

Employer of Choice Award

The Employer of Choice Award recognises a tourism business that has risen to workforce challenges, 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 must be submitted using the online form on the New Zealand Tourism Awards website.

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 400 words) – 40 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 did you manage your staffing needs and support your workforce during COVID-19?
- How do you support and manage your workforce through other uncertainties e.g. uncertain demand patterns, seasonality, lack of staff housing, remote location, language barriers?

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- What have you done to ensure the wellbeing of your staff?

2. Operational excellence (up to 300 words) – 30 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?

3. Impacts and outcomes (up to 300 words) – 30 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

As part of the submission process you will be asked to confirm that your business is financially sound. This will be a tickbox in the submission form.

* This information may be used in TIA 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: \$49 + GST

Non-member: \$149 + 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 and online documents.

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 14 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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