
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Industry Enabler
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 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)
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Industry Enabler Award

This award recognises a central or local government agency, research organisation, education provider, sector association or industry business that is helping grow a sustainable tourism industry that benefits New Zealanders.

Enabler initiatives may include, but aren't limited to, those that remove barriers to travel, improve the visitor experience, provide valuable new industry insight, facilities or services, generate knowledge to improve decision making, or build connections to advance industry performance.

The objective of the initiative should be the betterment of the tourism industry, and may be ongoing.

What are the judges looking for?

- **Leadership** – a clearly defined initiative which was successfully implemented and has had a significant impact with results achieved over a sustained period of time, demonstrates innovative thinking or a new way of doing things
- **Operational excellence** – stakeholder management, project management
- **Impact and outcomes** – superior results are achieved, documented, measured and evaluated with the aim of continual improvement
- **Enduring benefits** – how does this initiative contribute to growing a sustainable tourism industry that benefits 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.

Organisation statement * (150 words)	A short statement about your organisation.
Tourism industry enabler initiative * (150 words)	Briefly tell us why you should win this award.
Award statements Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the below areas.	
Leadership What was your tourism industry enabler initiative? (400 words) – 30 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – What was the initiative? – Why was it important – did it address an issue or exploit an opportunity? – What were the objectives? – What was the idea that unlocked this initiative and where did it originate?

	<ul style="list-style-type: none"> - Did it involve new technology or a new way of doing things? - Which sectors/regions/markets did it apply to? - Has your success with this initiative led to it being expanded, rolled out more widely, generated improvements beyond its intended target? - How has this initiative contributed to your organisation being recognised as an industry leader?
<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"> - Did the initiative run on time and to budget? - Who did you consult with in the development of this initiative? - How was the initiative communicated? - What role did insight play in the development of this initiative? - How was progress evaluated?
<p>Superior results What results were achieved? (500 words) – 40 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> - What are the initiative’s measures of success? - What results did your initiative achieve? Provide before and after metrics. - Who did these results benefit and how? - Did it have any benefits beyond what was expected? - Did you encounter any challenges and if so, how were these overcome?
<p>Enduring benefit How sustainable is your Tourism Industry enabler initiative? (350 words) – 20 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> - What is the current status of the initiative? - What future plans do you have to continue or evolve this initiative? - How enduring are these benefits and how does this initiative contribute to growing a sustainable tourism industry that benefits New Zealanders?

* This information may be used in TIA marketing material.