

100%

EXPERIENCE

A W A R D S

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1) Welcome

Qualmark is proud to host the 100% Pure New Zealand Experience Awards, together with Tourism New Zealand and Air New Zealand. Qualmark partners who hold the Gold Sustainable Tourism Business Award are eligible to enter these awards which celebrate the best of New Zealand's tourism offerings each year.

The Qualmark 100% Pure New Zealand Experience Awards 2021 are an opportunity for operators to demonstrate commitment towards their people, community and place through their actions. Qualmark Gold awarded businesses are asked to demonstrate how their actions have been guided against the three award pillars of manaakitanga, tiaki and whānau.

The awards are not just about excellence in business leadership, they're about recognising Qualmark members who are enriching their operating environment through initiatives that support the sustainability of the business and their communities.

It's about the depth of your connection to the business values that guide you, your duty of care for the people and place that grounds you and how you have embraced and navigated a sustainable way forward, that makes your business a 100% Pure New Zealand Experience.

Proudly bought to you by

2) Awards Entry Process

- How to Enter

1) Prepare your entry

- Visit the Qualmark website to review the [key dates](#) that support the 100% Pure New Zealand Experience Awards entry process.
- For the purposes of these awards, entries should be confined to the business as a whole. Awards will be made on this basis, not on an individual product, service or experience as was the case in 2019. Therefore, tourism businesses may choose to enter additional entries for operations if located in different regions, or as the name that the business trades as if there are multiple business units that trade under one registered business name. Please contact the Communications & Partnership Coordinator on +64 21 744 664 if you need clarification.
- We strongly recommend that you draft and refine your award entry, covering the answers to each section within the word count stipulated, using the template available on the Qualmark [website](#) before submission. The template will act as your reference point to copy from, and into the entry portal and make the submission process smoother.
- Strict word counts apply and are laid out in the template. Any content provided past this word count will not be considered
- Collect your supporting material to supplement any/all of the written criteria for the award. Links to electronically held information are also welcome, as are imagery and video evidence.
- Supporting information is to provide evidence that verifies your answer to a section. Supporting information should be in the form before and after metrics. E.g. as a graph to visualise results, an infographic to demonstrate improvement.
- Supporting material in the form of attachments that are more than the maximum file size allowance of 2MB are unable to be uploaded through the portal. To check the size of a saved file before uploading it to support your award entry, you can right click on the document, select *Properties* and then *Details*. You can review the size of the file under *Size* making sure it is less than 2000MB or 2GB.
- Entrants are required to provide names of two referees, with their contact email and phone number. If you are selected as a finalist, your referees may be contacted by a member of Qualmark or the judging panel. Referees could include RTO/EDA representatives, industry bodies or leading inbound tour operators.

- Payment details for the entry fee, covering administration and processing of NZ\$150.00 including GST, will be taken over the phone by a Qualmark representative. A credit card will need to be provided by the entrant with a copy of the receipt, and invoice made available to you.

2) Submit your entry

- When you are satisfied you have drafted concise answers to all award questions, and have supporting evidence available to submit, please visit the [Entry Portal](#) on the Qualmark website to begin submitting your entry.
- Please copy your answers from your draft and paste these into each section of the entry portal in the order that the draft template follows.
- There is an option at the end of each section to upload an attachment of no more than 2MB to add evidence and illustrate your answer.
- Please do not submit or upload your completed draft/template through the awards portal as your awards entry.
- Include the name, email and contact phone number of two referees, listing the industry business that they represent.
- Your award entry will be reviewed by the Communications & Partnerships Coordinator and an acknowledgement email will be sent within two working days as a receipt of your submission being successfully received.
- Include the details for the contact person who is able to provide payment details over the phone to finalise your awards entry submission, after your award entry has been successfully reviewed.

- Key Dates

Entries Open	TUESDAY 1 JUNE 2021 The ability to submit your award entry becomes available at 9.00am (NZST) Tuesday 1 June, 2021
Gala Event Announced	MONDAY 14 JUNE 2021 Gala event details announced
Judges Announced	MONDAY 21 JUNE 2021 Judging panel announced
Entries Close	FRIDAY 25 JUNE 2021 The ability to enter will remain available until 5.00pm (NZST), Friday 25 June, 2021
Finalists Announced	FRIDAY 9 JULY 2021 Finalist will be contacted by email and released through the Qualmark website
Winners Announced	Last week of JULY 2021 Gala awards event held in Christchurch to announce the 2021 winners

3) The Qualmark 100% Pure New Zealand Experience Award 2021 Award Finalists & Winners

