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**THE NEW ZEALAND  
TOURISM AWARDS**

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**2019 Criteria  
Employer of Choice  
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 submission 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 submission 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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## Employer of Choice Award

Desirable and responsible employers are vital to growing a sustainable tourism industry that benefits New Zealanders. A skilled workforce enables the tourism industry to flourish and grow. Being a desirable and responsible employer protects and enhances your social licence to operate. An Employer of Choice leader will be able to recruit and retain good talent which gives a competitive edge by ensuring they can deliver consistent and excellent customer service and maintain customer loyalty.

The Employer of Choice Award recognises a business that is an industry leader in developing positive and high performing workplaces, providing sustainable employment and quality jobs. It has industry leading work policies and practices that maximise the full potential of their workforce. It is supporting its workforce to flourish and succeed, and pays a fair wage to all staff.

## What are the judges looking for?

- **Leadership** – evidence that you are an outstanding employer of choice, with results over a sustained period of time (12-24 months)
- **Operational excellence** – workplace and employee policies are well thought out, comprehensive, effective and evaluated to retain and develop staff
- **Community** – positively benefits and engages with the communities in which it operates, and positively benefits the wider tourism industry
- **Sustainable** – the programmes or initiatives are sustainable and replicable to meet future needs
- **Impact and outcomes** – the programme(s) or initiative(s) have positively impacted the organisation and/or achieved the desired outcomes with demonstrable, measurable results over the past 12-24 months

### **New Zealand Tourism Sustainability Commitment**

This Award specifically relates to tourism businesses taking a lead role on Industry Goal 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 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>Employer of choice*</b> (150 words max)	Briefly tell us why you should win this award.

<b>Award statements</b>	
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 how you are an outstanding employer of choice – desirable and responsible. (500 words) – 30 points</p>	<p><i>Areas to cover (as relevant):</i> Describe how you attract and retain great staff, including, as relevant, how you:</p> <ul style="list-style-type: none"> <li>– create a distinct company culture and how you use this as a driver to motivate and retain staff</li> <li>– provide professional development and training, and clear career paths</li> <li>– pay a fair wage to all staff, appropriate for the skills and attributes they bring to the job</li> <li>– actively encourage the sharing of ideas and knowledge, and allow constructive criticism</li> <li>– connect with employees to drive engagement, communicate a clear vision and exert strong personal values</li> <li>– provide job security and manage challenges, e.g. seasonality, lack of staff housing, remote location, language barriers</li> <li>– include diversity and inclusion practices – cultural awareness training, diversity forums, rainbow tick, gender attraction and development.</li> </ul>
<p><b>Operational excellence</b> Your workplace culture, plans and policies are comprehensive and effective, helping you attract and retain good talent. (300 words) – 20 points</p>	<p><i>Areas to cover (as relevant):</i></p> <ul style="list-style-type: none"> <li>– strategic and business plans, clear objectives, vision, etc. developed with staff input and referencing people initiatives</li> <li>– documentation of key processes and standard operating procedures</li> <li>– staff feedback opportunities, including satisfaction surveys and systems to respond to staff feedback</li> <li>– annual performance plans and KPIs</li> <li>– comprehensive and up-to-date policies, e.g. health and wellbeing, flexible working hours and working from home</li> <li>– staff recognition/ incentivisation plan</li> <li>– salary benchmarking with fair pay and benefits</li> <li>– metrics/data: lowered staff attrition, increased length of service, annual leave and sick leave metrics, increase in number of people undertaking qualifications, increased higher quality applicants, exit interview feedback, staff survey results.</li> </ul>
<p><b>Community</b> Positively benefits and engages with the communities in which it operates, and positively benefits the wider tourism industry. (200 words) – 10 points</p>	<p><i>Areas to cover (as relevant):</i></p> <ul style="list-style-type: none"> <li>– evidence the outcomes of your employment practices positively impact the communities in which you operate; quality jobs, connecting with the community, and supporting local and regional suppliers</li> <li>– where you are positively benefiting the wider industry through sharing of learnings, collaborating, representing the industry, e.g. industry and conference presentations, co-collaboration training,</li> </ul>

	<p>network groups, industry newsletters</p> <ul style="list-style-type: none"> <li>– how you have engaged with the communities in which you operate and taken on board their feedback.</li> </ul>
<p><b>Sustainable</b> The programme(s)/ initiative(s) are sustainable and replicable to meet future needs. (200 words) – 10 points</p>	<p><i>Areas to cover (as relevant):</i></p> <ul style="list-style-type: none"> <li>– how are your workplace practices organisationally and industry sustainable and replicable</li> <li>– how can they be scaled/adapted to meet future need</li> <li>– plans for ongoing implementation and/or adoption</li> <li>– results of repeated implementation changes to policies/procedures/business.</li> </ul>
<p><b>Impact and outcomes</b> The programme(s) or initiative(s) have positively impacted the organisation and/or achieved the desired outcomes. (500 words) – 30 points</p>	<p><i>Areas to cover (as relevant):</i></p> <ul style="list-style-type: none"> <li>– the impacts on your business and employees (improved morale, improved job satisfaction)</li> <li>– tangible and quantifiable results achieved over a sustained period of time (12-24 months) – provide before and after metrics where relevant, for example surveys conducted pre/post initiative – staff, engagement, satisfaction results or other surveys relating to the initiative.</li> <li>– external recognition, e.g. awards</li> <li>– link between enhanced workplace practice and enhanced customer feedback</li> <li>– reporting on the results to the organisation and/or board/governing body – SLT/board paper, staff meetings</li> <li>– what are you most proud of as an employer of choice?</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>
<p><b>Employment dispute disclosure</b></p>	<p>As part of the submission process you will be asked to confirm that your business has not been involved in the last three years, or is not currently involved in any employment relations dispute – including any pending cases. This will be a tickbox in the submission form.</p>

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