

---

**THE NEW ZEALAND  
TOURISM AWARDS**

---

# Criteria and Submission Guidelines

## Tourism Champion 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](mailto: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](mailto:events@tia.org.nz)  
[nztourismawards.org.nz](http://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](#)

## Submission Details

You will be required to supply the following information as part of the submission. This information must be submitted on the online form.

### Entrant statement

A 200-word statement about the entrant and career highlights. This may be used in TIA marketing material.

### Why Entrant should win statement

A 200-word statement about why the entrant should win this award. This may be used in TIA marketing material.

### Award Statements

A 250-word statement on each of the criteria (2000 words in total). There are eight criteria for the individual awards. For example, 250 words for Achievement, 250 words for Impact etc.

Statements should concisely outline how the entrant has demonstrated the criteria for this award. See the 'areas to cover' questions in the criteria (Pg. 5-7).

### Supporting evidence

Evidence can be submitted to support any/all of the criteria for the individual awards. Refer to the evidence column 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.

## Award Criteria

The Tourism Champion Award recognises a Tourism professional who has been in the workforce for more than 10 years (commenced working in a tourism role before 2007).

There are eight areas of criteria that should be reviewed and addressed in the submission:

Achievement	
<b>Defined as</b>	The entrant has been recognised for excellence in their career, supported by training and/or professional development.
<b>Evidence</b>	Rewards, training, recognition, awards, professional development, academic qualifications.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• What has the entrant achieved in their career to date? Detail any notable achievements.</li> <li>• What skills have they developed?</li> <li>• What qualifications /professional development have they undertaken?</li> </ul>

Impact	
<b>Defined as</b>	The entrant has made a tangible contribution to the organisation or the wider tourism industry.
<b>Evidence</b>	Participation in working parties, project teams, involvement in tourism committees or boards, presentations at events, product/service innovation.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• What contribution has this person made?</li> <li>• What impact has this contribution had?</li> <li>• What wider activities is the person involved in?</li> </ul>

<b>Progression</b>	
<b>Defined as</b>	The entrant's career and involvement in tourism demonstrates significant progression beyond the expected.
<b>Evidence</b>	CV, references, letters of recommendation, visibility within the industry, roles held.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• What has the entrant achieved that is over and above what would be expected of someone in their role?</li> <li>• How have they stood out?</li> <li>• What are the wider industry roles this person has held?</li> </ul>

<b>Leadership</b>	
<b>Defined as</b>	The entrant has demonstrated an aptitude for leadership.
<b>Evidence</b>	Management, supervision, health and safety, and governance roles, involvement in the community and industry, leading by example, visionary.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• What leadership skills does this person have? How have these been demonstrated?</li> <li>• What leadership positions has the person held?</li> <li>• What successes and achievements can be attributed to their leadership skills?</li> </ul>

<b>Commitment</b>	
<b>Defined as</b>	The entrant has demonstrated a passion for tourism through their commitment and dedication to their career and the industry.
<b>Evidence</b>	Membership of industry groups, representation of industry and sector associations, presentations at industry events, showcasing and promoting the value of the industry. They may have invested in the industry.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• How has the entrant been involved in the wider tourism industry and/or business community?</li> <li>• What roles have they held?</li> <li>• What have they done to give back to the industry and business community?</li> <li>• How have they demonstrated their passion for the tourism industry?</li> <li>• What have they done to foster the next generation of tourism leaders?</li> </ul>

### Continuous Improvement

<b>Defined as</b>	The entrant is leading the way with concepts and processes.
<b>Evidence</b>	Driver of change and improvement, leadership of projects and initiatives, research undertaken into new ideas and deliverables. Early adaptor – quick to take on new challenges and embrace change.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• What is this entrant’s approach to change?</li> <li>• What innovative thinking have they demonstrated?</li> <li>• What project have they been involved in to drive continuous improvement?</li> <li>• What have they developed to improve a process and/or how have they embraced a new challenge?</li> </ul>

### Personal Integrity

<b>Defined as</b>	The entrant has demonstrated a passion for tourism through their commitment and dedication to their career and the industry.
<b>Evidence</b>	References from colleagues and peers. Contributes to business and industry-wide projects. Is recognised as a role model.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• How is this entrant considered by their peers?</li> <li>• How is this entrant’s influence demonstrated?</li> <li>• What have they done to foster the next generation of tourism leaders?</li> </ul>

### Strategy

<b>Defined as</b>	The entrant demonstrates an understanding of strategy and how it will be delivered.
<b>Evidence</b>	Has a good understanding of the organisation and industry directions, issues and goals. Demonstrates alignment and contribution to this.
<b>Areas to cover</b>	<ul style="list-style-type: none"> <li>• What is the entrant’s understanding of the industry’s Tourism 2025 growth framework?</li> <li>• What business skills does the person possess and how has this person translated ideas into action?</li> </ul>