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**THE NEW ZEALAND  
TOURISM AWARDS**

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**2019 Criteria  
Community  
Engagement Award**

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# THE NEW ZEALAND TOURISM AWARDS

## Key dates

Entries will open in mid-2019. Key dates will be available shortly on the [New Zealand Tourism Awards website](#).

## Entry and submission process

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

It's a good idea to start thinking about your entry now and make sure you allow sufficient time to complete your submission so that it best represents your ability and achievements. Strict word counts apply, and these are laid out in the criteria.

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.

You will be asked to 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.

The full Criteria and Submission Guidelines will be available when entries open and contain all the information you need to complete your submission. Please read these carefully before commencing.

## Key contact

If you have any questions about the awards or entry and 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)

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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)

# Community Engagement Award

Welcoming, supportive communities are a vital part of what New Zealand has to offer our visitors. Successful tourism businesses protect and enhance their social licence to operate within their communities.

The Community Engagement Award recognises a business that is a leader in engaging and supporting vibrant communities. It has a well thought out and executed programme to successfully engage with the communities in which it operates. It is working to establish shared trust and values, and is using a variety of approaches to connect with its host community/ies, including informing, consulting, involving and collaborating.

## What are the judges looking for?

- **Leadership** – a clearly defined and comprehensive organisation-wide community engagement programme which has been successfully implemented and has had a significant impact with results over a sustained period of time (12-24 months).
- **Operational excellence** – the plan is well thought out, executed and evaluated across the business.
- **Impact and outcomes** – demonstrable results have been achieved over the past 12-24 months, and the impact is measured.

### New Zealand Tourism Sustainability Commitment

This Award specifically relates to tourism businesses taking a lead role on Industry Goals 5 & 6, while advancing other elements of sustainability:

#### *Industry Goals 5 & 6 – Achieving Sustainable Host Communities*

New Zealanders strongly support and reap the benefit from tourism operating in their communities.

Goal 5: New Zealanders are happy with the level of tourism activity and support growth.

Goal 6: Tourism businesses are desirable and responsible employers, and leaders in engaging and supporting vibrant communities.

## Submission criteria

Your submission should include the following and must be submitted using the online form that will be available on the [New Zealand Tourism Awards website](#) once entries open.

<b>Organisation statement*</b> (150 words)	A short statement about your organisation.
<b>Community engagement plans*</b> (150 words)	Briefly tell us why you should win this award.

<b>Award statements</b>	
Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the areas below.	
<p><b>Leadership</b> Describe your community engagement actions. (500 words) – 30 points</p>	<p><i>Areas to cover:</i> Describe the various components of your organisation’s community engagement programme, e.g.</p> <ul style="list-style-type: none"> <li>– informing your host community about what you are doing and why</li> <li>– consulting with your host community to obtain their views and feedback on initiatives you are planning or currently doing that may impact them</li> <li>– involving your host community to make them active contributors</li> <li>– being an active and positive member of your community, getting involved in wider community activities</li> <li>– working with other business and/or community groups to effect positive change in your community</li> <li>– forming long-term relationships with community groups, e.g. formalised sponsorship, mentoring</li> <li>– donating products or services to community initiatives</li> <li>– implementing internship/s and/or tourism work-experience programmes</li> <li>– supporting a specific local cause</li> <li>– offering special rates or holding special events for your community.</li> </ul>
<p><b>Operational excellence</b> The plan 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"> <li>– Who was responsible for developing the community engagement plan?</li> <li>– Who is responsible for its ongoing management and implementation?</li> <li>– How are all staff involved?</li> <li>– Who was consulted during the development stage?</li> <li>– Is there a documented plan with timelines, KPIs, budget?</li> <li>– How are initiatives/results shared with your local community?</li> <li>– How is the programme continually improved?</li> </ul>
<p><b>Impact and outcomes</b> What results were achieved? (500 words) – 50 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– What are the community engagement impacts of this plan?</li> <li>– Tangible and quantifiable results achieved over a sustained period of time – provide before and after metrics where relevant.</li> <li>– Benefits achieved beyond what was expected.</li> </ul>
<p><b>Financial performance</b></p>	<p>As part of the submission process you will be asked to confirm that your business has maintained a strong financial performance and financial position over the past three years. This will be a tickbox in the submission form.</p>

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

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