



**ENTRANT GUIDELINES -
ATAS BUSINESS CATEGORIES
9 - 20**

Gala Dinner & Awards Presentation
SATURDAY 18TH NOVEMBER

OVERVIEW FOR CATEGORIES 9 - 20

Categories & Eligibility Criteria

Please visit the AFTA website (www.afta.com.au) for the list of NTIA 2023 categories and eligibility criteria.

Awards Process for Agency, Group & Sustainability Categories

Nominations: This category is subject to peer nomination. Following nominations, a two-step process will be used to determine the winner in this category.

Step 1: Eligible nominees will be asked to accept their peer nomination and required to provide a written submission. A scoring matrix will also be made available to nominees to assist in crafting your responses.

All submissions will be assessed by an Independent Assessor and the top five (5) scoring nominees will be confirmed and announced as Finalists.

Step 2: The finalists' original submission will then be re-assessed by a panel of industry judges who will provide their own set of scores.

Winner Determination: The winner will be determined by the finalist with the highest combined score, and announced at the NTIA Gala Dinner and Awards presentation.

Submission instructions

- Nominees are required to submit a **written submission** addressing their category questions. This is listed in the following pages.
- Each question will have a word limit. Any text after this word limit will not be assessed.
- Nominees will be able to submit their written responses to the submissions portal between 07/08/23 and 20/08/23. That is, submissions will close 11.59pm AEST sharp, 20/08/23.
- Please ensure your responses relate to achievements over the last 12months, from July 2022 – June 2023.
- Should your business be confirmed as a finalist, you won't need to provide another submission or answer additional questions. Your original submission will be re-assessed by a panel of judges.

SUBMISSION TERMS EXPLAINED

Below is an explanation of the instruction works you may come across in the submission questions.

Articulate

Express your ideas clearly and succinctly.

Compare

Identify similarities and differences between concepts, ideas or time frames.

Demonstrate

Show by example / evidence.

Describe

Provide a detailed explanation about the process / operation / feature.

Explain

Give a reason for; say why something occurred or came to be.

Outline

List the key features without going into intricate details; provide a high level overview.

Summarise

Give a condensed version that includes the main facts and omits irrelevant information.

CATEGORY 9 - MOST OUTSTANDING EMPLOYEE ENGAGEMENT AND RECRUITMENT PROGRAM

Submission Questions

- 1. Provide an overview of your current employee engagement and recruitment program. (200 words)**
 - Be succinct in your response by outlining each component of your program.
- 2. What activities and initiatives have you introduced to engage, inspire, support, and build trust amongst your employees? (400 words)**
 - Describe the ways you add value to your clients when booking and managing their travel.
 - Demonstrate a standard of quality in your customer service.
 - Provide evidence of customer satisfaction.
- 3. What innovative strategies has your business introduced to attract new talent to your business? (400 words)**
 - Describe each strategy and how it was devised.
- 4. What have been the positive outcomes and benefits to your business following the initiatives and strategies answered above? (400 words)**
 - Demonstrate, and provide examples of, employee satisfaction.
- 5. What are you most proud of as an employer? (200 words)**
 - Provide a well thought-out and logical response.
 - Summarise your response by substantiating any of the answers given above.

CATEGORY 10 & 11 - MOST OUTSTANDING ONLINE TRAVEL AGENCY & HYBRID ONLINE TRAVEL AGENCY

Submission Questions

- 1. Provide a general overview of the nature and history of the business. (200 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.
- 2. How has your agency demonstrated outstanding conduct? (300 words)**
 - Describe your commitment to providing impeccable customer service.
 - Demonstrate, and provide examples of, how ATAS is incorporated into the daily operations and marketing activity of the business.
- 3. In the last 12 months, how has your business adapted to the changing landscape of the travel industry? (400 words)**
 - Compare any strategies or initiatives introduced in response to the changing landscape.
 - For example, embracing digital technologies and/or distribution channels, increased focus on delivering a personalised experience, strategic collaborations within the travel industry.
 - More marks to be awarded where respondents demonstrate that the strategies or initiatives have been successful / beneficial to the business.
- 4. What are your business objectives, and how will this enable you to continue providing a compelling customer experience? (400 words)**
 - Summarise your business objectives and ensure they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound)
 - Explain how these objectives meets the needs of your clients.
 - Describe how these objectives will be reviewed and refined in line with changing market dynamics.
- 5. What are your plans to ensure the continual improvement and sustainable growth of your business? (400 words)**
 - Describe how your online travel agency plans to continue leveraging technology to enhance its operations and services to drive commercial outcomes.
 - Outline any plans to streamline processes, offer personalised services, and provide a seamless experience for customers.
 - Summarise how you would maintain a balance between the technological advancements and maintaining a personal touch in customer interactions.

