



FACET GOLDEN GUIDE AWARD

This category recognises the significant contribution quality tour guides make by providing memorable experiences to visitors through interpretation of the natural and cultural environment in a responsible manner.

Eligibility includes tour guides and coach captains working in the natural, cultural and heritage environments in either a paid or volunteer capacity. Entries are open to guides employed by, or contracted to, a tourism business, as well as sole traders operating under their own business name.

Tour guides who work on multiple tours should preferably focus on one tour but can provide examples from other tours in addressing the following criteria.

IMPORTANT INFORMATION

- 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 or transferable 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, such as a former employer, colleague or tour guide, is required as part of the nomination process. This should include the relationship between the person writing the letter and the nominee; a summary of the Guide's role, tour and company; the Guide's strengths and skills being endorsed with one or two examples; and the reason for nominating them for the award.
- The submission should focus on activities which took place in the 2025 calendar year.
- The word count for the submission is between a minimum of 2,000 words and a maximum of 5,000 words, plus a 500-word overview.
- Up to ten images can be included. These should be professional images that can be used in a promotional setting, focusing on the nominated person.
- Submissions are due by **5pm Thursday, 5 March 2026**.
- 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.
- The winner will become a finalist in the 2026 Australian Top Tour Guide category.



Submission Process

In order to finalise their entry into this category, the entrant must complete the following items via the Quality Tourism Framework online program.

Media & Promotional

- Complete the details of the nominated person.
- Provide details of the main contact for the submission, if different from the nominated person.
- Provide a 100-word bio of the nominated person which may be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.
- Attached two hero images plus a further three images for promotional use.

Q1. Overview of nominee (0 points, up to 500 words recommended)

1.1 Provide a brief history of your career in tour guiding, highlighting your outstanding attributes that enhance your guiding.

Tip: With a focus on yourself, discuss how you arrived at your current career as a tour guide. You should briefly highlight your outstanding guiding attributes.

1.2 Include a brief description of your current employment/volunteer work.

Tip: Provide a description of your current work as a tour guide and suggest why or why not this position will be a focus for your application.

Q2. Tour plan of nominee (15 points, 1,000 – 1,500 words recommended)

With reference to a recent tour you have delivered:

2.1 Give details about the tour; include information such as: type of tour, group size, location, duration, frequency, your involvement in its design and the involvement of other people. (5 points)

Tip: There are several parts to this question. Make sure you cover all of them.

Provide clear and concise details. The judges of this award may not have experienced your tour, therefore provide enough detail for them to get the picture. You can add images if you wish.

2.2 Give details of the objectives of the tour; what is the target audience and what messages and stories you use to create the visitor experience. (10 points)

Tip: This question begins to explore your unique and outstanding approach to guiding. Describe your target audiences and explain the key visitor experience you hope to achieve. Share your messages (themes) and stories you use to develop the message and explain how they combine to create the desired visitor experience.



Note: Objectives are measurable, observable, realistic, clear, and specific. Themes are the take home message of your tour and should be able to be expressed in just one sentence.

Q3. Tour delivery of nominee (15 points, 1,000 to 1,500 words recommended)

3.1 Give details of any innovations in design and presentation techniques that you use to create a special, distinctive and memorable experience for clients. (7 points)

Tip: There are two parts to this question. Both should be answered.

You are encouraged to include both the use of aids and technology as well as creativity in presentation.

Design Innovation

- Special
- Distinctive
- Memorable

Innovative Presentation techniques

- Special
- Distinctive
- Memorable

3.2 Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural; social; or environmental approaches. (8 points)

Tip: There are three parts to this question. Please respond to each part.

Sustainable tourism takes a triple bottom line approach with an aim to balance economic, social, and cultural and environmental needs. Provide a discussion showing how you as a tour guide support this approach. You could look at how you:

- Support the local economy
- Involve the local community in your tour
- Encourage visitors on your tour to be sustainable
- Promote sustainability for yourself and your business/organisation

Provide further details with a focus on two of the following:

- Cultural approaches
- Social approaches
- Environmental approaches

Q4. Evaluation & Customer Service (15 points, 1,000 to 1,500 words recommended)

4.1 Explain how you evaluate and ensure a standard of quality in the customer service you, personally, provide. Provide evidence of customer satisfaction e.g. online reviews, social media comments, letters of appreciation, visitor book comments, surveys etc. (5 points)



Tip: In terms of feedback, please provide specific examples, supported with evidence. Your evaluation may include:

- Surveys
- Observation
- Customer history
- Data collection
- Customer feedback
- Mystery shoppers/unscheduled check-ups
- Discussing feedback at regular meetings and actioning
- Complaint handling procedures

4.2 Discuss the kind of changes / improvements you have made to the way you deliver the tour experience on listening to this feedback. (5 points)

Tip: This question requires that you provide examples of feedback and indicate the changes/improvements that you made as a direct response to the feedback. If you do not have any written feedback, please be very clear about the feedback that instigated the change. Remember, every guide will receive criticism at some stage – this question is not interested in the negative feedback, rather your response to it.

4.3 How do you identify and provide for people with specific needs? (Specific needs could include language, culture, physical, cognitive, amongst others) (5 points)

Tip: Part one - how do you recognize what specific needs are required by your customers. For example:

- Do you discuss when bookings are made?
- Do you allow for special requests on your website?

Part two - once you have acknowledged what their specific needs are, how do you go about meeting these needs? For example:

- Designated group's person
- Multilingual staff
- Special needs individuals

Needs include: families/children, business travellers, physical and intellectual disabilities, smokers, dietary requirements, language. You may find providing examples as a good way to demonstrate your response to special needs.



Q5. Improving skills (5 points, 300 to 500 words recommended)

5.1) What training and development have you undertaken in the last three years to extend your skills as a guide? (5 points)

Tip: This is a very important question and should be clear and concise. In this question, we are looking for your approach to Tour Guiding career development. It may be in terms of specific training opportunities, such as:

- In-service training conducted during work schedule
- Weekly/monthly training meetings
- External professional run programs
- Refresher programs
- One-on-one mentoring and development programs.
- Networking and local input.

Score Weighting

Submission – 50 points

Interview – 50 points

Total – 100 points