
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

Business Excellence Award Less than \$6m turnover

Brought to you by:

In association with



THE NEW ZEALAND TOURISM AWARDS

Key Dates

16 June

Step 1 - Entries Close
Register by this date
to enter the awards

20 June

Step 2 -Submissions Close
Complete your submission
with information on your entry

July

Finalists Announced

7 September

Awards Dinner
Air Force Museum, Wigram, Christchurch

Please note you must enter the awards by 20 June. At this stage you will pick the awards you wish to enter and make payment. Late entries are not accepted.

Key Contact

Should you have any questions about your application or the entry/submission process, please contact the Tourism Industry Aotearoa events team on:

Ph: 04 499 0104 Extn # 3
e: awards@tia.org.nz

The Criteria and Submission Guidelines contain all the information needed for completing your submission. Please read this document carefully before commencing.

Brought to you by:



P 04 499 0104 0800 TIA HELP (842 4357)
E events@tia.org.nz
nztourismawards.org.nz

Awards Process

Step One: Entry Registration

Complete the online application form to register your interest and state which award categories you wish to enter, and make payment.

A non-refundable administration fee of \$90 (exc GST) per award applies for all TIA members; a fee of \$150 (exc GST) applies for non TIA members.

All applications will receive an acknowledgement from the TIA Events Team.

Step Two: Detailed Submissions

Complete the online submission form. This includes questions relating to the award criteria as well as names and contact details for referees.

Following the final submission date (midday, 20 June), the judging process will commence. The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, your referees may be contacted by a member of the judging panel. You will also be encouraged to make a short video to be played at the awards dinner in Christchurch on 7 September.

Please ensure that you leave sufficient time to complete your submission so that it best represents your ability and achievements, giving you the greatest chance of success!

Submission requirements

Please ensure you read the submission requirements and criteria closely before you begin filling in your submission form.

Strict word counts apply, and these are laid out in the submission requirements. Submissions will only be accepted using the online submission forms provided. The online submission form can be amended up to the 20 June deadline.

Where relevant, evidence should be provided to show how you are operating your business within the context of the Tourism 2025 growth framework. Examples are available on the [Tourism 2025 website](#)

[Click here](#) for instructions for the Submission Portal.

Terms and Conditions

The terms and conditions, including refunds and cancellations, can be found on the [New Zealand Tourism Awards website](#)

Brought to you by:

Business Excellence Award – Less than \$6 million annual turnover

The Business Excellence Award – Less than \$6 million annual turnover award recognises an outstanding tourism business whose growth is contributing to the Tourism 2025 \$41 billion aspirational goal. The award focuses on examples of best practice and innovation, where a business is meeting the needs of their market and continuing to grow and deliver sustainable results.

The Judges are looking for:

- Leadership - a clearly defined growth strategy which is being successfully implemented, is having a significant impact achieving results over a sustainable period of time and the business success is being shared beyond the organisation.
- Operational excellence – quality processes and systems with a focus on continuous improvement reflecting a business that is constantly looking to improve its performance.
- Sustainability – financially, environmentally and socially sustainable
- Outstanding results – results are documented and the impact is measured

Submission Details and Criteria

Your submission should include the following and must be submitted on the online form.

Organisation statement*

A short statement about your organisation. (150 words max)

Business excellence *

Briefly tell us why you should win this award (150 words max)

***This information may be used in TIA marketing material.**

Award Statements

Statements should concisely outline how the organisation has demonstrated the criteria for this award.

1. Leadership - tell us about your business (400 words max) – 30 points

Areas to cover:

- Describe the key objectives for the business or organisation and the performance against these objectives over the last 12 months
- What makes your business or organisation a high quality visitor experience and what do you offer in terms of product and customer service that sets you apart from your competitors?
- What is innovative about your business? How has innovation improved your business performance?
- How does your business or organisation contribute to the wider tourism industry and the Tourism 2025 \$41 billion aspirational goal? For example, helping encourage regional dispersal, address seasonality, target a high value visitor segment, serving on industry bodies/forums

2. Operational excellence – How does your business or organisation achieve all-round business excellence? (250 words max) – 20 points

Areas to cover:

- Effective branding and marketing
- Robust financial and ICT management systems
- People – training and development, staff satisfaction, succession planning
- Compliance
- Culture – values
- Planning, measurement, evaluation

3. Sustainability – how sustainable is this business – financially, environmentally and socially? (250 words max) – 20 points

Areas to cover:

- Business resilience and risk mitigation
- Minimising environmental impacts
- Securing and maintaining community support
- Productivity improvements, e.g. investing in technology, product development, infrastructure
- Long-term business profitability and viability

4. Outstanding results - what results have been achieved over the past 12-15 months - (300 words max) – 30 points

Areas to cover:

- What results have been achieved (provide before and after metrics), including financial, and other results as relevant, for example (but not limited to) visitor numbers, market share, challenges overcome, visitor satisfaction, staff retention and satisfaction (provide before and after metrics)?
- Have results exceeded expectations?

Supporting evidence

Evidence can be submitted to support any/all of the criteria for the award. See the 'evidence' points in the criteria for examples. Entrants can provide up to 2MB of supporting evidence in a pdf. Links to websites and electronically held information are welcome.

Referee checks

Provide two referees, including contact name, email and phone number for each.