

Bayleys Hawke's Bay Primary Sector Innovation Award

2026 Entry Information Pack

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

Recognising excellence, innovation, and progress across Hawke's Bay's primary sector.

Celebrate your innovation - and share your story 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 Bayleys Hawke's Bay Primary Sector Innovation Award recognises individuals, teams, or businesses who are driving innovation, adaptation, and forward-thinking development within Hawke's Bay's primary industries, including farming, horticulture, viticulture, forestry, fisheries, science, technology, and supporting sectors.

The purpose of this award is to identify, acknowledge, and celebrate those who are creating meaningful change through new ideas, technologies, systems, and solutions that strengthen the performance, resilience, and future growth of the primary sector. The award provides a platform to showcase impactful innovation and inspire continued progress across Hawke's Bay.

2. Why Enter?

Entering the Innovation Award is an opportunity to showcase your creativity, connect with sector leaders, and gain recognition for your contribution to the sector.

All entrants:

- Are invited to attend the Primary Sector Awards Dinner
- Connect with farmers, foresters, 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.

Winner receives:

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

3. Eligibility & Entry Conditions

The competition is open to:

- Individuals who are NZ citizens or permanent residents, aged 18+ (or 16+ with guardian permission)
- Organisations or businesses that are registered and operating in New Zealand
- Innovations, projects, or lead individuals that are based in, or originate from, Hawke's Bay.

The winner must be available for media enquiries and promotional opportunities if required.

4. Entry Criteria

Entries must demonstrate innovation or adaptation through a product, service, technology, idea/theory, or process targeted towards the primary sector. Eligible sectors include farming, forestry, fisheries, horticulture, viticulture, applied agricultural research, and supporting industries.

Entries must clearly explain:

- The problem being solved
- Why the solution is unique
- The impact achieved or expected
- Scalability and potential for future growth
- Knowledge of the target market

Entries may also highlight:

- Contributions of individuals or teams who have played a significant role in the innovation
- The name of one individual must be provided as the main contact representing the entry

5. Judging Criteria & Process

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

Entrants will be assessed across four key areas:

- Uniqueness & Innovation – originality and creativity of the idea
- Impact – measurable or potential benefits to the primary sector
- Scalability & Future Potential – growth and broader application
- Presentation – ability to clearly communicate the problem, solution, and value

How Judging Works:

- Panel reviews all written submissions
- Finalists are invited to an interview and/or demonstration
- During the interview/demonstration, finalists should explain what the judges will observe
- Final results reflect both the written entry and interview/demonstration

6. What You Need to Prepare Before Entering

To help you prepare, the online entry form will guide you through providing the following information:

Entrant Information	This section captures basic details about the entrant, including: <ul style="list-style-type: none">• Contact and business details related to the entry
Innovation Overview	A brief summary outlining the innovation, including: <ul style="list-style-type: none">• What it is and what problem it solves• Why it is unique• Its intended users or market
Evidence of Impact & Potential	This section captures key information that helps judges understand the innovation's value, including: <ul style="list-style-type: none">• Impact achieved or expected• Scalability and potential future developments• Contribution of individuals or team members
Supporting Material	You may upload any supporting material that strengthens your entry, such as: <ul style="list-style-type: none">• Photos, diagrams, videos• Research or technical documents• Articles or media coverage

All submitted material will be kept confidential unless used for agreed promotional purposes. Runner-up names will not be published.

7. How to Enter

1. Complete the online entry form
2. Upload the required files listed in “What You Need to Prepare Before Entering” as part of your online entry
3. Be available to attend the Awards Dinner (2 April 2026)

8. Key Dates – 2026

Entries Open	1 October 2025
Entries 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, Bayleys, and our valued sponsors who make these awards possible.