

# INDIVIDUAL EXCELLENCE BY A TOURISM PROFESSIONAL

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This Award recognises an individual who demonstrates excellence and innovation in their professional work, as well as making a positive contribution to the tourism industry outside their paid employment. This category is suited to anyone working in a tourism business in a senior management position such as in marketing, sales, finance or revenue, operations, hotel management or Visitor Centre management (excluding business owners).

## IMPORTANT NOTES

- Nominations are made through the Quality Tourism Framework. A nomination should be made under the account of the business the nominee is employed by, although the nomination can be made by the nominee or someone else within the same company.
- The nominee must be an employee of an accredited Tourism Council WA member. (Sustainable Tourism Accreditation required).
- There is a nomination fee of \$100 plus GST to enter this category.
- Entry fees are not refundable should a nominee withdraw from the program. Nomination fees are payable prior to a submission being accepted.
- Submissions are completed within the Quality Tourism Framework. The submission can be written by the person nominated or by a nominator. A reference letter from a third party is required as part of the nomination process.
- The submission should focus on activities which took place in the 2025 calendar year.
- The submission has a limit of 5,000 words. Up to ten images can be included.
- Submissions are due by **5pm Thursday, 5 March 2026**.
- 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 an online interview for entrants in regional areas.
- The winner will be announced at the 2026 Perth Airport WA Tourism Conference Dinner in Carnarvon on Tuesday, 26 May 2026. Nominees will be eligible for a 50 per cent discount on one full Conference registration only.
- The winner will receive two tickets to the 2026 Perth Airport WA Tourism Awards Gala Dinner and will be recognised at the event.

### **Question 1. Overview of the nominee (10 Marks)**

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

**Question 2. Nominee’s personal service and examples of activities (30 marks)**

Provide specific examples of activities resulting from the nominee’s performance that have demonstrated excellence and innovation in their employment and beyond. Examples could demonstrate exceptional leadership skills or vision, their excellence in improving process or operations, developing product, engagement and teamwork, demonstration of personal values, or any other way they have shown innovation and excellence.

**Question 3. Nominee’s industry contribution (20 Marks)**

How has the nominee positively contributed to the WA tourism industry as a whole, particularly beyond their paid employment? For example, does the nominee have memberships or engage with any industry organisation? Do they participate in any collaborative projects, industry development activities or mentoring?

**Score Weighting**

Submission – 60 marks

Interview – 40 marks

**Total – 100 marks**