
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

DEPARTMENT OF CONSERVATION
ENVIRONMENTAL TOURISM AWARD

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

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

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.

Environmental Tourism Award

The natural environment is a vital component of the Destination New Zealand brand and a key competitive advantage for New Zealand’s tourism industry. Responsible tourism is about respecting, protecting and benefitting local communities, cultures and the environment. The Environmental Tourism Award recognises an environmentally sustainable tourism business that embraces kaitiakitanga. They successfully minimise their environmental impact, conserve natural resources, respect local cultures and benefit local communities. They are a financially sustainable and growing tourism business.

Kaitiakitanga is a broad notion which includes the following ideas: guardianship, care, wise management – a proactive and preventative approach to environmental management.

What are the Judges looking for?

- Leadership - a clearly defined and comprehensive environmental tourism programme which has been successfully implemented and had a significant impact with results over a sustainable period of time (12-15 months)
- Operational excellence – the programme is well thought out, executed and evaluated
- Superior results – demonstrable results have been achieved over the past 12-15 months, 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.

Organisation statement *	A short statement about your organisation. (150 words max)
Environmental Tourism programme *	Briefly tell us why you should win this award (150 words max)
Award Statements	Statements should concisely outline how the organisation has demonstrated the criteria for this award.
Leadership Describe your environmental tourism programme (400 words) – 30 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – Describe the programme and the various components – When was it introduced and how has it evolved? – How is it integrated throughout the business? – Does it extend to suppliers? – How is staff/supplier buy-in achieved? – How does it underpin and enhance your visitor experience?

<p>Operational excellence The programme is well thought out, executed and evaluated (250 words) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – Who was responsible for developing the programme? – Who is responsible for its ongoing management? – Who was consulted during the development stage? – Is there a documented plan with timelines, KPIs, budget? – How is the programme continually improved?
<p>Superior results What results were achieved? (500 words) – 50 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – What are the environmental, social and financial impacts of this programme – Tangible and quantifiable results achieved over a sustained period of time – provide before and after metrics where relevant – Benefits achieved beyond what was expected

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