

Employer of Choice Award

The Employer of Choice Award recognises a tourism business that has risen to workforce challenges, and is maintaining a positive and high performing workplace, with industry leading practices and innovations to retain and recruit staff. The tourism business is supporting its workforce to flourish and succeed, is inclusive and responsible, and pays a fair wage to all staff.

What are the judges looking for?

- **Leadership** – Evidence that you are an outstanding employer of choice, with results over a sustained period of time (12-24 months).
- **Operational excellence** – Workplace and employee policies are well thought out, comprehensive, effective and evaluated to retain and develop staff.
- **Impacts and outcomes** – evidence of positive impacts on your business, community and employees.

New Zealand Tourism Sustainability Commitment

This Award specifically relates to tourism businesses showing leadership on business commitment 7, while advancing other elements of sustainability.

Commitment 7: Employer of Choice. We attract, support and develop the workforce we need to flourish and succeed.

Judging criteria

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

Your organisation statement* (150 words)

A short statement about your organisation 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. Leadership (up to 300 words) – 30 points

- How do you create a distinct company culture and use this as a driver to motivate and retain great staff?
- Do you provide professional development and training, and clear career paths?
- Do you pay a fair wage to all staff, appropriate for the skills and attributes they bring to the job?
- Do you actively encourage the sharing of ideas and knowledge, and allow constructive criticism?
- How do you connect with employees to drive engagement, communicate a clear vision and exert strong personal values?
- How do you support and manage your workforce through uncertainties e.g. uncertain demand patterns, seasonality, lack of staff housing, remote location, language barriers?
- What have you done to ensure the wellbeing of your staff?

2. Operational excellence (up to 350 words) – 35 points

- Do you have strategic business plans, clear objectives, vision, etc. developed with staff input and referencing people initiatives?
- Is there documentation of key processes and standard operating procedures?
- Do you provide staff feedback opportunities, including satisfaction surveys and systems to respond to staff feedback?
- Do you have annual performance plans and KPIs?
- Are there comprehensive and up-to-date policies, e.g. health and wellbeing, flexible working hours and working from home?
- Do you have salary benchmarking with fair pay and benefits?
- How are you championing the New Zealand Tourism Sustainability Commitment?
- What carbon measurement and reduction programme do you have in place? When was this introduced and how has it evolved?
- What actions are you taking to support New Zealand's Predator Free 2050 goal or champion biodiversity and conservation efforts?
- How are you embracing Te Whakarae Māori (Māori approaches and knowledge) within your organisation and team?
- How do you utilise and promote the Tiaki Promise? What initiatives do you have in place to educate visitors about New Zealand's cultural and behavioural expectations?

3. Impacts and outcomes (up to 350 words) – 35 points

- What have the impacts been on your business and employees (improved morale, improved job satisfaction)?
- Have you received any external recognition, e.g. awards for your employment practices?
- Has there been a link between enhanced workplace practices and improved customer feedback?
- What are you most proud of as an employer?

Financial Performance and Compliance Statement

As part of the submission process, you will be asked to confirm that:

- Your business is financially sound.
- The entrant (individual or organisation) is not under investigation or been prosecuted by any New Zealand or international statutory body.
- All the information provided in your application is true and verified where possible.

This will be a tick box in the submission form.

* This information may be used in TIA and Award partners in marketing material.



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: \$69 + GST

Non-member: \$199 + GST ([*Click here to find out more about becoming a TIA member*](#))

Guidelines

- 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).

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 4 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.

Brought to you by:



2024 Entry Terms and Conditions

- You must complete an online entry form for each of the awards you wish to enter.
- An entry fee of \$69+GST (TIA member) or \$199+GST (non-TIA member) is applicable for each award category (excluding the Sir Jack Newman Award). The entry fee is non-refundable.
- Payment by credit card is required at the time of registration. If you'd like to pay by invoice, please email us to discuss. Failure to pay the full amount by the required date may result in the entry being removed.
- You must complete a separate entry form for each category.
- For individual awards, you can only enter your own organisation, yourself or an employee.
- For business awards, you can only enter your own organisation.
- Entry for the Sir Jack Newman Award is by nomination only, which should be emailed to awards@tia.org.nz.
- The judges' decision is final and no correspondence will be entered into.
- Previous Award winners can enter the New Zealand Tourism Awards.
- Current employees of Tourism Industry Aotearoa cannot enter the awards.
- All finalists and winners agree to media coverage.
- All entry information is held on a commercial-in-confidence basis. No entry information will be shared or distributed to third parties (with the exception of the judging panel). Where an award sponsor requests information to promote the finalists or winner in their category, TIA reserves the right to provide them with the organisational statement provided on entry. Entrant's contact details may be provided to the Awards sponsors and Tourism Industry Aotearoa Strategic Partners.
- TIA reserves the right to cancel the Awards programme or individual award categories within the programme.
- TIA reserves the right to remove an entrant or entry for risk of reputational damage or events that occur between entry and awards night that necessitate action by TIA.
- The entrant (individual or organisation) confirms that they are not under investigation or been prosecuted by any New Zealand or international statutory body (for example Accident Compensation Corporation, New Zealand Police, Health and Disability Commission, Inland Revenue Department, Immigration, WorkSafe NZ, Commerce Commission or other). If this is to be found untrue, it will result in the entrant being removed from the category listing.
- TIA may choose to conduct their own research from public sources on entrants. And this may result in information being provided for their consideration as part of the judging process.

If you have any questions, please contact awards@tia.org.nz