



**NZSEA**

Recognising  
Spatial  
Excellence

# NZSEA Committee Terms of Reference for the NZ Spatial Excellence Awards

A Description of NZSEA Governance Structures

# NZ Spatial Excellence Awards - Committee Terms of Reference

## Background

The New Zealand Spatial Excellence Awards (NZSEA) have been established to seek out and give recognition to the best, the high achievers and contributors who set the benchmarks that others will follow. The Awards are a joint venture between the spatial profession, business and government to hold annual awards for all sectors, disciplines and communities that make up the spatial industry. The awards themselves will be held in late 2016 starting with an afternoon of finalists presentation followed by an evening dinner event on 16 November being held to showcase the finalists and to announce the winners.

## NZSEA STEERING COMMITTEE

This committee has already been formed and comprises one member from each of the founding partners namely:

Nerissa Wallace – LINZ  
Hadyn Smith – NZIS  
Scott Campbell - SIBA (NZ)

The role of this committee is to steer the event planning and to oversee the formation and ongoing activities of the four sub-committees focussed on the main operational aspects of the Awards:

- Events (The evening and related day event)
- Awards (the categories, criteria & evaluation of the awards)
- Communications (marketing and communication activities) - pre and post
- Commercial (all aspects of sponsorship and related partnerships)

In preparation for the formation of these sub-committees this group shall also proceed with various activities needed to ensure that the deadlines for a successful awards are met including the following:

- Setting Key Dates and the NZSEA timeline
- Assessing and booking venue(s)
- Designing an overall budget
- Identifying a sponsorship / commercial partnership model
- Identifying a fit with related Awards schemes (APSEA)
- Engaging a PCO (Professional Conference Organiser - Wellington)
- Communications (including Website, Social Media)
- Registration of the website domain

This committee shall also be responsible for the overall financial planning and governance of the Awards as well as for the coordination of post Awards debrief & review activities.

## COMMUNICATIONS COMMITTEE

The NZSEA Communications Committee will coordinate the marketing and communication activities for the awards. The goal of the Communications Committee is to ensure the delivery of high quality and timely communications using appropriate channels to a variety of audiences.

The main objectives of the Communications Committee are:

1. To market the event in such a way that we receive high quality and plentiful award entries;
2. To meet our ticket sales target;
3. To raise the profile of the winners (and in doing so, raise the overall brand equity of the industry) following the event; and
4. To sustain awareness of New Zealand's entries in the Asia Pacific Spatial Excellence Awards.

The committee will work with the Functions and Awards Committees to develop a successful event.

The Communications Committee will work closely with the NZSEA organising committee and are specifically responsible for:

- Creation of the Awards Media & Marketing Plan
- Creation and maintenance of the event website, Twitter account, LinkedIn group (social media)
- Creation and use of appropriate branding (including graphics & images) to support the event on Websites and other media
- Final budget preparations and sign off of communication activities
- Developing and securing approval from NZSEA organising committee for content (e.g. website, media releases)
- Building of intelligence and resources for 2017 NZSEA Awards

### Issue Management

- Items and any issues of note would be reported to the NZSEA organising committee monthly.

### Timeline and Milestones

- As per the NZSEA timeline

### Committee composition

- Two groups of representatives (teams of 4)
  - Pre-event and day of promotion and logistics
  - Post event promotion
- Experience in and around the delivery of key functions and any specialists as identified and required. Specialist skills required include:
  - Social media management

- Website content management
- Media management
- Individuals either based in, or who regularly visit Wellington would be preferable for logistics purposes however others will of course be considered on merit.

### Time requirement

- Ten hours per week (e.g. 2.5 hours per week per person):
  - Pre-event and day of: April to November
  - Post event: October to March

## EVENTS COMMITTEE

The NZSEA Events Committee will coordinate the delivery of the event called the New Zealand Spatial Excellence Awards and any coordination of approved or related functions connected to that day and event. The goal of the Events Committee is to ensure the delivery of a high quality and popular function or functions that are commiserate with the goals and expectations of the spatial sector.

The main objective of the Events Committee is to deliver an event that supports and promotes the innovation, professionalism and excellence that will be presented by the finalists at this event.

The function will also support the media and community association with professional excellence within New Zealand.

The committee will work with the Awards, Communications and Commercial sub-committees to develop a successful event.

