

# Tourism Industry Champion Award

The Tourism Industry 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 2013).

## What are the judges looking for?

- **Tourism career** – you have achieved a leadership role, adding value to your employer/business.
- **Achievements** – you have a record of notable achievements which have contributed to business success.
- **Contribution to the wider industry** – you are an enthusiastic and effective participant in the wider tourism industry, proactively contributing to its success.
- **Personal** – you have a strong ethos and values, and it's evident that you are an outstanding tourism leader.

## Judging criteria

Your entry should include the following and must be submitted using the online portal.

Entries will be assessed against the following criteria:

### Your tourism industry career statement\* (150 words)

A short statement about your tourism industry career to date and why you should win this Award.

### Award statements

Award statements should concisely outline how you have demonstrated the criteria for this award, for each of the areas below:

#### 1. Tourism career progression – (up to 150 words plus CV) – 15 points

- Include key roles you have held (please attach a CV – two pages max)
- What are your current roles and responsibilities?
- What significant training and professional development have you undertaken and what skills have you gained? How have these added value to the business?

#### 2. Achievements (up to 450 words) – 45 points

- What are your notable achievements in the tourism industry roles you have held, and how have these achievements contributed to the tourism organisations you have worked in?
- How do you foster continuous improvement?
- What successful innovations or initiatives can be attributed to you or your involvement?

#### 3. Contribution to the wider industry (up to 250 words) – 25 points

- What you have done to champion your sector and the wider tourism industry?
- Outline your involvement in the wider industry, including industry organisations you belong to and roles you have held within these organisations.
- Have you attended and participated in any industry events?



- How are you championing the Tiaki Promise and the New Zealand Tourism Sustainability Commitment?
- What have you done to foster the next generation of tourism leaders?

#### **4. Personal** (up to 150 words) – 15 points

- How do your personal values support your leadership?
- Why have you chosen a career in tourism?
- What is your leadership style and how have you evolved as a tourism industry leader?
- How are you are viewed by your peers, your staff, board (if relevant)? Please include at least one testimonial in your supporting material.

\* This information may be used in TIA marketing material.

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## **Entry and submission process**

To enter, register and pay using the registration form on the New Zealand Tourism Awards website. You'll then be sent a link to the relevant online submission form(s) to complete your entry submission online.

### **Cost (per entry):**

TIA Member: \$59 + GST

Non-member: \$159 + GST

### **Guidelines**

- With the exception of the Sir Jack Newman Award, you can only enter your own organisation, yourself or an employee.
- Please read the criteria for the Award carefully. You will be asked to complete an organisation statement and provide statements against the Award criteria.
- Make sure you allow enough time to complete your entry so that it best represents your ability and achievements.
- Draft your entry in a Word document so that it is easier to complete the online form.
- Word counts apply for each question, and these are laid out in the criteria.

### **Supporting material**

- Some supporting material is encouraged and can be submitted to support any/all of the criteria for the award. This material should be supplementary to your entry.
- Entrants can provide up to 2MB of supporting material in PDF format. This should be **one document** and not exceed 10 pages. It can include links to websites, online documents or video content (max three minutes). A testimonial should be included as part of your supporting material. You will also be asked to upload a two-page CV as part of your application.

### **Referee**

- You will be asked to provide the name of a referee, including their contact email and phone number. If you are selected as a finalist, your referee may be contacted by a member of the judging panel.

**Entries close at 5pm on Thursday 6 July. Late entries will not be accepted.**

**Questions?** If you have any questions about the awards or the entry and submission process, please contact the Tourism Industry Aotearoa events team at [awards@tia.org.nz](mailto:awards@tia.org.nz).

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