

Excellence Awards Programme 2025

Information Pack Essence of Bed & Breakfast Award



promoting exceptional hosted accommodation

Introduction

The Excellence Awards Programme is brought to you by Bed & Breakfast Association New Zealand in conjunction with our Gold Sponsor, Vision Insurance. The Award Programme provides our members with the opportunity to be involved in a robust process that helps raise the profile of their operation and gain recognition for their achievements.

The Programme celebrates excellence in hospitality in the bed and breakfast hosted accommodation sector. Designed to provide a benchmark of excellence and inspiration to other hosts along with showcasing the best of New Zealand hospitality within our accommodation sector, the Programme ensures all Association members are able to be celebrated and recognised.



Entries are open now and close 14 April 2025.

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Vision Insurance Essence of B&B of the Year Award



This Award recognises our members who **go out of their way to provide an exceptional hosting experience for their guests within their business, their region and New Zealand** – those who capture the essence of what hosting a bed and breakfast is all about.

Note: This category is a separate Award. The winner of this Award is not eligible to be included in the Supreme B&B of the Year Award.

Our 2023 Winner – Tim and Mary Wood, The Olive Rabbit





Why Enter?

Here's what the 2023 winners had to say about the benefits they have experienced from entering the Award Programme:

"Entering the Bed & Breakfast Essence Award in 2023 has been highly beneficial for both of us, enhancing our credibility in the hosted bed and breakfast industry. This recognition has bolstered The Olive Rabbit's reputation. The award has also improved our marketing efforts and increased our exposure to potential guests, especially through press releases. Our guests frequently enquire about our achievement, highlighting their preference for award-winning accommodations, which motivates us to continually improve what we do. Ultimately, this experience has provided us with valuable feedback and networking opportunities that have in turn, added value to our business."

Mary and Tim Wood
The Olive Rabbit

"We found the whole process to be extremely beneficial and it wasn't as difficult as we thought!"



Winners / Awards

Vision Insurance Essence of B&B of the Year Award

Finalists will be selected from the entries received. The winners will comprise:

Winner

Runner Up (if awarded) / Highly Commended (if awarded)

The Award Winner will receive a trophy, certificate, award logo, recognition on the Association's website for a 12 month period, recognition in the Association's newsletter and recognition in a press release provided by the Association.

Each Highly Commended and / or Runner Up (if awarded) will receive a certificate, recognition in the Association's newsletter and recognition in the press release provided by the Association.



Judging Panel

Introducing your Judges for 2025 ...

Lynda Keene

CEO, Tourism Export Council

Lynda is the Chief Executive of the Tourism Export Council of New Zealand (TECNZ). TECNZ is a trade association advocating and representing the interests of inbound and international tourism industry businesses. Lynda has worked in the industry with a number of accommodation providers over the years and, combined with her current role working with Inbound Tour Operators, is well suited to being our Independent Judge for the Awards Programme.



Donna Brooke

Previous President, BBANZ; [Sunlover Retreat](#)

Donna (and Chris) have been running their bed and breakfast, Sunlover Retreat, for seven years. Sunlover Retreat has been a Traveller's Choice property for 6 years; received a Tourism and Hospitality special commendation at the Hauraki-Coromandel Business Awards in 2018 and in 2020 was rated third in the South Pacific TripAdvisor Traveller's Choice Best of the Best Award. Donna's latest project is www.hoster.co.nz who are one of our business partners.



Ann-Marie Johnson, President BBANZ

Ann-Marie joined the Board in 2020 and became President in 2023. She is an independent Board Member, and brings a wealth of tourism industry knowledge and experience to the B&B sector through her longstanding work with TIA and the Tiaki Promise. She also offers extensive experience of advocacy and communications.



"I have never been prouder of being a part of the NZ B&B community than I was reading this year's entries. The incredible care and hospitality shared with guests to their homes was inspiring"

Donna Brooke, Judge, 2020

All Award Winners will be announced at the National Conference, June 2025.



Mentor Programme

We have mentors available specifically for all members who enter the Awards Programme. To sign up for mentoring ([click here](#)). Scott McPherson and Ann-Marie Johnson, our Mentors, will not write your entry for you but they will help by providing you with guidance where you might need it. To become part of the mentoring programme you will need to complete an “Expression of Interest” and once this is received your nominated mentor will contact you to ascertain if you would like to use their services.

