
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

Industry Alignment Award

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:

Industry Alignment Award

The Industry Alignment award recognises organisations* (including businesses, Regional Tourism Organisations, local/central government organisations, education institutes, training organisations, etc.) that aligned to successfully maximise their tourism industry impact and results. This could include, for example, a marketing campaign, product development or insight initiative.

This Award rewards creativity and innovation in organisations working together to achieve demonstrable results and help the industry achieve the Tourism 2025 aspirational goal.

Note this initiative could be ongoing. All organisations must be financially sustainable and growing tourism business.

*This includes a Regional Tourism Organisation taking the lead on an initiative involving multiple tourism businesses, for example, a marketing campaign.

The Judges are looking for:

- Leadership – a clearly defined initiative which was successfully implemented and had a significant impact with results achieved over a sustainable period of time.
- Operational excellence – managing coordination of all parties involved, project management.
- Scale – degree of difficulty, depth and breadth of stakeholder engagement and the extent to which initiative accelerated industry growth and helped achieve the Tourism 2025 aspirational goal.
- Superior results and the power of collaboration – the result was beyond that which each individual organisation could achieve on its own.

Submission details

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

Organisation statement*

A short statement about the organisations involved. (150 words max)

Industry Alignment Initiative *

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 Industry Alignment initiative (250 words max) – 15 points

Areas to cover:

- *What was this industry alignment initiative?*
- *Which organisations were involved?*
- *Why was this initiative developed?*
- *What is the current status of this initiative, are there plans to continue, repeat or evolve this initiative?*

2. Operational excellence - What was the process? (200 words max) – 10 points

Areas to cover:

- *How did you manage coordination across organisations?*
- *Did the initiative run on time and to budget?*
- *What role did insight play in the development of this initiative?*
- *How was progress evaluated?*

3. Scale - What was the breadth and depth of this alignment initiative? (350 words max) – 25 points

Areas to cover:

- *How difficult was the alignment process?*
- *Did it involve organisations that are sometimes competitors?*
- *Did it cross sectors?*
- *Did it cross regions?*
- *How has this initiative contributed to the organisations involved being recognised as industry leaders?*

4. Superior results - What results were achieved? (500 words max) – 50 points

Areas to cover:

- *What results did your initiative achieve – provide before and after metrics? (results could include financial, visitor growth, expanding into new markets, extending your season etc)*
- *Did it have any benefits beyond what was expected?*
- *Did you encounter any challenges, and if so how were these overcome?*
- *How did the alignment achieve results beyond that each individual organisation could achieve on their own?*

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.