



2025 AWARD INFORMATION

BOOKSELLING TRAILBLAZER

WHO SHOULD ENTER

The Trailblazer Award celebrates bookselling professionals who have demonstrated creativity, innovation and have achieved notable accomplishments in the book industry. Nominees should be in their first 10 years of working in the industry, have demonstrated the ability to inspire others, and have had a positive impact.

WHO IS ELIGIBLE

Rising stars who have worked in bookselling for up to ten years as at 31 March 2025 and work at an independent, chain or online store.

CRITERIA

The judges are looking for an excellent bookseller with great book knowledge, flair, energy and enthusiasm, who can successfully match customers with books. Credit will be given for someone who:

- Has made a direct and positive impact on the New Zealand book industry, their shop and/or their customers
- Has the potential to achieve even more
- Has displayed a passion for the industry
- Has excellent working relationships
- Shows excellence in their work

WHAT TO SUBMIT

- [A completed entry form](#)
- Some of the things that could be included are:
- Evidence of contributions – e.g., photos of displays, events, screenshots of social media, etc.
- Any awards success or other recognition
- Testimonials from employer, publishers and customers
- Evidence of enthusiasm for and engagement with the wider book industry

THE PRIZE

The winner will be presented with a certificate at the Book Industry Awards on Saturday 19 July 2025. Winners may be called on to do media interviews in the weeks following the awards to talk about their win (and to promote the New Zealand book industry generally).

Entries close 10am Friday 6 June 2025