"Entering any awards is a daunting process. You know you've got something special but you're not sure if anyone else will notice how special you really are! That is where having a person in the industry, who can support and guide you through the awards process is really handy. It's having an independent set of eyes to review your entry and suggest points you may have missed or additional ways to impress the judges. It's not judging what you do – that is for the judges! It's helping you develop your entry in such a way that you really capture the essence of you and your business."

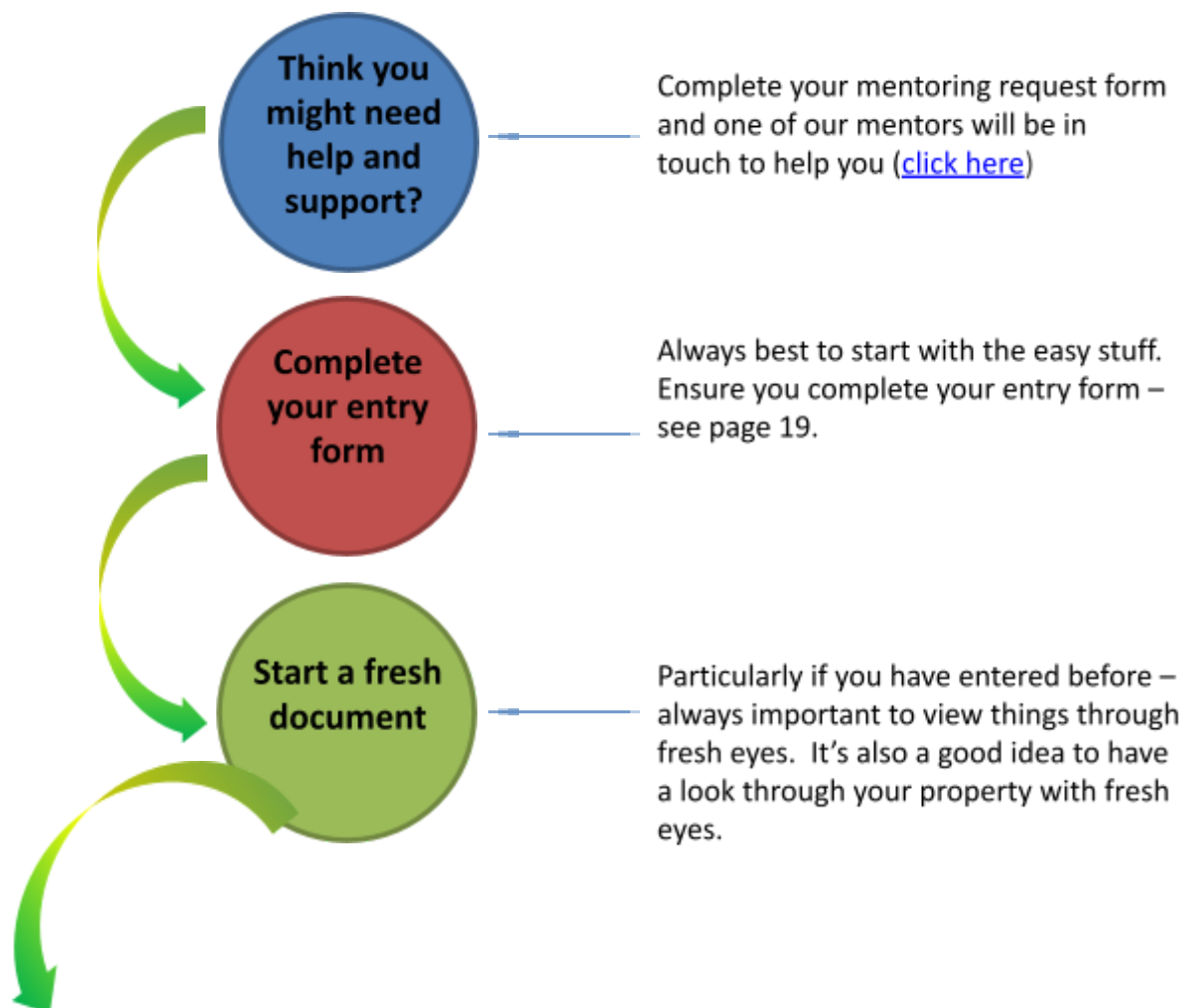
Ann-Marie Johnson, President

Both mentors, Scott (top) and Garth, have extensive experience in the bed and breakfast industry, they will be of great help and support when writing your entry so don't hesitate to call on one of them to help you. Both have entered the awards previously.