The Events Committee will work closely with the PCO and are specifically responsible for:

- Final budget preparations
- Compliance oversight (H & S, quotes, P & L and accounts)
- Support functions outside of the dinner (where identified)
- Supporting the Marketing of the event in combination with Communications committee
- The evening programme, seating and timelines
- The selection of all food and drink content
- The recommendations of the MC, entertainment and all keynote speakers
- The selection and oversight of all trophies
- Liaise with signed commercial partners to ensure all offers are delivered on.
- Invitations of all approved dignitaries
- Oversight of the dinner budget
- Support of all finalists
- Catering for support requirements (media, photography, etc.)
- Review of the dinner outcomes (to target)
- Building of intelligence and resources for subsequent NZSEA Awards

## Issue Management

- Items and any issues of note would be reported to the NZSEA organising committee monthly.

## Timeline and Milestones

- As per the NZSEA timeline

## Committee composition

- Four representatives with experience in and around the delivery of key functions plus the PCO and any specialists as identified and required. Individuals who are either based in or who regularly visit Wellington would be preferable for logistics purposes however others will be considered on merit.

## Time requirement

- Two hours per week building up substantially around the November delivery date. The Chair may require an extra time commitment especially around the delivery of reporting.

## COMMERCIAL COMMITTEE

The NZSEA Commercial Committee will coordinate the securing of commercial partnerships that will support the financial viability of the event called the New Zealand Spatial Excellence Awards.

The main objective of the Commercial Committee is to develop a partnership platform that will ensure the delivery of a financially viable function or functions that are commiserate with the goals and expectations of the spatial sector.

The committee will also work with the Awards, Communications and Event sub-committees to develop a successful event.

The Commercial Committee will work closely with the PCO and are specifically responsible for:

- Development of the partnership model or models as best support the event and future growth. Final sign off with the NZSEA Steering Committee.
- Design final proposals to a similar signed off base.
- Input of budget considerations that relate to income to be targeted and any expense related to final packages.
- Pitch presentations to prospects using the best persons available to NZSEA.
- Supporting the partners “promise” in combination with the PCO and other committees.
- Liaise with signed commercial partners to ensure all offers are delivered on.
- Review of the event outcomes with a focus on our commercial partner aspirations.
- Building of intelligence and resources for subsequent NZSEA Awards

## Issue Management

- Items and any issues of note would be reported to the NZSEA Organising Committee as required but not less than monthly.

## Timeline and Milestones

- As per the NZSEA timeline

## Committee composition

- Three representatives with experience in and around the delivery of commercial partnerships plus the PCO and any specialists as identified and required. Individuals who are either based in or who regularly visit Wellington would be preferable for logistics purposes however others will be considered on merit.

## Time requirement

- Four hours per week diminishing substantially to grow again around the November delivery date. The Chair may require an extra time commitment especially around the delivery of reporting.

## AWARDS COMMITTEE

The NZSEA Awards Committee will manage the Awards themselves including the initial design (based upon APSEA) through to the submission and judging process. Any appeals or clarifications will initially be handled by the committee but may be escalated to the NZSEA Organising Committee if clarification is needed. The goal of the Awards Committee is to ensure the creation and execution of Awards which can represent the varied Spatial Sector in NZ and which can identify those which are outstanding in their field. These awards should be able to be understood by those outside the spatial profession so that the appeal and therefore reach of the awards is as wide as possible.

The committee will work with the Functions and Communications Committees to develop a successful awards process.

## Responsible for

The Awards Committee will work closely with the NZSEA organising committee and are specifically responsible for:

- Award Categories
- Award Criteria
- Detailing the Awards timeline (draft is in the NZSEA timeline currently)
- Final budget preparations and sign off of Award-related activities
- Appointing Judges (and the criteria for them being chosen)

- Responding to enquiries and queries about the Awards Process
- Appeals (with referral to the **Organising Committee** if needed)
- Prizes and any other artefacts given to entrants / finalists / winners
- Implementing the Awards Submission electronic process / system
- Working with the **Communications team** to highlight the Award Categories, Criteria and Dates to ensure maximum participation
- Working with the **Functions Committee** to ensure that the Finalists / Winners are invited and hosted at the event.

### Issue Management

- Items and any issues of note would be reported to the NZSEA **organising committee** monthly or on an ad hoc basis if needed more urgently.

### Timeline and Milestones

- As per the NZSEA timeline

### Committee composition

- Four representatives with significant experience within the Spatial Sector in NZ as well as possibly overseas. Also this group should include representation in the following areas:
  - Education & Science
  - Government & Local Government
  - Commercial & Industrial
- Individuals either based in, or who regularly visit Wellington would be preferable for logistics purposes however others will of course be considered on merit.

### Time requirement

- Ten hours per week (e.g. 2.5 hours per week) per person until the November delivery date plus participation in a post-event debrief session