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**THE NEW ZEALAND  
TOURISM AWARDS**

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**2019 Criteria  
Tourism Sustainability  
Business Excellence  
Award – less than \$6  
million annual  
turnover**

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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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# Tourism Sustainability Business Excellence Award – less than \$6 million annual turnover

The Tourism Sustainability Business Excellence Award – less than \$6 million annual turnover recognises excellence in the design and implementation of initiatives to grow the whole tourism business sustainably. This business will be achieving outstanding economic results, high visitor satisfaction, and will be taking significant action towards achieving host community and environmental sustainability. Overall, it will demonstrate leadership in the progress it is making towards meeting the 14 [Tourism Sustainability Commitment](#) business commitments and the contribution it is making to grow a sustainable tourism industry that benefits New Zealanders.

The less than \$6 million annual turnover award recognises that smaller organisations may have limited access to resources and fewer staff.

*Entry into this award is based on your TIA membership. The annual turnover figure of less than \$6 million excludes GST.*

## What are the judges looking for?

- Outstanding economic results
- High visitor satisfaction
- Significant action towards achieving host community sustainability
- Significant action towards environmental sustainability
- Economic, visitor, host community and environmental sustainability actions are having a positive business impact, and making a significant contribution towards growing a sustainable tourism industry for all New Zealanders

## 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>Tourism sustainability excellence *</b> (150 words)	Briefly tell us why you should win this award.
<b>Award statements</b> Award statements should outline how the organisation has demonstrated the criteria for this award, for each of the areas below.	

<p><b>Achieving excellent economic sustainability</b> Tell us what your business is doing to achieve sustainable economic growth and results. (400 words) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– What financial results have been achieved over the past three years?</li> <li>– Outline initiatives and strategies you have in place to ensure sustainable financial growth.</li> <li>– Outline how you are investing capital to grow and/or improve quality and productivity.</li> <li>– What strategies do you have in place and how are you innovating to mitigate the challenges facing your business, such as the effects of seasonality?</li> <li>– Clearly articulate results achieved (include before and after metrics).</li> </ul>
<p><b>Achieving excellent visitor sustainability</b> How does your business achieve excellent visitor sustainability? (400 words) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– Describe how you measure customer satisfaction, including monitoring, evaluation and reporting.</li> <li>– How do you innovate to improve or upgrade your offering to enhance the visitor experience?</li> <li>– What initiatives do you have in place to educate visitors about New Zealand’s cultural and behavioural expectations?</li> <li>– What results have been achieved, e.g. visitor satisfaction; increase in visitor arrivals (include before and after metrics)?</li> </ul>
<p><b>Achieving host community sustainability</b> What is your business doing to engage your host community/ies, be a quality employer and help staff flourish and succeed. (400 words) – 20 points</p>	<p><i>Areas to cover:</i> Describe how you are working towards:</p> <ul style="list-style-type: none"> <li>– providing sustainable employment and paying a fair wage to all staff</li> <li>– providing quality employment and supporting your workforce to flourish and succeed. What results have been achieved, e.g. staff satisfaction; staff retention; career progression (provide before and after metrics where relevant)?</li> <li>– actively engaging with the communities in which you operate</li> <li>– socially and environmentally sustainable supply chains.</li> </ul>
<p><b>Achieving environmental sustainability</b> What is your business doing to protect and enhance the natural environment? (400 words) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– Describe how the business is contributing to ecological restoration initiatives</li> <li>– What steps are you taking towards carbon reduction and what results have been achieved (include before and after metrics)?</li> <li>– What is the business doing to manage and reduce waste and what results have been achieved (include before and after metrics)?</li> <li>– How does the business actively engage with visitors and communities on the importance of restoring, protecting and enhancing New Zealand’s natural environment?</li> </ul>

<p><b>Business impact and industry contribution/ leadership</b></p> <p>What impact are your sustainability actions having on your business, and how are they contributing towards growing a sustainable tourism industry that benefits all New Zealanders?</p> <p>(400 words) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> <li>– What impact have your sustainability initiatives had on your business, e.g. your business and strategic planning, staff satisfaction, visitor experience, attracting and retaining staff?</li> <li>– What are your key sustainability achievements – what are you proud of?</li> <li>– What contribution are you making towards growing a sustainable tourism industry that benefits all New Zealanders?</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.