

# CENTRAL AUSTRALIAN TOURISM INDUSTRY AWARDS

## Large Primary Tourism Operator

### Application Cover Page

Nominations in this category must address the criteria below. Written submission **should not exceed** 2 pages in length (excluding this cover page). Please also submit with your nomination a **minimum** of three (3) digital images of the nominee.

Closing date for nominations is **strictly** COB Monday 5 September 2011.

#### CRITERIA

Nominees in this category are for businesses/organisations (not individuals) with the following characteristics:

- Employs more than twenty (20) full time equivalent staff.
- Primary function is in the tourism industry.
- Proactive marketing of the business and the region.
- Encourages peers to become more involved in the industry.
- Support staff development and training.
- Enhances visitors' experience in Central Australia.

#### GENERAL INFORMATION

##### Nominee:

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

##### Nominator:

Name \_\_\_\_\_

Workplace \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I, (nominator) \_\_\_\_\_ believe that the nominee listed above is worthy of the award and associated recognition and that the information included in this submission is true and correct.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit your nomination via fax to: 08 8953 0295  
or email: [marketing.coordinator@tourismca.asn.au](mailto:marketing.coordinator@tourismca.asn.au)

# **CENTRAL AUSTRALIAN TOURISM INDUSTRY AWARDS**

## **Large Primary Tourism Operator**

### **Category Questions**

Please provide substantial answers to the following questions to ensure your nominee has the best possible opportunity to excel in this category. Written submission should not exceed 2 pages in length (excluding the cover page).

#### **1. MARKETING**

Describe how the nominee's organisation proactively promotes Central Australia along with their own product/ service outside the region.

#### **2. INDUSTRY INVOLVEMENT**

Provide an overview of the nominee's involvement in the Tourism Industry and how they actively encourage peers to become more involved.

#### **3. STAFF DEVELOPMENT & TRAINING**

Provide an outline of how the nominee shows their commitment to staff development and training.

#### **4. ENHANCING CONSUMER EXPERIENCE**

Describe some of the initiatives that the nominee's operation has put in place to enhance the consumer experience.