

## Award Entry Guidelines 2026

The Virtual Assistant Network of New Zealand and the VA Foundry are proud to host the 2026 NZ Virtual Assistant Awards.

Entries for the 2026 NZ Virtual Assistant Awards are **now open**. Entries close 5 pm Friday, 29th June 2026

The NZ Virtual Assistant Awards are open to all virtual assistants who are New Zealand residents or citizens and members of the Virtual Assistant Network of New Zealand. The awards celebrate the exceptional virtual assistants in New Zealand.

**This is an opportunity to get the recognition and kudos for all the hard work that you have put into your business.**

### Why Enter?

Entering the 2026 NZ Virtual Assistant Awards will give you:

- A public profile.
- Increased business and networking opportunities.
- The chance to win a prestigious award.
- A review of performance.
- A summary of key business achievements.
- Identification of core strengths and competitive advantages.
- An independent group assessment.
- Exposure and recognition to celebrate your business excellence.
- Benchmarking against top performers in the virtual assistant industry.
- Demonstrating your best practice and innovation in New Zealand.

### General Information

- There is no cost to enter.
- All judges sign a non-disclosure agreement that requires them to keep all information received from entrants confidential.
- All information provided by entrants must be accurate and disclose any liabilities that could compromise the judges' analysis of the business.
- After the initial assessment of entries to ensure completeness, the judges will review the entries. They may seek further clarification on any aspect of the entry.
- If you are a finalist, you will need to attend the awards event in person or send a representative.

### Judges' Tips

- Enter as many categories as you think apply to your business.
- More words are not necessarily better. Clear, concise answers are best, and staying within word limits is vital. Remember quality over quantity.
- Identify core strengths and your competitive advantages.
- Be specific and provide real results and evidence to support your entry.
- Demonstrate innovation and courageousness in your business.

## Conditions of Judging

1. Judges are carefully selected for their skills and knowledge relevant to the categories they will judge. Any conflicts of interest are identified and eliminated as part of the appointment process. All judges sign a non-disclosure agreement requiring all information received from and discussions with entrants to remain confidential. This information is not to be used for any other purpose other than to assess each entry and to reach a decision for the finalists and winners of each category and for the overall Virtual Assistant Of The Year winner.
2. Decisions made by the judging panel are final and may not be disputed.

## Who can help me?

Either Marianne or Toyah can answer any questions you have about which category you should enter and what you need to do.

Email us at [support@thevafoundry.com](mailto:support@thevafoundry.com)

## Format

Please provide your award entry in **PDF A4 format**. You can design and edit the document as you like, however please make sure that all of the Award Entry template content in terms of wording, questions, descriptions and the sequence remains. All of your entry information must be included in the PDF; no attachments or additional files will be accepted.

You must attach a headshot, team photo (if applicable) and high-resolution logo (PNG or JPG) along with your award entry submission via email. Please name your files as follows before you attach them to the email: '[Business Name] - Logo - [Award Category]' or '[Applicant Name] - Headshot - [Award Category]'

## Award Categories

### Best Virtual Assistant Specialty or Niche

The Best VA Specialty or Niche Award acknowledges the Virtual Assistants who have taken their business to the next level by narrowing down their focus to either a niche industry or offering a specialised service. Enter this award if you specialise in a particular service or have niched down to servicing a particular industry, or both.

### Best Virtual Assistant Newcomer

The Best VA Newcomer Award celebrates the best up-and-coming Virtual Assistant who shows potential. To enter this award, you must have been in business for less than 12 months at the time the entries close on the 29th June 2026. This means you must have sent your first invoice (whether as a subcontractor or freelancer) after 29th June 2025. You are required to submit a screenshot of your first invoice (clearly showing the date and invoice number) with your completed entry.

### **Best Virtual Assistant Website**

The Best VA Website Award recognises the most outstanding new website of the year, taking into account beautiful design, great functionality, content that converts and exceptional SEO.

Please note that while we are looking for the best new or redesigned VA website, it does not have to have been designed or written by you, provided you have had input into both.

The website must be your own Virtual Assistant business website, not one you created for a client.

**This award is for the best new or redesigned virtual assistant website (within the last 12 months).** To be eligible, the website must be brand new or have been significantly redesigned. If redesigned, you must provide before-and-after screenshots to show a significant change to your website. The judges reserve the right to determine if enough changes have been made.

### **Top Performing VA Team Member (Individual)**

The Top Performing VA Team Member Award recognises the sub-contractor or employee of a Virtual Assistant agency who demonstrates outstanding performance, commitment, and contribution to their team and clients. To enter this award, you (or the VA business that you work for) must be a current Bronze, Silver or Gold member of the Virtual Assistant Network of NZ, and you must be nominated.

### **Top Performing VA Agency**

This award celebrates the Top Performing Virtual Assistant Agency, based on key performance metrics, marketing nous, workflow management, quality control and client success. Enter this award if you run a VA business that has other team members, whether subcontractors or employees, who work directly with your clients.

