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**THE NEW ZEALAND  
TOURISM AWARDS**

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# Criteria and Submission Guidelines

PATA NEW ZEALAND TRUST  
**EMERGING TOURISM LEADER AWARD**

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# 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.

## Emerging Tourism Leader Award

The Emerging Tourism Leader Award recognises an outstanding tourism professional who has been in the tourism industry workforce for less than 10 years (you commenced work in a tourism role in or after 2008).

### What are the Judges looking for?

- Tourism career - you have embraced your role/s, are progressing and upskilling and adding value to your employer/business
- Achievements - clearly articulated achievements, particularly over the past 12 months
- Contribution to the wider industry - you clearly understand the value of tourism and are proactively contributing to the industry's success
- The personal - your ethos, leadership qualities, evidence of the right attitude and qualities to be an outstanding tourism leader

### Submission Details

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

<b>Your tourism industry career statement*</b>	A short statement about your tourism industry career to date. <i>(max 150 words)</i>
<b>Why you should win</b>	Briefly tell us why you should win this award. <i>(max 150 words)</i>
<b>Award Statements</b>	Statements should concisely outline how you have demonstrated the criteria for this award.
<b>Tourism career</b> Describe your tourism industry career progression (100 words max) - 5 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> <li>– Key roles you have held (please attach a brief CV as evidence - see below)</li> <li>– Current role and responsibilities (include as relevant, management, strategic, staff numbers)</li> <li>– Significant training and professional development undertaken and skills gained and how these have added value to the business</li> </ul>
<b>Achievements</b> Key achievements in your tourism industry roles and what these achievements contributed to the tourism organisations you have worked in (600 words max) - 60 points	<i>Areas to cover (as relevant):</i> <ul style="list-style-type: none"> <li>– Notable achievements, with a focus but not limited to the past several years</li> <li>– What have you achieved over and above what would be expected of someone in the industry for fewer than 10 years</li> <li>– Major projects undertaken and how these have contributed to business development/growth</li> <li>– Examples of innovation, e.g. thinking, projects, overcoming challenges, approach to change, campaigns, new products/services, market development, technology</li> <li>– Continuous improvement - how you foster continuous improvement, provide examples</li> <li>– Business wins/successes that can be attributed to you or your involvement</li> </ul>

<p><b>The wider industry</b> Describe your contribution to the wider tourism industry (250 words max) - 25 points</p>	<p><i>Cover, as relevant:</i></p> <ul style="list-style-type: none"> <li>- Your involvement in the wider tourism industry, including industry organisations you belong to and roles you have held within these organisations</li> <li>- Attendance and participation at industry events</li> <li>- Your understanding and support for the Tourism 2025 growth framework</li> <li>- Your support for the New Zealand Tourism Sustainability Commitment, e.g. educating visitors about the environment, connecting with your host community</li> <li>- Industry reference groups/technical group etc. membership</li> <li>- What you have done to mentor/attract young New Zealanders into the industry</li> </ul>
<p><b>Personal</b> Your values and personal qualities (150 words max) - 10 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>- Why you are pursuing a career in tourism - your passion and commitment for the industry</li> <li>- How you are evolving as a tourism industry and community leader</li> <li>- How you are viewed - by your peers, your staff, managers (include at least one reference from a work colleague/manager/director in your supporting evidence)</li> </ul>

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