
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
INDUSTRY ALIGNMENT 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

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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.

Industry Alignment Award

The Industry Alignment award recognises organisations * (including businesses, Regional Tourism Organisations, local/central government organisations, education, training organisations, etc.) that have aligned/partnered to successfully maximise their tourism industry impact and results. This could include a marketing campaign, product development or initiative to achieve Tourism 2025 goals of addressing seasonality, encouraging regional dispersal or improving visitor satisfaction.

This award recognises creativity and innovation in organisations working together to achieve demonstrable results.

Note this initiative could be ongoing. All organisations must be financially sustainable and growing tourism business.

* This includes a Regional Tourism Organisation taking the lead on an initiative involving multiple tourism businesses, for example, a marketing campaign.

What are the Judges looking for?

- Leadership – a clearly defined initiative which was successfully implemented and had a significant impact with results achieved over a sustainable period of time.
- Operational excellence – managing coordination of all parties involved, project management.
- Scale – degree of difficulty, depth and breadth of stakeholder engagement and the extent to which initiative accelerated industry growth and helped achieve the Tourism 2025 aspirational goal.
- Superior results and the power of collaboration – the result was beyond that which each individual organisation could achieve on its own.

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)
Industry Alignment Initiative *	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 Tell us about your Industry Alignment initiative (250 words max) – 15 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – What was this industry alignment initiative? – Which organisations were involved? – Why was this initiative developed? – What is the current status of this initiative, are there plans to continue, repeat or evolve this initiative?

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<p>Operational Excellence What was the process? (200 words max) – 10 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – How did you manage coordination across organisations? – Did the initiative run on time and to budget? – What role did insight play in the development of this initiative? – How was progress evaluated?
<p>Scale What was the breadth and depth of this alignment initiative? (350 words max) – 25 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – How difficult was the alignment process? – Did it involve organisations that are sometimes competitors? – Did it cross sectors? – Did it cross regions? – How has this initiative contributed to the organisations involved being recognised as industry leaders?
<p>Superior results What results were achieved? (500 words max) – 50 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – What results did your initiative achieve – provide before and after metrics? (results could include financial, visitor growth, expanding into new markets, extending your season etc) – Did it have any benefits beyond what was expected? – Did you encounter any challenges, and if so how were these overcome? – How did the alignment achieve results beyond that each individual organisation could achieve on their own?

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