
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Emerging Tourism
Leader Award**

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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

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P 04 499 0104 0800 TIA HELP (842 4357)
E events@tia.org.nz
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Emerging Tourism Leader Award

The Emerging Tourism Leader Award recognises an outstanding tourism professional who has been in the tourism industry workforce for less than 10 years (you commenced work in a tourism role in or after 2009).

What are the judges looking for?

- **Tourism career** – you have embraced your role/s, are progressing and upskilling and adding value to your employer/business
- **Achievements** – clearly articulated achievements, particularly over the past 12 months
- **Contribution to the wider industry** – you clearly understand the value of tourism and are proactively contributing to the industry’s success
- **Personal** – your ethos, leadership qualities, evidence of the right attitude and qualities to be an outstanding tourism leader

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.

Your tourism industry career statement* (150 words)	A short statement about your tourism industry career to date.
Why you should win (150 words)	Briefly tell us why you should win this award.
Award statements Statements should concisely outline how you have demonstrated the criteria for this award for each of the areas below.	
Tourism career Describe your tourism industry career progression. (100 words) – 5 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – key roles you have held (please attach a brief CV) – current role and responsibilities (include as relevant, management, strategic, staff numbers) – significant training and professional development undertaken and skills gained and how these have added value to the business.
Achievements Key achievements in your tourism industry roles and what these achievements contributed to the tourism organisations you have worked in. (600 words) – 60 points	<i>Areas to cover (as relevant):</i> <ul style="list-style-type: none"> – notable achievements, with a focus on but not limited to the past several years – what you have achieved over and above what would be expected of someone in the industry for fewer than 10 years – major projects undertaken and how these have contributed to business development/growth

	<ul style="list-style-type: none"> - examples of innovation, e.g. thinking, projects, overcoming challenges, approach to change, campaigns, new products/services, market development, technology - continuous improvement – how you foster continuous improvement (provide examples) - business wins/successes that can be attributed to you or your involvement.
<p>The wider industry Describe your contribution to the wider tourism industry. (250 words) – 25 points</p>	<p><i>Cover, as relevant:</i></p> <ul style="list-style-type: none"> - your involvement in the wider tourism industry, including industry organisations you belong to and roles you have held within these organisations - attendance and participation at industry events - your understanding and support for the Tourism 2025 growth framework - your support for the New Zealand Tourism Sustainability Commitment, e.g. educating visitors about the environment, connecting with your host community - industry reference groups/technical group etc. membership - what you have done to mentor/attract young New Zealanders into the industry.
<p>Personal Your values and personal qualities. (150 words) – 10 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> - why you are pursuing a career in tourism – your passion and commitment for the industry - how you are evolving as a tourism industry and community leader - how you are viewed – by your peers, your staff, managers (include at least one reference from a work colleague/manager/director in your supporting evidence).

* This information may be used in TIA marketing material.