### **Top Performing Virtual Assistant Freelancer**

This award recognises the Top Performing Virtual Assistant Freelancer who, based on their reputation, financial performance, online presence and client success, is the shining star in our VA community. Enter this award if you are a solo virtual assistant and you are the only one in your business who works directly with your clients. You may have subcontractors who complete tasks for your clients and support you in the background, but the work goes through you, and they are not assigned as the lead virtual assistant for any of your clients.

### **Top Performing Bookkeeper**

Awarded to the bookkeeper who not only excels in accuracy, reliability, and professionalism but also demonstrates innovative strategies to manage and optimise their clients' finances. This bookkeeper combines expertise with exceptional service, making them indispensable to their clients. Enter this award if you offer bookkeeping services as either a freelancer or an agency. The business is up for the award, rather than an individual or team member.

### **Top Performing Creative VA**

This category is for VAs who offer any creative services such as (but not limited to) website design, blog writing, photography, videography or editing, graphic design, content creation, social media management, copywriting, branding. Enter this award if you offer any type of creative services as either a freelancer or an agency. The business is up for the award, rather than an individual or team member.

### **Best Online Presence**

This category honours the Virtual Assistant whose digital footprint sets them apart. Judging encompasses a stellar social media strategy, engaging content, clear messaging and a strong, cohesive brand identity across platforms, making them a visible and influential force online. Enter this award if you think your business has an outstanding presence online across multiple platforms, including social media, directories and anywhere else that features your business. Having a website is not a requirement for this category.

### **Virtual Assistant Leadership Award (Individual)**

This award recognises our Virtual Assistant Agency Owners or Team Managers who support their people in delivering exceptional services to their clients and have shown exemplary leadership. Enter this award if you manage people in a virtual assistant business, whether as an employee managing team members, a sub-contractor managing team members, or as an agency owner.

### **Virtual Assistant Legacy Award (Individual)**

This award is all about celebrating our long-standing Virtual Assistants, who have been in the industry for 10 years or longer, flying the flag professionally and contributing to the NZ VA community. This award is chosen by the Virtual Assistant Network of New Zealand.

## **General Conditions of Entry**

By entering these awards and submitting your entry, you confirm that you have read and understood the General Conditions of Entry and those applying to the particular category you have entered, and you agree to comply with these.

The NZ Virtual Assistant Awards are open to eligible virtual assistants who hold a current Bronze, Silver or Gold membership at the Virtual Assistant Network of New Zealand. The Awards are organised by the Virtual Assistant Network of New Zealand and The VA Foundry Limited.

- Award category entries are for a number of finalists and one winner
- Each entry shall be certified at the time of submission as being accurate and complete by a designated authority
- All entries and supporting material must be received by The VA Foundry by 5 pm Friday, 29th June 2026. All entries are to be submitted electronically to [support@thevafoundry.com](mailto:support@thevafoundry.com) marked with "Virtual Assistant Awards Entry - Category" in the subject of your email.
- Submit only one entry per email.
- Entries must include a high-resolution copy of the applicant's logo (clearly named as Business Name – Logo - Award Category) as a PNG with a transparent background and a headshot (clearly named Applicant Name – Headshot - Award Category) as a JPEG or PNG file. The organisers have permission to use this logo and headshot in association with the event.
- Entry forms must be submitted as a single PDF file no larger than 10 Mb. No Word documents or Pages files will be accepted. The file name of the PDF must be [Applicant Name – Business Name – Award Category]
- Entries can include supporting material such as graphs, charts, photographs, tables or links to websites. Any inclusions must form part of the single PDF file and not be provided as attachments to your email.

- The organisers reserve the right to publish information contained in the entry when finalists and winners are announced. Information that entrants do not wish to have published must clearly be marked as confidential.
- The organisers reserve the right to publish the details and images of finalists and winners for marketing and promotional purposes.
- Organisations, groups, or individuals can enter more than one award category (where applicable); separate entry forms must be completed in full and submitted for each category.
- Where third parties or other organisations are mentioned in entries, the submitter must describe the relationship and seek the third party's permission to reference them.
- If an entrant is selected as a finalist, the entrant (or designated representative) agrees to attend the formal awards presentation at the nominated venue in Hamilton on Saturday, 19 September 2026 and meet any costs of attending.
- The judges have the discretion not to grant an award if none of the entries is considered of a sufficient standard.
- Last year's category winners cannot re-enter the same category this year.
- If any judge declares a possible conflict of interest with any of the entries, they will withdraw from assessing that particular entry, or an additional judge will be assigned to the award category.
- The judges reserve the right to request further information or clarification after the entry has been submitted.
- The judges undertake to observe the confidentiality of entries where required.
- The entrant accepts that the judges' decision is final and that no subsequent correspondence will be entered into.
- A secure electronic copy of your entry will be kept for the NZ Virtual Assistant Awards records until after the Awards event.
- Finalists will be notified on 31st July 2026.