

27. OUTSTANDING CONTRIBUTION BY AN INDIVIDUAL

This award recognises the extraordinary personal and professional achievement and contribution by an individual over many years to the Australian, and particularly their State's tourism industry. Judges consider in particular the activities and contribution of the nominee outside the expectations of normal employment.

Important notes:

- *The award will not be made to the same person twice.*
- *Nominations are acceptable from any party except the nominee.*
- *The answer to each question must not be more than 2 pages.*
- *The nominee's Curriculum Vitae and no more than 5 letters of recommendation may be included.*
- *The award will be presented at the discretion of the judges, based on the submissions received.*
- *This category is awarded at the State/Territory level only and the recipient will not proceed to the national judging process. However, all State/Territory winners will be invited to and recognised at the Australian Tourism Awards.*
- *This award will not necessarily be recognised annually.*

The judges will take into account the following aspects of the contribution when assessing a nomination.

1. OVERVIEW OF THE NOMINEE

Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career in tourism, including a description of their current employment, if applicable. **(10 points)**

TIPS: Extracts from their curriculum vitae may prove useful.

2. NOMINEE'S PERSONAL SERVICE

Provide examples of the nominee's personal service over and above the nominee's paid employment to the State/Territory and, if relevant, Australian tourism industry. **(10 points)**

TIPS: The emphasis should be on personal and professional commitment.

3. EXAMPLES OF ACTIVITIES

Provide specific examples of activities resulting from the nominee's contribution that have significantly benefited the industry. **(10 points)**

TIPS: Examples could include: conceptual development, operation, administration, management, regional promotional activity, research, advocacy, representation, improvement of industry standards, participation in industry organisations, etc.

4. BENEFITS TO THE INDUSTRY AND SUCCESS

Outline the degree of personal involvement, the success resulting from that involvement and the long-term benefits to the industry as determined by the ongoing nature of achievement or success. **(20 points)**

TOTAL 50 POINTS