

Industry Collaboration and Alignment Award

The Industry Collaboration and Alignment Award recognises a Regional Tourism Organisation, Economic Development Agency, central or local government agency, research organisation, education provider, sector association, industry business, or group of two or more businesses that have aligned/partnered to successfully maximise their tourism industry impact and results.

This could include:

- A marketing or awareness campaign.
- New or innovative product development.
- An initiative to address an industry issue.
- Developing or making improvements to facilities or services.
- Generating knowledge and/or insight to improve decision making.
- Building connections to advance industry performance.

This award recognises creativity and innovation in organisations working together to achieve demonstrable results and contribute to growing a sustainable tourism industry that benefits New Zealanders.

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 collaborative initiative which was successfully implemented and had a significant impact.
- **Operational excellence** – managing coordination of all parties involved, project and stakeholder management. How does your operation align with the Tourism 2050 strategy?
- **Impact and outcomes** – superior results achieved, documented, measured, and evaluated, with the aim of continual improvement.

Judging criteria

Your entry should include the following and must be submitted using the online form on the New Zealand Tourism Awards website.

Organisation statement * (150 words)

A short statement about your organisation(s) and why your initiative should win this award.

Award statements

Award statements should concisely outline how the organisation(s) has demonstrated the criteria for this award, for each of the areas below:

1. Leadership (up to 300 words) – 30 points

Areas to cover:

- What was the initiative?
- Which organisations were involved and what were the objectives?
- Why was it developed and why was it important?
- 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 or innovation led to it being expanded, rolled out more widely, and/or generated improvements beyond its intended target?
- How has this initiative contributed to the organisation(s) involved being recognised for industry leadership?
- What is the current status? Are there plans to continue, repeat, or evolve this initiative?

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

- How did you manage coordination across organisations?
- Did the initiative run on time and to budget?
- Did it cross sectors and regions?
- Who did you consult with in the development of this initiative, and what role did insight play?
- How was the initiative communicated?
- How was progress evaluated?
- How do you use and promote the Tiaki Promise? What initiatives do you have in place to educate visitors about New Zealand's cultural and behavioural expectations?
- 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 knowledge and approach) within your organisation and/or visitor experience?

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

- What were the measures of success?
- What results did your initiative achieve? Provide before and after metrics.
- Who did it benefit, and did it have any benefits beyond what was expected?
- Did you encounter any challenges and if so, how were these overcome?
- How enduring are these benefits and how does this initiative contribute to growing a sustainable tourism industry that benefits Aotearoa New Zealand?



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.

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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: \$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.

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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