

Unison Hawke's Bay Primary Sector Professional of the Year

2026 Nomination Information Pack

Presented within the Napier Port Hawke's Bay Primary Sector Awards.

Recognising excellence, professionalism, leadership, and impact across Hawke's Bay's primary sector.

Celebrate outstanding professional contribution - and share their impact with Hawke's Bay.

1. Overview & Purpose

The Hawke's Bay A&P Society owns and manages the Napier Port Hawke's Bay Primary Sector Awards, which celebrate excellence, success, innovation, and growth across Hawke's Bay's rural industries. These awards have a long history of telling the story of excellence within rural Hawke's Bay and play an important role in recognising leadership, innovation, and contribution across the sector.

The Unison Hawke's Bay Primary Sector Professional of the Year Award recognises an outstanding individual who provides exceptional professional services to the primary industries of Hawke's Bay.

The purpose of this award is to identify, acknowledge, and celebrate professionals who demonstrate excellence through their knowledge, skills, integrity, and measurable impact. These individuals contribute significantly to the performance, sustainability, and advancement of Hawke's Bay's primary sector. As a peer-nominated award, it highlights the nominee's leadership, service, and commitment to the region.

2. Why Nominate?

Nominating a professional is an opportunity to highlight their expertise, leadership, and outstanding contribution to Hawke's Bay's primary industries.

All nominees:

- Are invited to attend the Primary Sector Awards Dinner
- Connect with farmers, growers, businesses, sponsors, and industry leaders.
- Contribute to celebrating and strengthening Hawke's Bay's primary industries.
- Receive an annual membership to the Hawke's Bay A&P Society.
- Must consent to being nominated prior to submission.

Winner receives:

- Recognition as the 2026 Unison Primary Sector Professional of the Year winner at the Napier Port Hawke's Bay Primary Sector Awards Dinner, acknowledged in front of industry peers.
- Entry into the Professional of the Year alumni network of past winners.
- Media exposure and promotion across the region.

3. Eligibility & Nomination Conditions

The award is open to standout professionals who, through their achievements to date, demonstrate exceptional services that contribute to the performance and success of Hawke's Bay's primary industries.

Nominees must:

- Be actively working in the Hawke's Bay region
- Provide professional services in support of the primary sector, for example:
 - Accountancy and business services
 - Valuation
 - Banking
 - Research and development
 - Advisory services
 - Analytical and testing services
 - Veterinary services
 - Other professional or technical services supporting farming, horticulture, viticulture, forestry, aquaculture, or fisheries
- Demonstrate significant contribution to Hawke's Bay's primary sector through their professional role
- Be available for an interview with the judging panel if shortlisted
- Be available for media enquiries and promotional opportunities if selected as the winner

Nominations may be submitted by colleagues, employers, or clients, with nominee consent.

4. Nomination Criteria

The Hawke's Bay Primary Sector Professional of the Year will have:

- Demonstrated outstanding and quantifiable achievements through the provision of professional services
- Shown excellence in administration, management, or technical delivery of services to the primary sector
- Demonstrated active use of best practice and high professional standards
- Supported and fostered the development of upcoming professionals
- Made a positive contribution to their organisation, local community, or the wider sector
- Displayed integrity, determination, and a strong commitment to excellence
- Demonstrated continual improvement, initiative, and the ability to take ideas from concept through to delivery
- Contributed significantly to the primary sector through leadership, innovation, and influence

5. Judging Criteria & Process

Nominations will be assessed by a panel of three: a representative of Unison, a representative of the Hawke's Bay A&P Society, and an independent primary sector leader.

The judging panel will consider:

- Overall achievement and contribution - qualifications, results, skills, business acumen
- Community contribution - impact beyond their role/workplace
- Innovation, initiative, and future growth - continuous improvement, new ideas, problem-solving
- Industry recognition - awards, leadership roles, professional reputation

How Judging Works:

- The judging panel reviews all written submissions
- Shortlisted nominees are invited to an interview with the judging panel
- Final results will reflect both the written nomination and the interview

6. What You Need to Prepare Before Nominating

To help you prepare, the online nomination form will guide you through providing the following information about your nominee and their contribution to the primary sector:

Nominee Information	This section captures basic details about the nominee, including: <ul style="list-style-type: none">• Contact details• Current role and employer
Nominator Details	This section captures basic details about the nominator, including: <ul style="list-style-type: none">• Contact details• Relationship to the nominee
Nomination Statement	This section asks you to explain why the nominee should be recognised, including: <ul style="list-style-type: none">• The nominee's professional background and role within the primary sector• Their key achievements and measurable contributions• Leadership, initiative, or innovation demonstrated through their work• Support or mentorship of other professionals• Contribution to community, sector, or industry-good outcomes• Professional recognition, awards, or peer acknowledgement
Supporting Material	You may upload any supporting material that strengthens the nomination, such as: <ul style="list-style-type: none">• Testimonials or letters of support• Case studies or project summaries• Articles or media coverage• Other relevant documents

All submitted material will be kept confidential unless used for agreed promotional purposes. Runner-up names will remain anonymous.

7. How to Nominate

1. Complete the online nomination form
2. Upload the required files listed in “What You Need to Prepare Before Nominating” as part of your online nomination
3. Confirm that the nominee has given consent to be nominated
4. Ensure the nominee is available to attend the Awards Dinner (2 April 2026)

8. Key Dates – 2026

Nominations Open	1 October 2025
Nominations Close	28 February 2026
Judging	March 2026
Awards Dinner	2 April 2026

9. Contact

For questions or more information, contact:

Kahlia Ritchie – Event Manager, Napier Port Hawke’s Bay Primary Sector Awards

Email: psa@hbap.co.nz Phone: 027 342 6071

10. Acknowledging Our Sponsors

With thanks to Napier Port, Unison, and our valued sponsors who make these awards possible.