

# Nomination Form

# TOURISM AWARD

## Awards information

The Selwyn Awards are presented every two years to individuals and businesses who live or operate in Selwyn to honour outstanding work or inspirational achievements.

The awards, run by the Selwyn District Council, are an opportunity for the entire district to celebrate success in 10 categories: Arts, Culture & Heritage, Community Service, Environmental, Innovation Excellence, Large Business, People's Choice, Small Business, Sport, Tourism, and to recognise Young Achievers.

## Nominations and judging

Nominations are open from 9 April–15 June 2018. Each category will be judged independently and winners announced at the gala dinner.

In addition to each category award, there will also be a People's Choice Award. All nominees across all categories are eligible for this. Voting will take place on the Selwyn Awards website a week after nominations have closed.

## Gala dinner

The awards will be celebrated and winners announced at the gala dinner evening on Saturday 4 August 2018 at the Lincoln Event Centre.

All nominees will be offered one complimentary ticket to attend the evening. Additional tickets will be available to purchase.

## Award criteria

### General:

- The awards are open to all individuals and groups who live or are based in the Selwyn district and meet the criteria for each award as outlined below
- Nominees must give permission to be entered into the awards
- Self-nominations are not permitted
- Five high-resolution photos must accompany each nomination form. Please include relevant profile/group photo and other images to best showcase the activity the nominee is involved in

### Terms and Conditions of Nomination:

- By completing and returning the nomination form, the person nominating has gained permission from the person being nominated to be entered into the awards
- By approving their nomination, the nominee agrees to their name, nomination information and images to be used for promotional purposes in relation to the Selwyn Awards
- The description provided will be used to explain the nominee's entry both by the MC on the night and in printed promotional activities
- The 2016 winner of each Award category is not eligible to enter the same category in 2018
- All nominations must be on the official Nomination Form
- Judges decisions are final and no correspondence will be entered into
- Judges will make their decisions based on the information provided on the official Nomination Form. There is no allocation for additional information to be provided, phone calls nor visits to nominees

## Tourism nomination information

The Tourism Award recognises the outstanding contribution a tourism organisation has made by providing excellent visitor experiences in the Selwyn District for domestic and/or international visitors.

☐

**Please tick this box to confirm you have read and agree to the above terms and conditions.**  
***(Nominations will not be considered unless this box has been ticked)***

Completed nomination forms must be returned (post marked or emailed) by 5pm, 15 June 2018:

- Post to: Selwyn Awards, Selwyn District Council, PO Box 90, Rolleston
- Email to: [info@selwynawards.co.nz](mailto:info@selwynawards.co.nz)
- Deliver to: The Selwyn District Council offices. Attn. Elizabeth Pitcorn, 2 Norman Kirk Drive, Rolleston

Nominations must include the following information:

		Check list (Tick when completed)
<b>Nomination information</b>	Page 2	
<b>Nominee description</b>	Page 3	
<b>Nominee biography</b>	Page 3	
<b>In addition to above, choose ONLY FOUR of the six questions below based on the past <u>two years</u> of operations</b> Write your answer in the corresponding boxes, found on pages 3–5 <i>Please note your answers are not limited to the examples below, they are simply ideas to get you started.</i>		Check list (Tick when completed)
<b>Describe how the nominee <u>enhances the Selwyn district as a visitor destination</u></b> Examples: i. Providing access to an otherwise unknown location within the district ii. Joint ventures with other Selwyn district tourism organisations to enhance the nominee product/service	Page 3	
<b>Describe any <u>innovation</u> the nominee's business has shown</b> Example: i. Application of innovation through product/service range, booking methods, organisational efficiencies, marketing/advertising, technology, etc.	Page 4	
<b>Provide an example of superior <u>customer service</u> in the nominee's operations</b> Examples: i. You may wish to describe an instance of great customer service that occurred with a real customer of the nominee's business ii. Any improvements to the customer experience/policies the nominee has implemented – feedback box, replying to emails within a given period of time, etc.	Page 4	
<b>Describe how the nominee's business <u>minimises adverse environmental impacts</u></b> Examples: i. Accommodation – guests are offered the option of not having their towels replaced every day, thus reducing water consumption ii. Power saving techniques – energy saving light bulbs, solar energy panels, etc. iii. Rain water is collected for irrigation on the nominee's property	Page 4	
<b>Explain how the nominee's have integrated <u>new and emerging markets</u> into their marketing mix and the effects of this success</b> Examples: i. Advertising – utilising advertising methods such as international social media to reach a target audience you previously hadn't promoted to and how this affected their customer mix ii. Integrating payment methods which are widely used by international visitors to allow them an easier way to access their products/services	Page 5	
<b>Describe how the nominee's business provides <u>social and/or economic benefit to the local community</u></b> Examples: i. Some of their business facilities are available for use/open occasionally by/for community members ii. Any local community initiatives that their business has been involved in by way of sponsorship, donation of money, time, resources, etc. iii. Providing employment for local community members	Page 5	

FIVE high resolution photos to support their nomination. Please include a 'hero' image as well as four supporting images. These may include a profile photo, staff photo, photo of the nominee's premises, operations or customers.



Every nominee will be announced at the gala dinner to the sound of their own theme song!  
Please note the song and artist the nominee's would like to have played when they are announced:

**Song choice:**



### Nomination information:

Name of nominee	
Address	
Phone ( <i>day</i> )	
Phone ( <i>evening</i> )	
Website	
Email	
Number of years business operating	
Year of previous nomination ( <i>if applicable</i> )	
Nominated by	
Relationship to nominee	
Phone	

How did you hear about the 2018 Selwyn Awards?



**Please provide a description of the nominee's organisation (*in relation to this award*) 250 WORD LIMIT**

Your description will be used in the judging process. Please be as descriptive as possible. Include details of the nominee's product/service, customers, staff, successes and why the nominee should win this award.

**Please provide a short biography of the nominee's organisation (*for promotional purposes*) 75 WORD LIMIT**

Your description will be used in People's Choice voting and in promotional material including at the gala dinner.

**PLEASE ANSWER ONLY FOUR OF THE SIX QUESTIONS BELOW**

**Please describe how the nominee's business enhances the Selwyn district as a tourism destination 250 WORD LIMIT**



Describe any innovation the nominee's business has shown 250 WORD LIMIT

Provide an example of superior customer service in the nominee's operations 250 WORD LIMIT

Describe how the nominee's business minimises adverse environmental impacts 250 WORD LIMIT



Explain how the nominee's business has integrated new and emerging markets into their marketing mix and the effects of this success  
250 WORD LIMIT

Describe how the nominee's business provides social and/or economic benefit to the local community 250 WORD LIMIT

Thank you for your submission, we will contact you to confirm it has been received.