**DREAM BIG
&
MAKE IT HAPPEN**

How to Enter





Mentoring Programme:

If you'd like to take part in the Mentoring Programme complete an Expression of Interest ([click here](#)) and one of our Mentors will be in touch with you to help and support you through the entry process.

Entry Form:

Go to Page 19 to print your entry form.

Send Your Entry to:

Association Secretary

e. secretary@bandbassociation.co.nz

All entries should be sent electronically including all supporting documentation and photographic evidence.

Nominate someone

If you know a B&B host property that deserves to be nominated for an Award, get in touch with the hosts encouraging them to enter. You can nominate them by providing them (and us) with a nomination letter, however, they will need to complete all other aspects of the entry requirements.

Know someone awesome?

Nominate them!

Entries are open now and close 14 April 2023.



Writing your Entry

Below is a list of the categories that the Judges will consider evidence from so you should cover as many of them as you possibly can.

In each category provide as much tangible evidence as possible in either written or video format. Each category has a limit of 300 words so you will need to be creative about how you do this.

Relate your responses to activities and the way your bed and breakfast is operated. Successes and highlights detailed should show specific dates.

Attach supporting documentation or provide links to supporting evidence. Evidence could include (but is not limited to) written feedback, newspaper articles, press releases, signed financial accounts, marketing plans, evidence of improvements with identifiable outcomes, photographs and details on how the business is measuring success.

Assume the Judges “know nothing” – don’t rely on the Judges to look elsewhere for further evidence – make sure you include it or links to it.

Be innovative

Be creative

Be concise

&

Celebrate your success!

Note: All information supplied will be treated as confidential and only made available to the Judging Panel.

Entry Categories:

Each category should be expanded upon with no more than 300 words per category. For example: showing you operate your B&B in a professional manner. You would need to tell us how you use the systems you have in place for managing enquiries, bookings, check-ins, and checkouts and how your systems work – not necessarily what your systems are.

Remember:
The evidence provides the “how” and “why” you meet the category.

Business Commencement

Describe why you opened a bed and breakfast and provide the date of your business commencement.

People

Describe how you look after people in your business including you (and your staff); your guest experience – hosting & hospitality and involvement in your Local Region and Association. Provide links to your reviews where available, ie. TripAdvisor, Booking.com, Airbnb, etc.

Evidence may include:

- how you involve employees (if you have them) in your business to ensure business excellence;
- how you provide the ultimate guest experience;
- how you measure customer satisfaction;
- how you promote your local region;
- how you work cooperatively with other operators in the tourism industry
- how you enforce the BBANZ brand;
- how you preserve, protect and promote the good qualities of BBANZ;
- how you exemplify what is good within the B&B industry and within your local communities.



Operations

The operational side of your business covers many aspects such as reservations, payments, policies, guest inclusions, breakfast, guest areas, security, first aid, guest supplies, cleaning, compendiums and sustainability:

Evidence may include describing the processes you have introduced to improve customer satisfaction; how your business has had a positive effect on the local community and additional factors that make your business remarkable (e.g. contribution to the community, sustainability, innovations).





