
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

Tourism 2025 Enabler 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](#)

Tourism 2025 Enabler Award

This award recognises a central or local government agency, research organisation, university or sector organisation that is enabling the tourism industry to achieve the Tourism 2025 \$41 billion aspirational goal. Enabler initiatives may include, but aren't limited to, those that remove barriers to travel, improve the visitor experience, provide valuable new industry insight, facilities or services.

Please note this initiative should not be for commercial gain and may be ongoing.

The Judges are looking for:

- Leadership – a clearly defined initiative which was successfully implemented and has had a significant impact with results achieved over a sustainable period of time, demonstrates innovative thinking or a new way of doing things.
- Operational excellence – stakeholder management, project management
- Superior results – results are documented and the impact measured
- Enduring benefits – sustainable results that contribute to the Tourism 2025 \$41 billion aspirational goal, and continuous improvement

Submission details

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)*

Tourism 2025 Enabler Programme*

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 - What was your Tourism 2025 Enabler initiative? (350 words max) – 30 points

Areas to cover:

- *What was the initiative?*
- *Why was it important – did it address an issue or exploit an opportunity?*
- *What were the objectives?*
- *What was the idea that unlocked this initiative and where did it originate?*
- *Did it involve new technology or a new way of doing things?*
- *Which sectors/regions/markets did it apply to?*
- *Has your success with this initiative led to it been expanded, rolled out more widely, generated improvements beyond its intended target?*
- *How has this initiative contributed to your organisation being recognised as an industry leader?*

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

Areas to cover:

- *Did the initiative run on time?*
- *Did it run to budget?*
- *Who did you consult with in the development of this initiative?*
- *How was the initiative communicated?*
- *What role did insight play in the development of this initiative?*
- *How was progress evaluated?*

3. Superior results - What results were achieved? (450 words max) – 40 points

Areas to cover:

- *What are the initiative's measures of success?*
- *What results did your initiative achieve – provide before and after metrics?*
- *Did it have any benefits beyond what was expected?*
- *Did you encounter any challenges, and if so, how were these overcome?*
- *How did it help achieved the Tourism 2025 aspirational goal?, i.e. did it encourage regional dispersal, improve the visitor experience*

4. Enduring benefit - How sustainable is your Tourism 2025 Enabler initiative? (350 words max) – 20 points

Areas to cover:

- *What is the current status of the initiative?*
- *To what extent are the benefits being realised post-implementation?*
- *What future plans do you have to continue or evolve this initiative?*

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.