



NTIA 2024

ENTRANT GUIDELINES
CATEGORY 18 – MOST OUTSTANDING
MOBILE ADVISOR NETWORK

GALA DINNER & AWARDS PRESENTATION
Saturday 18th November

OVERVIEW & SUBMISSION QUESTIONS

Please visit the ATIA website atia.travel/NTIA2024 to familiarise yourself with the Awards Process, including the Key Dates and Nominee, Finalist and Winner Determination.

STEP 1 – ENTRANTS TO SUBMIT A WRITTEN SUBMISSION

The submission questions are as follows. Please ensure your responses relate to the qualifying period which is 01 July 2023 - 30 June 2024.

The maximum score for questions 1, 4, 5, 6 & 7 is 10 and the maximum score for questions 2 & 3 is 4.

1. Provide a general overview of the nature and history of the business. (400 words)

- Be succinct in your response by outlining your company values and objectives, and its history.
- Demonstrate that your business is relevant to the eligibility criteria.

For Questions 2 & 3, all financial and other information provided will be treated as confidential and for the purpose of NTIA judging only. We appreciate that financial periods differ from business to business and so you may choose the reporting period that aligns with your business.

2. Provide an indication of the movement in your Total Transaction Value (TTV) compared to the previous financial year. In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Turnover decreased.

3. Provide an indication of your profit performance compared to the previous financial year.

In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Profit decreased / made a loss.

4. With regards to your responses in Q2 & 3, provide an explanation of the business strategies, practices, processes, and/or product offerings that have led to these results. (400 words)

- How is this different / evolved from previous years?
- Provide an example of how you were able to grow your TTV.
- Provide an example of how you were able to increase your profit performance.

Don't stop here, there's more questions on the next page.

SUBMISSION QUESTIONS CONTINUED –

For Questions 5, 6 & 7, your achievements should relate to the qualifying period which is 01 July 2023 – 30 June 2024.

5. Outline how your business integrates the ATAS Code of Conduct in its standard operations and marketing activities. (400 words)

- Provide examples of how ATAS is communicated to your staff / customers and how it is promoted within your marketing strategies.
- Explain why it is important for your business to be ATAS accredited.

6. What was your business' greatest achievement during the qualifying period? (400 words)

- Provide details about the achievement.
- Explain how this achievement aligned with the business goals and objectives.
- What were the tangible outcomes or results; what benefit did it bring to your business, team, or customers.

7. What are your plans to ensure the continuous improvement and sustainable growth of your business. (400 words)

- Briefly summarise your plan for the coming year and quantify these goals.

--- Submission Questions Ends ---

CATEGORY 18 – MOST OUTSTANDING MOBILE ADVISOR NETWORK

STEP 2 – FINALISTS TO ATTEND A VIRTUAL JUDGING INTERVIEW

The finalist interview questions are as follows. Please ensure your responses relate to the qualifying period which is 01 July 2023 - 30 June 2024. The maximum score for each question is 5.

1. Introduce yourself and the advisor network you are representing.

- Think of this as an elevator pitch about your network.
- Why would an independent contractor be interested in joining your network?

2. How is your network different to others, and how does this provide value for your members?

- Briefly outline the network's services offered and describe how this has evolved during the qualifying period.
- Explain how this allows your network to differentiate itself from other networks, and ultimately adds value to your service offering.

3. What is your network's approach to supporting your members?

- This may include development initiatives such as onboarding processes, in-house training, incentives, information briefings, events, or other strategies.
- Describe how these initiatives assist members in staying up to date on new products and services, industry trends, and/or best practices.
- Demonstrate how these have been beneficial to your members and their clients.

4. What are your plans to ensure the continual improvement and growth of your network?

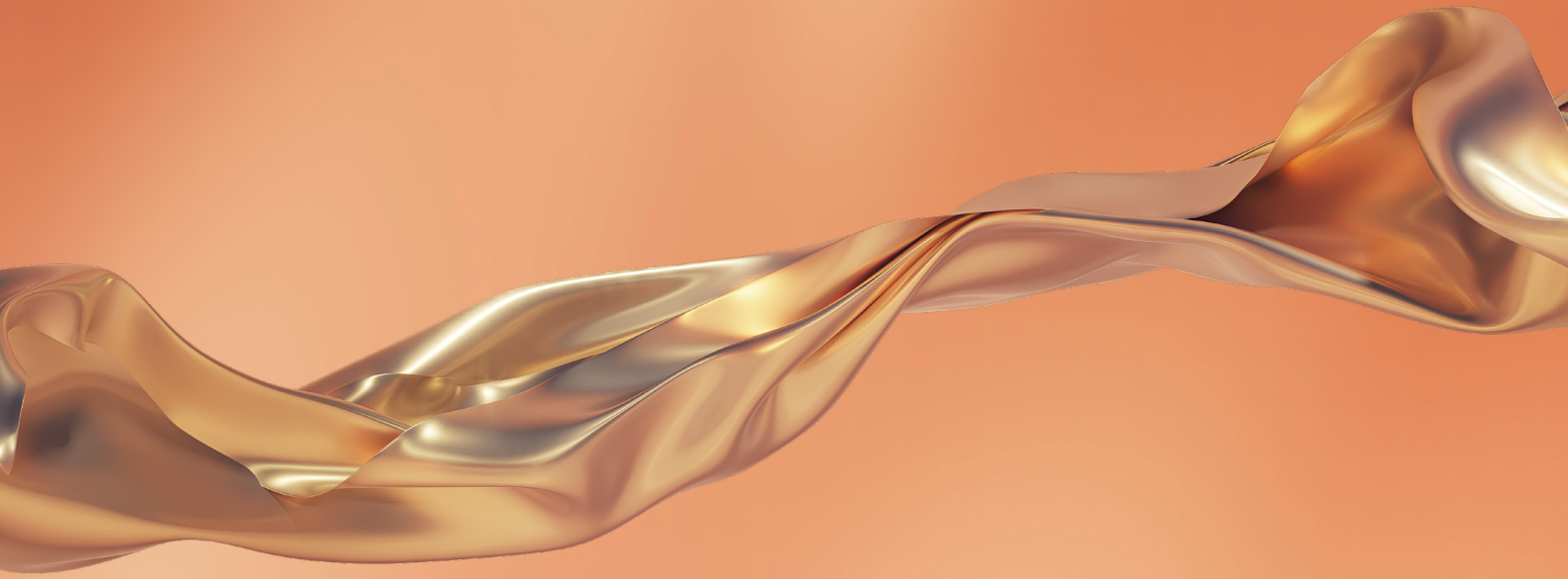
- Please briefly summarise your plan for the coming year and quantify the goals you seek to achieve.
- Provide evidence of your business / strategic plan.

5. What is the network's outlook for the coming year?

- What opportunities and challenges do you foresee for your network?
- What are some of your plans to address these?
- What are some of the key learnings from the last 12 months which can be applied to the coming year?

6. Why do you believe that your network is the 'Most Outstanding' amongst the finalists?

- Highlight any key achievements from the qualifying period.
- This is also your opportunity to offer general comments or elaborate on any information you feel may be lacking from your submission or interview.



ATIA
Australian Travel
Industry Association

ATAS
Travel Accredited