Terms, Conditions & Criteria

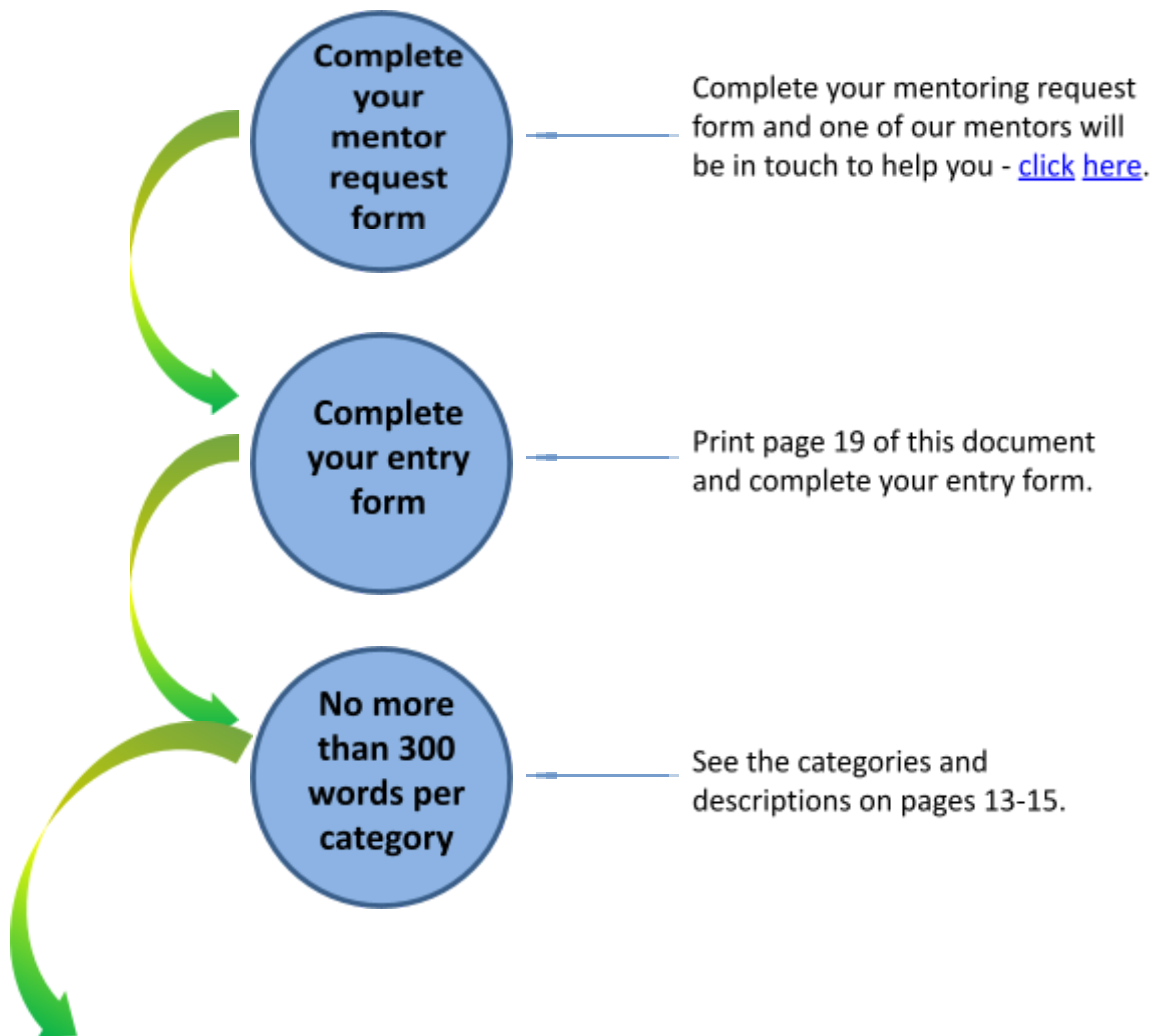
The Awards are open to all members of the Bed & Breakfast Association who can satisfy the following criteria at time of entry. All Entrants agree to abide by these terms and conditions:

