
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Industry Connections
Award**

Brought to you by:



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

Brought to you by:



P 04 499 0104 0800 TIA HELP (842 4357)
E events@tia.org.nz
nztourismawards.org.nz

Industry Connections Award

The Industry Connections Award recognises a Regional Tourism Organisation, Economic Development Agency, or two or more businesses that have aligned/partnered to successfully maximise their tourism industry impact and results. This could include a marketing campaign, product development, or an initiative to address an industry issue such as overcoming seasonality, encouraging regional dispersal, educating visitors about New Zealand’s cultural and behavioural expectations, improving visitor satisfaction, championing ecological restoration, or engaging with the host community.

This award recognises creativity and innovation in organisations working together to achieve demonstrable results and contribute to growing a sustainable tourism industry that benefits New Zealanders.

What are the judges looking for?

- **Leadership** – a clearly defined initiative which was successfully implemented and had a significant impact with results achieved over a sustainable period of time
- **Operational excellence** – managing coordination of all parties involved, project management
- **Scale** – degree of difficulty, depth and breadth of stakeholder engagement and the extent to which the initiative accelerated industry growth and helped achieve one or more of the eight Tourism Sustainability Commitment industry goals
- **Superior results and the power of collaboration** – the result was beyond that which each individual organisation could achieve on its own.

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(s).
Industry Connections initiative * (150 words)	Briefly tell us why your initiative should win this award.
Award statements Award statements should concisely outline how the organisation(s) has demonstrated the criteria for this award, for each of the areas below.	
Leadership Tell us about your industry alignment	<i>Areas to cover:</i> <ul style="list-style-type: none"> – What was this industry alignment initiative? – Which organisations were involved? – Why was this initiative developed?

Brought to you by:

<p>initiative. (300 words) – 15 points</p>	<ul style="list-style-type: none"> – What is the current status of this initiative? Are there plans to continue, repeat or evolve this initiative?
<p>Operational excellence What was the process? (200 words) – 10 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – How did you manage coordination across organisations? – Did the initiative run on time and to budget? – What role did insight play in the development of this initiative? – How was progress evaluated?
<p>Scale What was the breadth and depth of this alignment initiative? (350 words) – 25 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – How difficult was the alignment process? – Did it involve organisations that are sometimes competitors? – Did it cross sectors? – Did it cross regions? – How has this initiative contributed to the organisations involved being recognised as industry leaders? – How has this contributed to growing a sustainable tourism industry that benefits New Zealanders?
<p>Superior results and the power of collaboration What results were achieved? (550 words) – 50 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – What results did your initiative achieve? Provide before and after metrics (results could include financial, visitor growth, expanding into new markets, extending your season, etc). – Did it have any benefits beyond what was expected? – Did you encounter any challenges and if so, how were these overcome? – How did the alignment achieve results beyond what each individual organisation could achieve on their own?

* This information may be used in TIA marketing material.