
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Tourism Champion
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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Tourism Champion Award

The Tourism Champion Award recognises an outstanding tourism professional who has been in the tourism industry workforce for more than 10 years (you commenced work in a tourism role before 2009).

What are the judges looking for?

- **Tourism career** – you have achieved a leadership role, adding value to your employer/business
- **Achievements** – clearly articulated achievements and how these have contributed to business success
- **Contribution to the wider industry** – an enthusiastic and effective participant in the wider tourism industry, proactively contributing to its success - an industry champion
- **Personal** – your ethos and values, evidence you are an outstanding tourism leader

Submission criteria

Your submission should include the following and must be submitted using the online form available on the Tourism Awards website.

<p>Your tourism industry career statement * (150 words)</p>	<p>A short statement about your tourism industry career to date.</p>
<p>Why you should win (150 words)</p>	<p>Briefly tell us why you should win this award.</p>
<p>Award statements Award statements should concisely outline how you have demonstrated the criteria for this award for each of the areas below.</p>	
<p>Tourism career progression Outline your tourism industry career progression/milestones (150 words) – 10 points</p>	<p>Areas to cover:</p> <ul style="list-style-type: none"> – tourism career milestones (please attach a CV) – key leadership roles you have held – current role and responsibilities (include as relevant, management, strategic, staff numbers) – significant training and/or professional development undertaken – new skills acquired.

<p>Achievements Achievements in your tourism industry roles and how these have contributed to business success. (500 words) – 50 points</p>	<p>Areas to cover (as relevant):</p> <ul style="list-style-type: none"> – notable achievements – what have you achieved over and above what would be expected of someone in the industry in the same period – evidence of your strategic thinking and the benefits it has generated – major projects/initiatives undertaken in recent years and how these have contributed to business growth/development – 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 your sector and to the wider tourism industry (250 words) – 25 points</p>	<p>Areas to cover (as relevant):</p> <ul style="list-style-type: none"> – what you have done to champion your sector and the wider industry – 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 support for the industry’s Tourism 2025 growth framework – your support for the New Zealand Tourism Sustainability Commitment – what you have done to foster the next generation of tourism leaders.
<p>Personal Your values and leadership qualities (150 words) – 15 points</p>	<p>Areas to cover:</p> <ul style="list-style-type: none"> – your vision for tourism – why you have chosen a career in tourism - your passion and commitment to the industry – your leadership style and how you have evolved as a tourism industry leader – how you are viewed by your peers, your staff, board (if relevant) – please include at least one testimonial.

* This information may be used in TIA marketing material.