CATEGORY 12 - MOST OUTSTANDING BUSINESS EVENTS TRAVEL AGENCY

Submission Questions

- 1. Provide a general overview of the nature and history of the business. (200 words)**
 - Be succinct in your response by outlining your Business Events services, your events team and any specialised skills that sets your team apart.
 - Demonstrate that your business is relevant to the eligibility criteria by distinguishing how your company is different from a standard travel management company.
- 2. How has your agency demonstrated outstanding conduct, to maximise value for your clients? (300 words)**
 - Demonstrate a strong commitment to providing impeccable customer service.
 - Describe how your team prioritises client satisfaction in every event they manage.
 - Additional scores will be awarded where the entrant can demonstrate a commitment to ATAS in its daily operations.
- 3. In the last 12 months, how has your business adapted to the changing landscape of the travel industry? (400 words)**
 - Compare any strategies or initiatives introduced in response to the changing landscape.
 - For example, embracing digital technologies and/or distribution channels, increased focus on delivering a personalised experience, strategic collaborations within the travel industry.
 - More marks to be awarded where respondents demonstrate that the strategies or initiatives have been successful / beneficial to the business.
- 4. What are your business objectives, and how will this enable you to continue providing a compelling customer experience? (400 words)**
 - Summarise your business objectives and ensure they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound)
 - Explain how these objectives meets the needs of your clients.
 - Describe how these objectives will be reviewed and refined in line with changing market dynamics.
- 5. What are your plans to ensure the continual improvement and sustainable growth of your business? (400 words)**
 - Summarise your plan to secure new bids and rewin bids for the coming year.
 - Outline how does your agency develops unique and innovative strategies when preparing bids.

CATEGORY 13 & 14 - MOST OUTSTANDING TRAVEL MANAGEMENT COMPANY - NATIONAL & GLOBAL

Submission Questions

- 1. Provide a general overview of the nature and history of the business. (200 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
- 2. How has your agency demonstrated outstanding conduct, to maximise value for your clients? (300 words)**
 - Describe your commitment to providing impeccable customer service.
 - Demonstrate, and provide examples of, how ATAS is incorporated into the daily operations and marketing activity of the business.
- 3. In the last 12 months, how has your business adapted to the changing landscape of the travel industry? (400 words)**
 - Compare any strategies or initiatives introduced in response to the changing landscape.
 - For example, embracing digital technologies and/or distribution channels, increased focus on delivering a personalised experience, strategic collaborations within the travel industry.
 - More marks to be awarded where respondents demonstrate that the strategies or initiatives have been successful / beneficial to the business.
- 4. What are your business objectives, and how will this enable you to continue providing a compelling customer experience? (400 words)**
 - Summarise your business objectives and ensure they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound)
 - Explain how these objectives meets the needs of your clients.
 - Describe how these objectives will be reviewed and refined in line with changing market dynamics.
- 5. What are your plans to ensure the continual improvement and sustainable growth of your business? (400 words)**
 - Summarise your plan to secure new bids and rewin bids for the coming year.
 - Outline how does your agency develops unique and innovative strategies when preparing bids.

CATEGORY 15 & 16 - MOST OUTSTANDING LEISURE TRAVEL AGENCY - SINGLE / MULTI LOCATION

Submission Questions

- 1. Provide a general overview of the nature and history of the business. (200 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
- 2. How has your agency demonstrated outstanding conduct, to maximise value for your clients? (300 words)**
 - Describe your commitment to providing impeccable customer service.
 - Demonstrate, and provide examples of, how ATAS is incorporated into the daily operations and marketing activity of the business.
- 3. In the last 12 months, how has your business adapted to the changing landscape of the travel industry? (400 words)**
 - Compare any strategies or initiatives introduced in response to the changing landscape.
 - For example, embracing digital technologies and/or distribution channels, increased focus on delivering a personalised experience, strategic collaborations within the travel industry.
 - More marks to be awarded where respondents demonstrate that the strategies or initiatives have been successful / beneficial to the business.
- 4. What are your business objectives, and how will this enable you to continue providing a compelling customer experience? (400 words)**
 - Summarise your business objectives and ensure they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound)
 - Explain how these objectives meets the needs of your clients.
 - Describe how these objectives will be reviewed and refined in line with changing market dynamics.
- 5. What are your plans to ensure the continual improvement and sustainable growth of your business? (400 words)**
 - Briefly summarise your plan for the coming year and quantify these goals.
 - Provide a breakdown of your returning and new clients and describe your approach to providing services to these clients.

