
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Economic Success
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 then 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

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Economic Success Award

Financially successful tourism businesses deliver prosperity across the New Zealand economy. Their economic success enables them to invest in the other elements of tourism sustainability – host community, visitor and environment.

The Economic Success Award recognises a tourism business that is experiencing sustainable financial growth through ongoing profitability, innovation, quality improvement and investment.

What are the judges looking for?

- **Leadership** – a financially successful business that drives value over volume: focus on long-term financial performance; invests capital to grow and/or to improve quality and productivity; innovates and has effective strategies to mitigate the effects of challenges facing the business.
- **Operational excellence** – the business is managed responsibly and employs its people and resources in the most efficient way.
- **Impact and outcomes** – demonstrable results have been achieved over the past three years, and the impact is measured.
- **Balanced scorecard** – sustainable economic growth is enabling the business to invest in the other elements of sustainability – visitor, host community, environment.

New Zealand Tourism Sustainability Commitment

This Award specifically seeks to recognise tourism businesses taking a lead on Industry Goals 1 and 2, while advancing the other elements of sustainability.

Industry Goals 1 & 2 – Achieving Economically Sustainable Tourism

Tourism is delivering prosperity across the New Zealand economy.

Goal 1: \$41 billion total annual tourism revenue by 2025

Goal 2: Tourism businesses are experiencing sustainable growth through ongoing profitability, innovation, quality improvement and investment

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.

Organisation statement* (150 words)	A short statement about your organisation.
Economic sustainability* (150 words)	Briefly tell us why you should win this award.

Award statements	
Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the areas below.	
<p>Leadership Describe your financial strategy and how you drive value over volume. (500 words) – 35 points</p>	<p>Describe how you are experiencing sustainable economic growth through ongoing profitability, innovation, quality improvement and investment, including:</p> <ul style="list-style-type: none"> – your focus on long-term financial performance – how you invest capital to grow, and/or improve quality and productivity – how you innovate and have effective strategies to mitigate challenges facing your business – a clear link between your financial performance and business plan goals.
<p>Operational excellence (350 words) – 15 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – demonstrate excellence in financial reporting to stakeholders on business plan deliverables – how well you have improved on delivery of annual reporting against industry accounting standards (XRB) – how well you manage your financial risks and opportunities.
<p>Impact and outcomes What results were achieved? (550 words) – 40 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – what are the impacts of this economic strategy: <ul style="list-style-type: none"> - growth in value - growth in visitor volume - capital investment driving growth and/or quality and productivity improvements - business innovations and strategies have mitigated challenges. – quantifiable superior results achieved over a sustainable period of time – returns on investment exceeds original business plan goals – How is this economic and financial strategy future-proofing the business?
<p>Balanced scorecard How does economic success enable investment in the other sustainability elements? (250 words) 10 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – briefly describe how your sustainable economic success is enabling you to invest in the other elements of sustainability – improving visitor satisfaction, contributing to your host community/ies, benefitting the environment.
<p>Financial performance</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.