- 2021 Finalists
 - All finalists will receive recognition of their achievements through select Qualmark and Tourism New Zealand channels.
 - All finalists will receive a certificate of achievement and right to use the Finalists Awards logo for 12 months.
- 2021 Winners
 - All winners will receive an award plaque, certificate of achievement and right to use the Winner's Awards logo for 12 months.
 - All winners will receive the ability for their product listings on newzealand.com to display the Qualmark 100% Pure New Zealand Experience Award Winner logo. This will display the product listing at the very top of tab sets in which the product tags have been selected by the user on newzealand.com.
 - All winners will receive recognition and promotion through select Tourism New Zealand and Air New Zealand channels and assets.
 - All winners will receive a combined stand-alone page on Air New Zealand's sustainable tourism activities booking engine.
 - All winners will receive a combined one-page placement in Air New Zealand's inflight magazine Kia Ora.
 - Each winner will receive an editorial insert in Air New Zealand's inflight magazine Kia Ora.

4) Planning and Preparing your Submission

- What the judges are looking for

Businesses are asked to show alignment to the Tourism New Zealand brand promise of [100% Pure New Zealand](#) in their Business Overview, to tell the story of how their unique combination of landscapes, people and activities cannot be found anywhere else in the world - it is a "100% Pure New Zealand" experience.

At the core of this year's awards programme is the theme manaakitanga – showing aroha to your people and community. Your Award Statement should act as a summary to outline how the business has embraced manaakitanga through exemplary leadership.

The remaining sections are your opportunity tell the story of how the business has been guided by the three award pillars, as business values, and how these have steered business leaders to navigate a sustainable way forward, since the COVID-19 pandemic.

- Award Pillars

Award submissions are judged on an entrant's ability to demonstrate exemplary leadership in their commitment to the duty of care for people and place, embracing a deeper connection based on empathy, and connection with the community and land under the three award pillars of manaakitanga, tiaki and whānau.

MANAAKITANGA	TIAKI	WHĀNAU
A deeper expression of hospitality based on true empathy and connection, showing aroha to your people and community.	Our duty of care for people and place	Embracing others as family, maintaining connections, commitments and caring for your own people.
Grounded in manaakitanga. This guides how we look after people through the extension of hospitality and respect.	Grounded in kaitiakitanga. Our duty of care for people and place as guardians, shapes how we look after others and balances this with looking after our place.	We are active in forming whanau relationship whakawhanaungatanga and personal connections. An active act to find points of commonality that can bind you together

Judges are looking for how these pillars act as guiding principles that have supported the operational excellence and ingenuity of business. Your entry should demonstrate documented results over a 15 month period and the impact measured.

- **Submission Content and Evidence**

Judges are looking for your award entry to tell the story of the journey your business has taken over the past 15 months. It is important to be able to demonstrate results that have occurred as a result of leadership decisions, and how the journey to the end result is grounded in making a commitment to the three award pillars.

Judges want to see that the award pillars have been incorporated as practices and values, in initiatives that support the sustainability of the business through uncertainty.

Judges are also looking for:

- Evidence of a strategic approach
- Demonstrated creativity and innovation
- A philosophy of sustainable improvement is embedded
- Passion and enthusiasm toward sustainable business principles, including sharing with your people, visitors and communities
- Businesses showcasing best practice and exemplary business principles in their sector, industry or region
- As appropriate provide examples of significant business achievements over the past 15 months e.g. staff retention or well-being, community-based initiatives, marketing initiatives
- Consider including graphs, charts or infographics which show actual results achieved and include good quality images with captions that help to tell your story
- Measurable goals, outcomes and future targets with quantifiable results that could include:
 - The use of insights
 - New initiatives or changes to visitor behaviours/source markets
 - Community support initiatives and building social licence
 - Initiatives focused on well-being
 - Renewed commitment to values like sustainability, even during adversity
 - Training or team development
 - Cultural enhancement
 - Enhanced stakeholder engagement with your business
 - Advocacy or stakeholder support for your initiatives

- Submission Criteria

<p>1) Nominee Details</p>	<ul style="list-style-type: none"> • Entrants Name • Business Name • Tourism Sector • Region • City • Contact Phone Number • Email Address for Contact
<p>2) Business Overview <i>(250 words max.)</i></p>	<p>Tell the judges the compelling story of your business:</p> <ul style="list-style-type: none"> - who the business is - location - mission statement and values - what makes this a 100% Pure New Zealand Experience.
<p>3) Award Statement <i>(250 words max.)</i></p>	<p>Succinctly tell the judges in your award statement how the business has demonstrated exemplary leadership in your commitment to the duty of care for people and place.</p>

