



CITY of PERTH

SIR DAVID BRAND AWARD FOR TOURISM

“The pinnacle of the Western Australian tourism industry”

***All gold medallists in category 1 – 23 will become automatic finalists for the prestigious
Sir David Brand Award for Tourism***

Important Notes:

- There will be **no** separate submission for this category
- The winner will be determined at the discretion of a panel of specialised judges including the current Chair of Judges, a Tourism Western Australia representative, past recipients of the Sir David Brand Medal and Senior Judges.
- The winner will be announced at the WA Tourism Awards Gala Dinner
- There is **no entry** into the Australian Tourism Awards

The judges will be reviewing excerpts from the entrant’s original submission and looking for a business that demonstrates the following attributes:

- Uniqueness
- Innovation
- Dedication
- Public Appeal
- Regard for long term impact
- Contribution to the tourism industry

Announcement of the Winner:

The winner of the Sir David Brand Award for Tourism will be announced at the Gala Dinner and will receive their Award on stage.