
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Conservation 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

Conservation 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 Conservation Award recognises an environmentally sustainable and financially successful tourism business that embraces kaitiakitanga – guardianship and protection of our natural, built and cultural resources for the benefit of current and future generations.

The business actively protects, restores and enhances New Zealand's natural environment and biodiversity. They are also actively engaging with their staff, visitors and communities on the importance of caring for our natural environment. Their actions and programme 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 conservation programme which has been successfully implemented and had a significant impact, with measurable results over a sustained period of time.
- **Operational excellence** – the programme is well thought out, executed and evaluated.
- **Impact and outcomes** – demonstrable results have been achieved over a sustained period and the impact is measured.

New Zealand Tourism Sustainability Commitment

This Award specifically relates to tourism businesses showing leadership on business commitments 11 and 14, while also taking action on other business commitments.

Business commitment 11 - Ecological Restoration: Businesses contribute to ecological restoration initiatives.

Business commitment 14 - Education: Businesses actively engage with their visitors and communities on the importance of restoring, protecting and enhancing New Zealand's natural environment.

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 max)	A short statement about your organisation.
---	--

<p>Conservation and ecological restoration* (150 words max)</p>	<p>Briefly tell us why you should win this award.</p>
<p>Award statements Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the below areas.</p>	
<p>Leadership Describe your conservation actions and programmes (500 words) – 30 points</p>	<p><i>Areas to cover:</i> Describe the various components of your organisation’s conservation efforts:</p> <ul style="list-style-type: none"> – What are you doing to actively protect, restore and enhance New Zealand’s natural environment and biodiversity? (This could include your own initiatives and/or donations of money and/or volunteer time to other organisations/causes). – How are you involving staff in these initiatives? – How are you educating and engaging with visitors and communities on the importance of restoring, protecting and enhancing New Zealand’s natural environment? – Or, if you are donating money and/or volunteer time to a cause, how are you promoting that cause to visitors and your community, and encouraging them to also contribute? <p>Include (as relevant):</p> <ul style="list-style-type: none"> – When did these actions/programmes start and how have they evolved? – How are they embedded in your business and how is staff buy-in achieved? – How do you educate and engage with your community and visitors on the importance of caring for our natural environment, including promoting the Tiaki Promise? – How do you communicate your conservation efforts? – How have you encouraged other tourism businesses to take action in this area and/or support a worthy cause? – If you are donating money, how did you select the partner/third party organisation and ensure its activities were aligned with your organisation’s sustainability commitments.
<p>Operational excellence 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"> – Who was responsible for driving development of your conservation actions and programmes? – Who is responsible for the ongoing management and implementation? – Who was consulted during the development stage? – Is there a documented plan with timelines, KPIs, resources, budget, and communications plan? – How is the programme evaluated and continually improved?

<p>Impact and outcomes What results were achieved? (500 words) – 50 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – What are the environmental, community, visitor and economic impacts of this programme and/or what has your donation contributed towards – What are the tangible and quantifiable results achieved over a sustained period of time (provide before and after metrics where relevant)? – What benefits were achieved beyond what was expected?
<p>Financial performance</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 and that you are taking steps to reduce your environmental footprint (carbon reduction and reducing waste). This will be a tickbox in the submission form.</p>

* This information may be used in TIA marketing material.