

CENTRAL AUSTRALIAN TOURISM INDUSTRY AWARDS

New Tourism Innovation

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) that have developed a new product/service/innovation within the most recent 12 months prior to the awards date. The new product/service/innovation must be available to consumers at the time of nomination.

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: _____

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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. DEVELOPMENT

- a) Please provide overview of the new product/service/innovation including the development period and date of availability to consumers.
- b) Outline what gaps the nominee's new service/product/innovation has filled within the Central Australia Tourism Industry.

2. MARKETING

- a) Describe the method used by the nominee to promote/market their new product/service/innovation.
- b) Describe how the new product/service/innovation will enhance awareness of the region.