

INDIVIDUAL EXCELLENCE IN CUSTOMER SERVICE

This Award is for an individual who demonstrates outstanding, high-quality, personable customer service in the course of their employment in the WA tourism industry. This category is suited to those working in a front of house position or role where they have direct interactions with customers on a day-to-day basis.

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 (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 nominee's 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 outstanding customer service and outcomes for the business for which they work. Examples should demonstrate passion for exceeding customer expectations and commitment to continuous review and improvement.

Tip: Examples could include testimonials and customer feedback; initiatives or improvements introduced in customer service and/or operations; complaint handling; product knowledge and selling techniques. The emphasis should be on personal and professional commitment to customer service excellence.

Question 3. Communication skills (20 Marks)

Outline and provide examples of the nominee’s communication and problem-solving skills that have occurred in the past 12 months (1 January 2025 – 31 December 2025).

Tip: A case study would be suitable here. Demonstrate the nominee’s capabilities and confidence to go above and beyond.

Question 4. Nominee’s contribution (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 or 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 two years?

Score Weighting

Submission – 60 marks

Interview – 40 marks

Total – 100 marks