

# Tourism Collaboration Award

The Tourism Collaboration 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 impact and results on the tourism sector.

This could include:

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

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

The objective of the initiative should be the betterment of the tourism sector 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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### **Supporting material**

While not mandatory, we strongly encourage all entrants to submit supporting material, as it provides valuable context for the judges and can strengthen your entry. However, it must clearly relate to the relevant question and written response. All information required for judging must be included within the designated answer fields. Supporting material is supplementary and will not be assessed as a standalone component.

Supporting material should be a single document in PDF format of no more than 10 pages and a max of 2MB. You may include graphs, screenshots, testimonials or a link to video content (no more than three minutes video footage in total). Documents exceeding 10 pages will not be considered.

### **Use of AI tools**

Applicants may use AI tools (e.g. ChatGPT, Copilot etc) to assist with drafting and support the preparation of their submission. However, all content must be factually accurate, reflect the applicant's genuine work and achievements, and be verifiable by the applicant.

AI must not be used to fabricate data, outcomes, testimonials, or experiences. The applicant remains fully responsible for the integrity of their submission.

### **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.

### **Questions?**

If you have any questions about the awards or the entry and submission process, please contact [events@tia.org.nz](mailto:events@tia.org.nz).

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## 2026 Entry Terms and Conditions

- You must complete an online entry form for each of the awards you wish to enter.
- **Entry Fees:** An entry fee 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. Failure to pay the full amount by the required date may result in the entry being removed.
- For individual awards, you can only enter 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 and nominations need to be submitted via the awards portal by the awards closing date.
- The judges' decision is final and no correspondence will be entered into.
- **Previous Award Winners and Finalists:** Previous winners and finalists are welcome to enter the New Zealand Tourism Awards. The only exception to this is the Toroa ā-uta,-Toroa ā-tai Māori Tourism Award which a three year stand down period applies for the previous year's winners of this award (2023-2025). Previous winners of this award can still enter other categories.
  - For all other categories, if you were a winner or finalist in 2025 and are eligible to enter into the same award category again for 2026, your entry must clearly demonstrate significant improvements or changes compared to your 2025 submission. You will be required to provide this information in a separate text box on your entry form.
- 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 nor have 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 Award category.
- TIA may choose to conduct their own research from public sources on entrants. This may result in information being provided for judges consideration as part of the judging process.

If you have any questions, please contact [events@tia.org.nz](mailto:events@tia.org.nz)

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