



INDIVIDUAL EXCELLENCE IN ABORIGINAL TOURISM

This Award is for an individual who demonstrates an ongoing commitment to excellence in Aboriginal tourism through storytelling, culture sharing and the development of Aboriginal tourism businesses and the broader industry.

IMPORTANT NOTES

- **Nominations are accepted from any party except the nominee.** A reference letter is required as part of the nomination process.
- There is a nomination fee of \$95 to enter this category.
- The submission, to be submitted through the online program, has a limit of 5,000 words. Up to ten images can be included.
- Submissions are due by **5pm Tuesday, 2 March 2021.**
- There is no entry to the Qantas Australian Tourism Awards as this is a WA-only award.
- Finalists will be required to attend a 30-minute interview in Perth or a phone interview for finalists in regional areas.
- The winner will be announced at the 2021 Perth Airport WA Regional Tourism Conference Dinner in Geraldton on Tuesday, 4 May 2021. Nominees will be eligible for a 50 per cent discount on full Conference registrations.
- The winner will receive two tickets to the 2021 Perth Airport WA Tourism Awards Gala Dinner on Saturday, 13 November and will be recognised at the event.

Question 1. Overview of the nominee (0 marks)

Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career in tourism and their current employment.

Tip: Extracts from the nominee's Curriculum Vitae may prove useful.

Question 2. Nominee's personal service and examples of activities (20 marks)

Provide specific examples of activities resulting from the nominee's performance that have demonstrated a commitment to excellence in Aboriginal tourism through storytelling, culture sharing and the development of Aboriginal tourism.

Tip: Examples could include new business initiatives or improvements in areas of operation, management, or business development; demonstrated improvement, development or initiatives in storytelling, tour guiding or culture sharing; and participation in industry organisations. The emphasis should be on personal and professional commitment to the tourism industry and Aboriginal tourism development.



Question 3. Contribution to awareness of Aboriginal culture (20 marks)

Outline and provide examples of how the nominee contributes to the public's understanding of Aboriginal culture.

Tip: A case study would be suitable here.

Question 4. Nominee's contribution to the industry (10 marks)

How has the nominee contributed to the WA tourism industry as a whole?

Tip: Does the nominee have memberships with any industry organisations? Do they do any collaborative marketing, industry development activities or mentoring?

Question 5. Professional goals (10 marks)

What are the nominee's professional goals and how will they contribute to the future of tourism in WA?

Tip: Where does the nominee see their career taking them in the next two years?

Score Weighting

Submission – 60 marks

Interview – 40 marks

Total – 100 marks