

SIR DAVID BRAND YOUNG ACHIEVER MEDAL

This medal is awarded to a person under the age of 30 working in the tourism industry. The winner will demonstrate an ongoing contribution to the positive image of tourism in WA.

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).
- The nominee must be under the age of 30 as of **31 December 2025** (identification required to be included as part of the submission).
- 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 leadership and how they have the potential to be a future leader in the tourism industry.

Tip: Examples could include new initiatives in the areas of operations, administration, management, or research. Activities resulting in the improvement of industry standards, participation in industry organisations, and representation are good examples. The emphasis should be on personal and professional commitment.

Question 3. Communication skills (15 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 (15 Marks)

How has the nominee contributed to the tourism industry as a whole?

Tip: Does the nominee have memberships with any industry organisations? Are they part of any collaborative marketing or industry development activities?

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 themselves working in the future?

Score Weighting

Submission – 60 marks

Interview – 40 marks

Total – 100 marks