

# NZ BOOK INDUSTRY AWARDS 2024

## AWARD INFORMATION

### NIELSEN BOOKDATA NZ PUBLISHER OF THE YEAR

#### Who should enter?

This category is aimed at finding the best business engaged in the publishing, sales or distribution of books into the New Zealand market, regardless of size.

#### Criteria

The judges are looking for consistently high standards, commercial success and all-round excellence in your business. Examples should relate to the period 1 April 2023 to 31 March 2024 and will include consideration of all of the following (weightings are in brackets):

- **YOUR PRESENCE IN THE BOOK TRADE** – Lively, creative and engaging publishing across your list. The discovery of critically and/or commercially significant debut authors. Where relevant ongoing support for established writers and the active promotion of backlist titles. **(30%)**
- **OPERATIONAL EXCELLENCE** – The commercial success of your programme. The durability and sustainability of your business, the customer experience. How you provide advice and support to your customers, including efficient distribution systems or partnerships. **(30%)**
- **ATTRACTING READERS** – Your achievements and innovations in the promotion, publicity and marketing of books in all formats. Your consumer engagement across a variety of channels and platforms, including online and social. Your work to attract readers (whether mass-market, niche or new and diverse) and/or promote books and reading to a wide audience. **(20%)**
- **YOUR CULTURE AND COMMITMENT:** What makes your business special? It may be the vitality of your team, its **people and working culture**, or how you support your staff. It may be your commitment to **diversity and inclusion in Aotearoa New Zealand**, with examples of how you empower and support a diverse and inclusive book industry, or how you have attracted new and diverse writers and readers. It may be the actions you have taken to improve **environmental sustainability**. It may be a **new initiative or way of working** you have introduced this year. It may be **something else entirely**. Detail your actions, and the impact they have had on the NZ bookselling or publishing industry this year. **(20%)**

#### What to submit

- A [completed entry form](#).
- Please concisely outline the reasons for this nomination with specific reference to each section (Your Presence, Operational Excellence, Attracting Readers, Your Culture and Commitment), and to the **impact** your company has had in each area. Note: examples must be from 1 April 2023 to 31 March 2024.
- Some of the things you could include are:
  - Details of acquisitions, books, projects or programmes of work and their impact
  - Any awards success or other critical or commercial recognition
  - Rights deals
  - Sales data and market share

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- Testimonials from authors, booksellers and other partners
  - Marketing and publicity campaign highlights
  - Examples of media coverage and reviews
  - Community feedback and user comments
- A single PDF (10 pages max.) which addresses the above criteria.
  - It may include photographs of authors, events, your team or community activity, selected key marketing/publicity highlights, examples of point of sale, merchandising and displays, etc.

## Entry fee

This year there is no entry fee for members of PANZ and/or Booksellers Aotearoa. Non-members may enter for a fee of \$100 (+ GST).

## The prize

The winner will be presented with a trophy and certificate at the Awards Dinner on Saturday 3 August 2024. Winners may be called on to do media interviews in the weeks following the Awards to talk about their win (and to promote New Zealand book industry generally).

## How to enter

Complete [the online form](#) by **10am on Friday 31 May 2024**.

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