CATEGORY 17 - SUSTAINABILITY AWARD - BUSINESS

Submission Questions

- 1. Provide a general overview of the nature of your business and its commitment to sustainability. (200 words)**
 - Be succinct in your response by outlining your business values and objectives, and how sustainability is at the core of your operations.
- 2. What meaningful changes, either within your own business or in the wider community, have you implemented to demonstrate your commitment to environmental or social sustainability? (300 words)**
 - Environmental sustainability examples could include commitments and activities to:
 - reduce greenhouse gas emissions
 - reduce climate change impacts
 - support nature and biodiversity including sustainable tourism destinations
 - reduce waste and promote recycling.
 - Social sustainable examples could include commitments and activities to:
 - support/ promote inclusion and diversity (for example Gender; LGBTQIA+; Accessibility)
 - support/ promote Aboriginal and Torres Strait Islander employees, suppliers, communities and/ or customers
 - support/ promote community programs
 - support/ promote gender diversity
 - support/ promote health and safety.
- 3. Describe how you have engaged your clients on the sustainability journey. (400 words)**
- 4. What have been the positive benefits or impacts of these changes? (400 words)**

CATEGORY 18 - MOST OUTSTANDING MOBILE ADVISOR NETWORK

Submission Questions

- 1. Provide a general overview of the nature and history of the company. (200 words)**
 - Outline your network's structure, how it operates and the number of advisors within your network.
 - Describe the unique and outstanding features of your network and explain how this allows your network to differentiate itself from others.
- 2. How has your network demonstrated outstanding conduct? (400 words)**
 - Describe your approach to supporting your network of travel advisors operating remotely to head office.
 - Summarise how these strategies have been successful / beneficial to your network.
 - Demonstrate, and provide examples of, how ATAS is incorporated into the daily operations and marketing activity of the network.
- 3. In the last 12 months, how has your network adapted to the changing landscape of the travel industry? (400 words)**
 - Outline how your network positions itself to its members and how this has evolved.
 - Compare any strategies or processes that were introduced, at a head office level, to support the ongoing survival of your network.
 - Summarise your quality assurance procedures and outline how this ensures that clients receive a quality service experience.
- 4. What are your business objectives and how will this enable you to continue supporting your network? (400 words)**
 - Summarise your business objectives and ensure they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound)
 - Explain how these objectives meets the needs of your network.
 - Describe how these objectives will be reviewed and refined in line with changing market dynamics.
- 5. What are you most proud of as an advisor network? (300 words)**
 - Provide a well thought-out and logical response.
 - Summarise your response by substantiating any of the answers given above.

CATEGORY 19 - MOST OUTSTANDING TRAVEL AGENCY GROUP

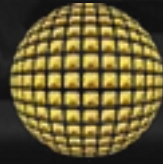
Submission Questions

- 1. Provide a general overview of the nature and history of the company. (200 words)**
 - Outline your group's structure, how it operates and the number of stores within your group.
 - Describe the unique and outstanding features of your group and explain how this allows your group to differentiate itself from others.
- 2. How has your group demonstrated outstanding conduct? (400 words)**
 - Describe your approach to supporting your stores operating remotely to head office.
 - Summarise how these strategies have been successful / beneficial to your group.
 - Demonstrate, and provide examples of, how ATAS is incorporated into the daily operations and marketing activity of the group.
- 3. In the last 12 months, how has your group adapted to the changing landscape of the travel industry? (400 words)**
 - Outline how your group positions itself to its clients and how this has evolved.
 - Compare any strategies or processes that were introduced, at a head office level, to support the ongoing survival of your group.
 - Summarise your quality assurance procedures and outline how this ensures that clients receive a quality service experience.
- 4. What are your business objectives and how will this enable you to continue supporting your network? (400 words)**
 - Summarise your business objectives and ensure they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound)
 - Explain how these objectives meets the needs of your group.
 - Describe how these objectives will be reviewed and refined in line with changing market dynamics.
- 5. What are you most proud of as an agency group? (300 words)**
 - Provide a well thought-out and logical response.
 - Summarise your response by substantiating any of the answers given above.

CATEGORY 20 - MOST OUTSTANDING NON BRANDED AGENCY GROUP

Submission Questions

- 1. Provide a general overview of the nature and history of the company. (200 words)**
 - Outline your group's structure, how it operates and the number of members within your group.
 - Describe the unique and outstanding features of your group and explain how this allows your group to differentiate itself from others.
- 2. How has your group demonstrated outstanding conduct? (400 words)**
 - Describe your approach to supporting your members operating remotely to head office.
 - Summarise how these strategies have been successful / beneficial to your group.
 - Demonstrate, and provide examples of, how ATAS is incorporated into the daily operations and marketing activity of the group.
- 3. In the last 12 months, how has your group adapted to the changing landscape of the travel industry? (400 words)**
 - Outline how your group positions itself to its members and how this has evolved.
 - Compare any strategies or processes that were introduced, at a head office level, to support the ongoing survival of your group.
 - Summarise your quality assurance procedures and outline how this ensures that clients receive a quality service experience.
- 4. What are your business objectives and how will this enable you to continue supporting your network? (400 words)**
 - Summarise your business objectives and ensure they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound)
 - Explain how these objectives meets the needs of your group.
 - Describe how these objectives will be reviewed and refined in line with changing market dynamics.
- 5. What are you most proud of as an agency group? (300 words)**
 - Provide a well thought-out and logical response.
 - Summarise your response by substantiating any of the answers given above.



NATIONAL TRAVEL
INDUSTRY AWARDS

NTIA 2023