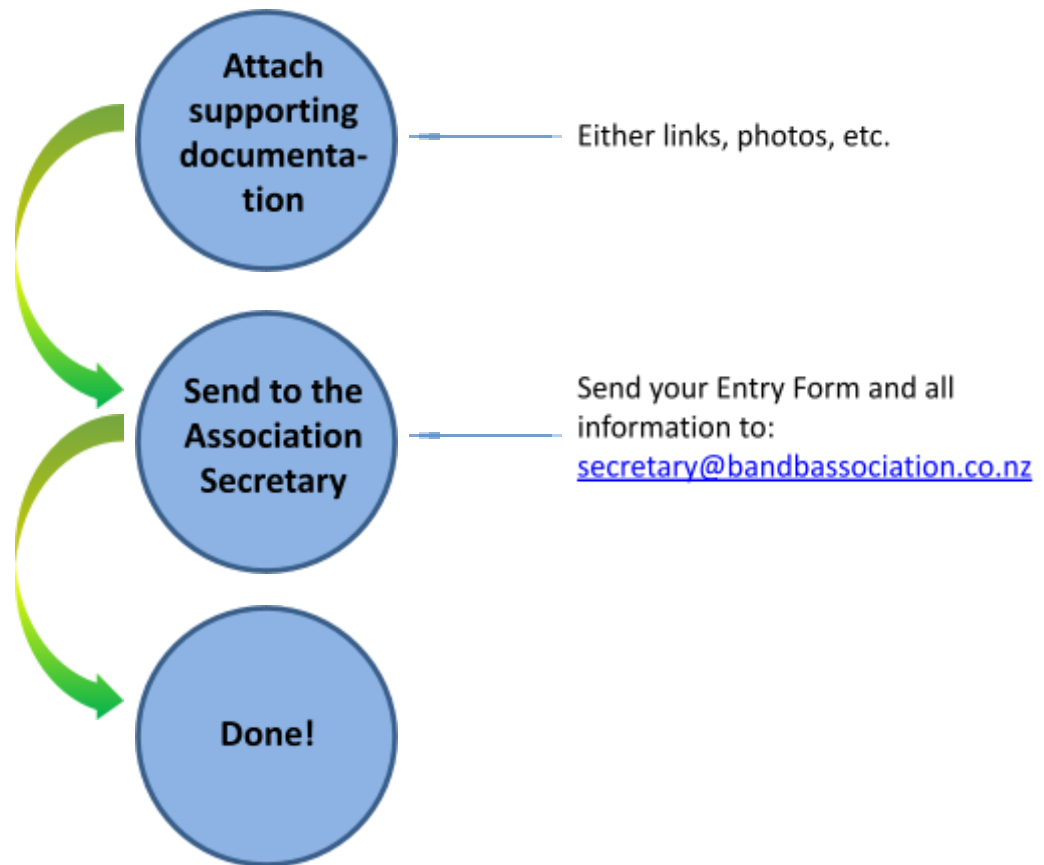
- Must have personally owned and operated or been a manager of the B&B for a minimum of 12 months at the time entries close.
- Must have personally been an Association member for a minimum of two years for the Essence of B&B Award at the time entries close.
- Must have been assessed and met the criteria of the Association's Assessment Schedule at the time of entries close.
- Must have current financial membership of the Association (at time of entry and at time of annual conference).
- As per the Association's Assessment Schedule:
 - Must comply with all regulatory standards and all relevant consents/licenses obtained.
 - Must be able to show evidence of the required Public Liability Insurance cover not less than \$1m.
- Members are encouraged to enter or be nominated for more than one award category.
- Entry is not open to current Members of the Board or any Office Holders of the Association.
- All information provided by the Entrant be true and correct.
- The Judges' decision is final and no correspondence will be entered into.
- Previous Excellence Awards entrants (including winners & runners up) are able to enter.
- All finalists and winners agree to media coverage including Facebook and Instagram.
- All entry information is held on a confidential basis. No information will be shared with third parties.
- Entrants' contact details may be supplied to the Awards sponsor.
- Bed & Breakfast Association New Zealand Incorporated reserves the right to cancel the Awards Programme or any part thereof.
- The Entrant must not be under investigation by any NZ or international statutory body (for example: ACC, Police, IRD). If this is found to be untrue the Entrant will be removed from the Awards Programme.



Summary

It really is very easy to enter!





and - Good Luck to you all!



2023 Vision Insurance Bed & Breakfast Awards Programme

promoting exceptional hosted accommodation

Entry Form Vision Insurance Essence of B&B of the Year Award

Names of Hosts/Entrant:

Name of Property:

Address:

Phone:

Email:

Website:

Remember:

Each category should be expanded upon with no more than 300 words per category.

Provide as much tangible evidence as possible in either written, photo or video form and include as attachments

Successes and highlights detailed should show specific dates.

Terms, Conditions and Criteria:

Entrants agree to abide by the terms, conditions and criteria set out in the Vision Insurance 2023 Excellence Awards Information Pack.

Signature of Entrant /

Nominee:

Date:

Nominated by:

(Signature):

Date:

Name:
