



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 must be made by a third party (from an accredited business) however the submission may be written by the person nominated. A reference letter will be required to be uploaded at the time of nomination;
- The submission is limited to 5000 words
- Submissions are due by **5pm Monday 1 June 2020**;
- This is a WA Award only so the winner will not progress to the National Tourism Awards;
- Finalists will be required to attend a 30 minute interview with three judges in Perth or a phone interview for finalists in regional areas;
- The winner will receive two tickets to the 2020 Perth Airport WA Tourism Awards Gala Dinner on Saturday, 7 November and will be recognised at the event.
- Entry Fee; \$95.00

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 nominees 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 in the qualifying period (1 July 2019 – 30 June 2020).

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; 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 organisation? Do they do any collaborative marketing, industry development activities, 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 2 years?

Submission – 60 marks

Interview – 40 marks

Total – 100 marks