4) This section covers your businesses approach to embracing manaakitanga - showing aroha to your people and community.		
<p>a) Demonstrate how your business has applied the values of manaakitanga through showing aroha to your people and community <i>(250 words max.)</i></p>	<p>Key points to consider:</p> <ul style="list-style-type: none"> • How your business culture, guiding principles or values are grounded in manaakitanga • How your decisions in the last 15 months were an expression of empathy, connection and shows mindful consideration of your stakeholders/community 	20 points
<p>b) Demonstrate results your actions over the past 15 months and the impact that manaakitanga has had on the development of your business <i>(500 words max.)</i></p>	<p>Examples could include:</p> <ul style="list-style-type: none"> • Community outreach • Welcoming new guests • Employment or well-being results • Supporting areas of need in the community 	20 points

<p>5) This section covers your business’s commitment to the enhancement of your operating environment through Tiaki – your duty of care for people and place</p>		
<p>a) Describe your continued commitment to excellence in your care for people and place during the last 15 months <i>(250 words max.)</i></p>	<p>Key points to consider:</p> <ul style="list-style-type: none"> • Describe your application of the principles of <i>Tiaki</i> through your culture and operations • Explain how adopting a duty of care for people and place shapes how you look after others and balances this with sustaining your operating environment • Demonstrate how and why you have maintained or enhanced these aspects during the last 15 months • What business decisions demonstrate a duty of care for your people (stakeholders or community)? • What business decisions have you made that demonstrate a duty of care for place (operating environment)? • Demonstrate the initiatives and practices you have in place to protect and preserve your operating environment. 	<p>15 points</p>
<p>b) Demonstrate the results you have achieved over the past 15 months and the impact Tiaki has had on developing initiatives to sustain your operating environment <i>(500 words max.)</i></p>	<p>Examples could include:</p> <ul style="list-style-type: none"> • Training around sustainable practices • Local environmental initiatives • Conservation work: maintaining and enriching • Long-term infrastructure/technology changes in the business 	<p>15 points</p>

6) This section covers your commitment to whānau – maintaining connections, commitments and caring for your own people		
<p>a) Describe your commitment to whānau and how this has navigated a sustainable way forward <i>(250 words max.)</i></p>	<p>Key points to consider:</p> <ul style="list-style-type: none"> • Describe how you have remained connected and committed to your team and took care of your people ensuring their health and well being • Demonstrate the results from initiatives to preserve your operating environment and wellbeing of your stakeholders. • Highlight aspects that make the initiative sustainable or transferable to other communities. • What examples of success can you provide where your staff have become advocates for the business or business decision? • What initiatives have you put in place to support your staff during uncertainty? 	15 points
<p>b) Demonstrate the results you have achieved over the past 15 months and the impact whānau has had on developing initiatives to sustain your operating environment <i>(500 words max.)</i></p>	<p>Examples could include:</p> <ul style="list-style-type: none"> • Flexible hours or arrangements • Monitoring staff and providing support • Resilience training • Alternative employment • Well-being programmes 	15 points

- Assessment of Submissions

- 1) Award entries must be submitted in completion before 5.00pm (NZST), Friday 25 June, 2021 and will be reviewed by Qualmark to ensure that all category questions have been answered to the required standard.
- 2) Your submission will be judged by a panel of five judges, comprising of two from Air New Zealand and three from Tourism New Zealand.
- 3) Each judge will mark your entry independently.
- 4) All judges will meet to discuss scores and agree on the final winner(s). No set number of winners has been pre-determined, this will be at the sole discretion of the judging panel and will be awarded strictly on merit.
- 5) All judges will sign confidentiality agreements and are required to declare any conflicts of interest.
- 6) The judges' decisions are final, with feedback available made available on request.
- 7) Finalists will be notified by email, with an official announcement of results made on Qualmark.co.nz, through QualNews and appropriate media channels.
- 8) If you are selected as a finalist, your supplied referees may be contacted by Qualmark or a member of the judging panel.
- 9) All finalists will be invited to an awards event to be held in Christchurch on Wednesday 28 July, 2021 to announce and celebrate the winners (timings and venue to be confirmed to businesses who have been selected as finalists and through the Qualmark website).
- 10) Information disclosed in the entrant's business overview and award statement may be used by Qualmark, Tourism New Zealand and Air New Zealand in marketing and promotional material.
- 11) Entrants agree that information and other content provided in the entrant's award entry may be used in Qualmark, Tourism New Zealand and/or Air New Zealand promotional materials. Any proprietary information or data that an entrant does not wish disclosed should be marked as "commercial in confidence" in your official entry.
- 12) For the purposes of this Award, entries should be confined to the business as a whole. Awards will be made on this basis, not on an individual product, service or experience. Therefore, tourism businesses may choose to enter additional Award entries for operations if located in different regions, or as the name that the business trades under if there are multiple business units that trade under one registered business name. Please contact Qualmark if you need clarification.

