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**THE NEW ZEALAND  
TOURISM AWARDS**

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# Criteria and Submission Guidelines

THE GREAT JOURNEYS  
OF NEW ZEALAND  
**TOURISM 2025 ENABLER 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.

## Tourism 2025 Enabler Award

This award recognises a central or local government agency, research organisation, university or sector organisation that is enabling the tourism industry to achieve the Tourism 2025 \$41 billion aspirational goal. Enabler initiatives may include, but aren't limited to, those that remove barriers to travel, improve the visitor experience, provide valuable new industry insight, facilities or services.

Please note this initiative should not be for commercial gain and may be ongoing.

### What are the Judges looking for?

- Leadership – a clearly defined initiative which was successfully implemented and has had a significant impact with results achieved over a sustainable period of time, demonstrates innovative thinking or a new way of doing things.
- Operational excellence – stakeholder management, project management.
- Superior results – results are documented and the impact measured.
- Enduring benefits – sustainable results that contribute to the Tourism 2025 \$41 billion aspirational goal, and continuous improvement.

### 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>Tourism 2025 Enabler Programme *</b>	Briefly tell us why you should win this award. <i>(150 words max)</i>
<b>Award Statements</b>	Statements should concisely outline how the organisation has demonstrated the criteria for this award.
<b>Leadership</b> What was your Tourism 2025 Enabler initiative? (350 words max) – 30 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> <li>– What was the initiative?</li> <li>– Why was it important – did it address an issue or exploit an opportunity?</li> <li>– What were the objectives?</li> <li>– What was the idea that unlocked this initiative and where did it originate?</li> <li>– Did it involve new technology or a new way of doing things?</li> <li>– Which sectors/regions/markets did it apply to?</li> <li>– Has your success with this initiative led to it been expanded, rolled out more widely, generated improvements beyond its intended target?</li> <li>– How has this initiative contributed to your organisation being recognised as an industry leader?</li> </ul>

<p><b>Operational excellence</b> What was the process? (200 words max) – 10 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– Did the initiative run on time?</li> <li>– Did it run to budget?</li> <li>– Who did you consult with in the development of this initiative?</li> <li>– How was the initiative communicated</li> <li>– What role did insight play in the development of this initiative?</li> <li>– How was progress evaluated?</li> </ul>
<p><b>Superior results</b> What results were achieved? (450 words max) – 40 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– What are the initiative’s measures of success?</li> <li>– What results did your initiative achieve – provide before and after metrics?</li> <li>– Did it have any benefits beyond what was expected?</li> <li>– Did you encounter any challenges, and if so, how were these overcome?</li> <li>– How did it help achieved the Tourism 2025 aspirational goal?, i.e. did it encourage regional dispersal, improve the visitor experience</li> </ul>
<p><b>Enduring benefit</b> How sustainable is your Tourism 2025 Enabler initiative? (350 words max) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– What is the current status of the initiative?</li> <li>– To what extent are the benefits being realised post-implementation</li> <li>– What future plans do you have to continue or evolve this initiative?</li> </ul>

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