

CENTRAL AUSTRALIAN TOURISM INDUSTRY AWARDS

Small 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 less 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

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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. 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.