

2026

Northland Business EXCELLENCE AWARDS

NZ CHAMBERS OF COMMERCE
North Chamber

Using AI to support your Awards entry

We recognise that AI tools (such as ChatGPT, Copilot, and others) are becoming part of everyday business practice. You're welcome to use AI to support your Awards entry—however, your submission must remain an authentic and accurate reflection of your own business.

To help guide you, we recommend the following:

1. Start with your own business truth

- Your entry should be grounded in your own business information, data, and experience.
- Use AI to help shape or refine your answers—but not to generate content in place of your knowledge.
- Your business remains the source of truth.

2. Keep your authentic voice

- Your responses should reflect your organisation's culture, values, and way of communicating.
- Avoid language that feels generic, overly polished, or inconsistent with how you naturally present your business.
- Judges are looking for your unique voice.

3. Use evidence—not general statements

- Strong entries are backed by specific examples, outcomes, and measurable impact that relate to your business.
- Avoid broad or generic statements that could apply to any business.
- Focus on what you have done, and what difference it has made.

4. Support your claims with original evidence

- Any claims you make should be supported by real, verifiable examples from your business.
- This could include data, case studies, customer feedback, or outcomes you have achieved.
- The evidence should clearly come from your organisation—not be AI-generated or hypothetical.

5. Be mindful of confidential information

- Take care not to share sensitive or confidential business information in open AI platforms.
- This may include financial data, client information, intellectual property, or commercially sensitive insights.
- Where possible, summarise or anonymise information before using AI tools, and follow your organisation's data privacy policies.

6. Use AI as a tool—not the author

- AI can support you by helping to:
 - structure your responses
 - improve clarity and flow
 - check grammar and readability
- However, your ideas, insights, and reflections should come from you.

7. Check for accuracy and integrity

- You are responsible for ensuring everything in your entry is accurate, truthful, and complete.
- Always review AI-assisted content carefully to make sure it reflects your business correctly.

8. When in doubt—keep it real (and simple)

- If something feels too generic or not quite “you”, rework it using your own words and examples.
- Authentic, honest responses will always carry more weight than perfectly written ones.

Our goal is to support fair, meaningful, and high-quality entries that truly reflect the mahi, impact, and uniqueness of each business.

Any questions, please contact Brittany on awards@northchamber.co.nz