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**THE NEW ZEALAND  
TOURISM AWARDS**

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**2019 Criteria  
Environmental 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)

## Environmental Award

The natural environment is a vital component of the Destination New Zealand brand and a key competitive advantage for New Zealand's tourism industry. Responsible tourism is about protecting, restoring and enhancing New Zealand's natural environment and biodiversity.

The Environmental Tourism Award recognises an environmentally sustainable and financially successful tourism business that embraces kaitiakitanga. Kaitiakitanga is the guardianship and protection of our natural, built and cultural resources for the benefit of current and future generations. The business actively supports and champions ecological restoration initiatives, and is measuring, managing and minimising its environmental footprint. Its environmental actions, programme and initiatives are helping grow a sustainable tourism industry that benefits New Zealanders.

### What are the judges looking for?

- **Leadership** – a clearly defined and comprehensive organisation-wide environmental tourism programme which has been successfully implemented and had a significant impact with results over a sustained period of time (12-24 months)
- **Operational excellence** – the programme 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 7 & 8, while advancing the other elements of sustainability.

#### *Industry Goals 7 & 8 – Achieving Environmentally Sustainable Tourism*

Tourism is recognised for its contribution to protecting, restoring and enhancing New Zealand's natural environment and biodiversity.

Goal 7: Tourism businesses actively support and champion ecological restoration initiatives.

Goal 8: Tourism businesses are measuring, managing and minimising their environmental footprint.

### 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 max)	A short statement about your organisation.
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<p><b>Environmental sustainability*</b> (150 words max)</p>	<p>Briefly tell us why you should win this award.</p>
<p><b>Award statements</b> Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the below areas.</p>	
<p><b>Leadership</b> Describe your environmental tourism programme. (500 words) – 30 points</p>	<p><i>Areas to cover:</i> Describe the various components of your organisation’s environmental sustainability efforts:</p> <ul style="list-style-type: none"> <li>– What are you doing to actively support and champion ecological restoration initiatives?</li> <li>– How are you measuring, managing and minimising your environmental footprint?</li> <li>– How are you actively engaging with visitors and communities on the importance of restoring, protecting and enhancing New Zealand’s natural environment?</li> </ul> <p>Include (as relevant):</p> <ul style="list-style-type: none"> <li>– When were these initiatives introduced and how have they evolved?</li> <li>– How are they integrated throughout the business?</li> <li>– Do your initiatives extend to suppliers?</li> <li>– How is staff/supplier buy-in achieved?</li> <li>– How do you communicate your environmental efforts?</li> <li>– How do you engage with your community and visitors?</li> </ul>
<p><b>Operational excellence</b> The programme is well thought out, executed and evaluated. (350 words) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– Who was responsible for developing the programme?</li> <li>– Who is responsible for its ongoing management and implementation?</li> <li>– Who was consulted during the development stage?</li> <li>– Is there a documented plan with timelines, KPIs, budget?</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 environmental, community, visitor and economic impacts of this programme?</li> <li>– What are the tangible and quantifiable results achieved over a sustained period of time (provide before and after metrics where relevant)?</li> <li>– What benefits were 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.