

CRITERIA & INFORMATION

Bookselling Trailblazer

Do you know an amazing bookseller who deserves recognition? Or are you that person? The Trailblazer Award celebrates creative, passionate bookselling professionals who are making their mark on New Zealand's book industry. We actively encourage both self-nominations and nominations of colleagues. If you've been working in bookselling for up to 10 years and are inspiring others with your enthusiasm and innovation, we want to hear your story.

WHO IS ELIGIBLE?

Anyone who has worked in bookselling for up to ten years as at 31 March 2026, whether at an independent bookshop, chain store, or online retailer. You can nominate yourself or someone else.

THE PRIZE

Recognition and celebration. The winner will be announced at the Book Industry Awards on Saturday 25 July 2026. The winner will have opportunities for media exposure and to share their bookselling journey with the wider industry.

WHAT WE'RE LOOKING FOR

We want to celebrate booksellers who love what they do! Whether you're nominating yourself or a colleague, tell us about someone who displays:

- **PASSION AND INITIATIVE**
A strong love of books and enthusiasm for connecting readers with great reads.
- **CREATIVE CONTRIBUTION**
Energy, ideas, and initiative that enhance customer experience or team culture.
- **POSITIVE INDUSTRY IMPACT**
Support for colleagues, strong relationships with publishers, and contribution to the wider book community.
- **FUTURE POTENTIAL**
Clear evidence of growth, ambition, and ongoing development.

Examples should relate to the period 1 April 2025 to 31 March 2026.

WHAT TO SUBMIT

- A completed entry form
- One PDF document of supporting material, maximum 2 pages

You may wish to include:

- Photos or examples of creative displays, events, or initiatives
- Social media highlights showing engagement with readers and the book community
- Kind words from employers, customers, publishers, or colleagues
- Recognition received – awards, positive feedback, or other achievements
- Anything else that shows passion and impact on bookselling

Ready to enter? Nominate yourself or a brilliant colleague and let's celebrate the rising stars of New Zealand bookselling!

[ENTRY FORM](#)

DEADLINE
17 APRIL 2026, 5PM

Booksellers
Aotearoa New Zealand

 **Publishers
Association of
New Zealand**
Te Rau o Tākupu