

Foster Construction Group



Past Supreme Winner becomes staunch sponsor of Business Awards

The primary sponsor of the Waikato Business Awards, Foster Construction Group, understands firsthand how invaluable the experience can be after being crowned the Supreme Winner in 2017.

“Winning the Supreme Award was beyond exciting,” says Fosters CEO Leonard Gardner.

“It helped boost our confidence and hugely improved the Fosters profile, which we have significantly benefited from since.”

Despite an initial hesitancy to put their hand up and enter the awards - a trademark of many humble Waikato businesses - Foster Construction Group's senior leadership believed in their team and strategy and submitted an application. A decision that will undoubtedly be remembered as a defining moment for the Waikato-based construction company.

“When it came down to it, the process proved to be very simple, but also really beneficial. The questions that we had to answer helped us to reflect on the business critically. The awards judges asked us many thoughtful and respectful questions. It was a highly positive experience,” said Leonard

And so began an increasingly positive relationship between Foster Construction Group and the Waikato Chamber of Commerce. Over the past five years, the partnership has gone from strength to strength, and in 2021, when an opportunity arose to become the primary sponsor for the Awards, Fosters jumped at the chance.

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“It’s obvious that one of the key foundations of our community is the strength of Waikato business,” Leonard said.

“As a community, it’s important that we recognise and celebrate success and versatility, all the while aspiring to do better. The awards do this well, recognising a raft of different business principles, including service excellence, community contribution, sustainability and innovation. We are extremely proud to support the event.”

Chamber CEO Don Good said the partnership was a natural fit.

“Both organisations are passionate about building stronger communities in the Waikato - and the Business Awards are an excellent platform for promoting the unsung heroes of our community. The benefits of entering are invaluable in terms of increased brand awareness and media exposure alongside the constructive feedback from the expert panel of judges that all applicants receive.”

Foster Construction Group is not the only past winner to have seen the value in sponsoring the awards. In 2021 over half of the category sponsors consisted of previous award winners, including Wintec, Company-X and Montana Food & Events. The community of past winners is influential and welcoming, with all members celebrating the success of their peers in the Waikato business community.

The partnership between Fosters and the Waikato Chamber of Commerce is already paying dividends. 2021, a year racked by Covid and uncertainty, saw a record-breaking number of entrants put themselves and their businesses forward. This is a strong indicator of the robust, world-class business community in the Waikato.

It is clear to see there are multiple benefits to entering the awards. The networking opportunities, mentorship, and increased awareness are invaluable assets to any business, no matter where you are in your growth cycle. Foster Construction Group is a fantastic example of a company that believed in itself and its vision and is experiencing remarkable dividends for that.

“That is why we strongly encourage every Waikato-based business to apply, even if you are just starting in your business journey. You never know where your application will take you,” Don said.

Applications for the 2022 Waikato Business Awards are currently open with a closing date of 15th July at midday.

For more information on the Waikato Business Awards, including how to enter and what is required, please visit our website - <https://www.waikatochamber.co.nz/business-awards/>



Foster Construction Awards Timeline

FIRST ENTRY INTO THE WAIKATO BUSINESS AWARDS

2017

SUPREME WINNER

2021

MAIN SPONSOR