5) Contact & Further Information

- Frequently Asked Questions

Why has Qualmark established these awards?

In 2016 Qualmark refreshed their evaluation criteria and introduced the Sustainable Tourism Business Award Criteria. Following an evaluation, a Qualmark business will be awarded a Bronze, Silver or Gold award based on their performance under the Sustainable Tourism Business Criteria. We were eager for another way to inspire Gold award holders to continually improve their businesses. The Qualmark 100% Pure New Zealand Experience Awards provides this impetus and celebrates the value of Qualmark and work that goes into becoming the best in New Zealand.

Where do these awards sit in comparison to other industry awards?

The Qualmark 100% Pure New Zealand Experience Awards are only open to Qualmark Gold award businesses. These Awards support and enhance Qualmark members, encouraging success and continual improvement among sustainable businesses. In many cases the entry process supports entering into other industry awards programmes.

What do Qualmark 100% Pure New Zealand Experience Awards winners receive?

Finalists will be invited to attend a gala event to be held in Christchurch in July 2021.

The winning businesses will be showcased through Qualmark, Tourism New Zealand and Air New Zealand channels, including a feature in premium inflight magazine Kia Ora, with monthly readership of almost 400,000. Winners will also receive a plaque and will be eligible to use Qualmark 100% Pure New Zealand Experience Award Winner branding for promotional use for their winning business.

Will Qualmark partners be charged to enter the awards?

Qualmark partners who have been awarded a Gold Sustainable Tourism Business Award are eligible to enter the awards. There is a one-off cost of \$150 +GST to submit an official entry. This fee covers administration and processing.

Are the awards a one-off or annual event?

The awards will be held annually with Qualmark Gold Award holders given the option to enter each year. Entrants may win a Qualmark 100% Pure New Zealand Experience Award in consecutive years if they are deemed by the judges to have shown continual improvement and inspirational visitor experience ahead of other entrants.

Finalists will be provided with complementary tickets to the awards event.

Why can't all Qualmark licence holders enter the awards?

The Qualmark 100% Pure New Zealand Experience Awards are designed to be inspirational for the 'best of the best' in New Zealand. Qualmark partners who hold bronze or silver awards have exemplified a commitment to achieving sustainable excellence but are still on their journey. Gold award holders must continually work on their businesses to maintain Gold status. The Awards provide an additional impetus for businesses to continually strive for excellence.

We encourage all Qualmark Sustainable Tourism Business Award holders to work with us at an advisory level to develop plans and systems to obtain Gold award status. Please contact your [Account Manager](#) or Tourism Business Advisor to discuss areas from your evaluation report we can provide advice to help support your journey to gold.

Who is on the judging panel?

The judging panel is made up from members from Tourism New Zealand and Air New Zealand. Details of the judging panel will be made available through the Qualmark website.

Is there only one award?

The Awards are designed to recognise the very best Qualmark businesses. The judges will recognise those businesses that best meet the criteria set out in the Award document taking into account the region, the business size, the type of business (e.g. accommodation, attraction or service), and the segment within it when making their decisions. No capped number of Awards annually has been set. This number of Award winners will be at the judging panels sole discretion based on the number of entries that meet their agreed standard.

- **Contact**

If you have any questions about the awards, entry and submission process, please contact the Qualmark Communications Partnership Coordinator, Emma Brown on the details below:

m: 021 744 664

e: Emma.Brown@qualmark.co.nz

- **Payment Details**

Payment details by credit card will be taken over the phone to avoid this information being stored. You will be provided with an option to be emailed a copy of the payment receipt, and a tax invoice can also be made available once payment has been processed.

6) Checklist

- Check against the awards programme key dates for when entries open, and the deadline for when entries close.
- For the purposes of this award, entries should be confined to the business as a whole.
- Download a copy of the awards entry **template** from the Qualmark website to draft and guide your entry.
- Prepare a copy of your award entry, with your answers for each section pre-prepared in a Word document format using the awards entry template.
- Prepare your supporting material to upload to supplement the written sections of your award entry, where applicable, in a PDF format of no more than 2MB.
- Include the full contact details for at least two referees, who have been informed that they will act as your referees, who may be contacted by Qualmark.
- Have your credit card details available for the awards entry fee payment to be taken over the phone by a member of the Qualmark team.