cerf) from November 2007 until June 2011. In July 2011 he was appointed Executive Chairman of Top Level Domain Holdings.