

---

**THE NEW ZEALAND  
TOURISM AWARDS**

---

# Criteria and Submission Guidelines

AUCKLAND AIRPORT  
**BUSINESS EXCELLENCE AWARD –  
MORE THAN \$6M ANNUAL TURNOVER**

---

Brought to you by:



# THE NEW ZEALAND TOURISM AWARDS

## Key Dates

### ENTRIES OPEN

7 MAY 2018

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee. You'll be emailed a link to start the submission process straight away.

### SUBMISSIONS CLOSE

12 JUNE 2018

You'll have until 5.00 pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

### DINNER TICKETS ON SALE

28 JUNE 2018

Who will take out the top tourism title? You'll be able to book your tickets to the Awards Dinner and be there to find out.

### FINALISTS ANNOUNCED

27 JULY 2018

We'll be ready to share the good news, with finalists being announced for each award.

### AWARDS DINNER

6 SEPTEMBER 2018

Drum roll please!

The New Zealand Tourism Awards culminates in a prestigious black tie dinner at the Air Force Museum, Christchurch. Finalists will be recognised, winners announced and the recipient of the coveted Air New Zealand Supreme Tourism Award revealed.

## Key Contact

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

t: 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

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee.

You'll be emailed a link to start the submission process straight away.

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

### Step Two: Submission

Complete the online submission form.

You'll have until 5.00pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, you will be encouraged to make a short video to be played at the awards dinner in Christchurch on 6 September.

## Submission Requirements

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

Strict word counts apply, and these are laid out in the submission criteria. Submissions will only be accepted using the online form available on the Tourism Awards website (from 7 May). You can amend your submission online up until 5.00pm (NZST) on 12 June.

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 - <http://www.tourism2025.org.nz/>

## Terms & Conditions

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

## **Supporting Material**

Supporting material is encouraged and can be submitted to support any/all of the criteria for the award.

Entrants can provide up to 2MB of supporting material in PDF format. Links to websites and electronically held information are welcome.

## **Referee Checks**

Provide names of two referees, including their contact email and phone number.

If you are selected as a finalist, your referees may be contacted by a member of the judging panel.

## Business Excellence Award – More than \$6 million annual turnover

The Business Excellence Award – More than \$6 million annual turnover, recognises excellence in the design and implementation of initiatives to grow and develop the whole of a tourism business and support 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 'over \$6 million' per annum turnover award recognises organisations that may have more resources accessible to them but may also face greater levels of complexity when implementing initiatives and strategies to grow their business.

### What are the Judges 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 Criteria

Your submission should include the following and must be submitted using the online form available on the Tourism Awards website.

<b>Organisation statement *</b>	A short statement about your organisation. <i>(150 words max)</i>
<b>Business excellence *</b>	Briefly tell us why you should win this award. <i>(150 words max)</i>
<b>Award Statements</b>	Statements below should outline how the organisation has demonstrated the criteria for this award.
<b>Leadership</b> Tell us about your business (400 words max) – 30 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> <li>– Describe the key objectives for the business/organisation and the performance against these objectives over the last 12 months</li> <li>– 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?</li> <li>– What is innovative about your business? How has innovation improved your business performance?</li> <li>– 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</li> </ul>

Brought to you by:

<p><b>Operational Excellence</b> How does your business or organisation achieve all-round business excellence? (250 words max) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– Effective branding and marketing</li> <li>– Robust financial and ICT management systems</li> <li>– People –training and development, staff satisfaction, succession planning</li> <li>– Compliance</li> <li>– Culture – values</li> <li>– Planning, measurement, evaluation</li> </ul>
<p><b>Sustainability</b> How sustainable is this business – financially, environmentally and socially? (250 words max) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– Business resilience and risk mitigation</li> <li>– Minimising environmental impacts</li> <li>– Securing and maintaining community support</li> <li>– Productivity improvements, e.g. investing in technology, product development, infrastructure</li> <li>– Long-term business profitability and viability</li> </ul>
<p><b>Outstanding results</b> What results have been achieved over the past 12-15 months (300 words max) – 30 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– 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)?</li> <li>– Have results exceeded expectations?</li> </ul>

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