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## **ENTRANT GUIDELINES - INDIVIDUAL CATEGORIES**

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Gala Dinner & Awards Presentation  
SATURDAY 18<sup>TH</sup> NOVEMBER

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# OVERVIEW FOR CATEGORIES 1 - 8

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## Categories & Eligibility Criteria

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

## Awards Process for Most Outstanding Individual 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 video submission. To assist in crafting your responses, the judging criteria will be made available to nominees.

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:** Finalists are required to attend a virtual judging interview. Finalists will be asked to expand on key points of their submission and address another series of questions.

**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.

## Judging Step 1 - Submission instructions for nominees

- Nominees are required to submit a **video submission** addressing their category questions. This is listed in the following pages.
- You can record your submission from your mobile phone or meeting platform e.g. Microsoft Teams, Zoom.
- The video must have a **maximum running time of 10mins**. We have also provided guidelines on how much time to spend on each question.
- Any content after the 10min mark will not be assessed / scored. Whilst everyone's speaking speed will vary, the average conversation rate is 150 words per minute.
- The video submission does not need to be professionally produced, and scores will not be given for production value or special effects.
- We encourage nominees to speak to camera about their achievements and remind you to speak in a loud and clear voice.
- Nominees will be able to upload their video 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 12 months, from July 2022 – June 2023.

## Judging Step 2 - Virtual judging interview for finalists

- Virtual judging interviews will be scheduled between 09/10/23 and 20/10/23, from 9am - 5pm AEST. A Microsoft Teams Meeting link will be emailed to finalists.
- The duration for the virtual judging interview is 30mins max. The judges will ask the questions listed under the category's Interview Questions, and will also have their own questions relating to your submission. This is your chance to further elaborate on key points of your submission.
- Please check your computer and firewall settings to ensure that you can access the link provided; that you have access to reliable internet; and that you are in a quiet, private and well-lit location.

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# SUBMISSION TERMS EXPLAINED

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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.

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# CATEGORY 1 - MOST OUTSTANDING MOBILE / HOME BASED TRAVEL ADVISOR

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## Step 1 - Submission Questions

- 1. What strengths and skills do you bring to your role as a Mobile / Home Based Travel Advisor? (3min)**
  - Be specific when listing your strengths and skills.
  - Explain how these strengths and skills contribute to your role as a mobile / home based advisor.
  - Outline any significant personal achievements during the last 12 months as a result of these strengths and skills.
- 2. How have you displayed outstanding conduct? (3min)**
  - 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. How do you embrace ATAS in your role? (3mins)**
  - Outline any professional development initiatives you have undertaken during the last 12 months to improve how you assist your clients.
  - Demonstrate, and provide examples, of how you acted with adaptability in a post-pandemic environment and demonstrated a high level of professionalism.
  - Summarise how ATAS is valued, respected, and incorporated in your role as an advisor.
- 4. Why do you believe you should be a NTIA Finalist? (1min)**
  - Explain what makes you the outstanding mobile / home based advisor.
  - Provide a well thought-out and logical response.
  - Articulate your response by substantiating any of the answers given above.

## Step 2 - Interview Questions

- 1. Introduce yourself.**
  - Think of this as an elevator pitch about yourself. Provide details of your experience within the industry and why you are passionate about travel.
- 2. What are some of your goals that relate to your professional development and career progression. How will you achieve these goals?**
  - Outline your goals and explain how they align with your values and long-term aspirations.
  - Identify areas where you want to improve or capitalize on your existing skills.
  - Explain what steps you could take to achieve these goals and what resources you can leverage.
- 3. What are your plans to ensure the continual improvement and growth of your client base / business?**
  - Summarise your business goals and/or plan for the coming year and how you intend on achieving these. These plans may be linked to, or aligned to, the plans of the Network you are part of.

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# CATEGORY 2 - MOST OUTSTANDING TRAVEL AGENCY MANAGER

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## Step 1 - Submission Questions

- 1. What strengths and skills do you bring to your role as a manager? (3min)**
  - Be specific when listing your strengths and skills.
  - Explain how these strengths and skills contribute to your role as a manager.
  - Outline any significant personal achievements during the qualifying period as a result of these strengths and skills.
- 2. How have you displayed outstanding conduct? (3min)**
  - Describe the ways you provide value to your clients when booking and managing their travel.
  - Demonstrate how you manage your staff to ensure a standard of quality in customer service.
  - Provide evidence of customer satisfaction.
- 3. How do you embrace ATAS in your role? (3mins)**
  - Outline your leadership values and demonstrate how you inspired, motivated, and supported your team during the qualifying period.
  - Summarise how ATAS is valued, respected, and incorporated in your role as a manager.
  - Explain how the overall team morale was strengthened because of your leadership.
- 4. Why do you believe you should be a NTIA Finalist? (1min)**
  - Explain what makes you the most outstanding travel agency manager.
  - Provide a well thought-out and logical response.
  - Articulate your response by substantiating any of the answers given above.

## Step 2 - Interview Questions

- 1. Introduce yourself.**
  - Think of this as an elevator pitch about yourself. Provide details of your experience within the industry and why you are passionate about travel.
- 2. Provide an example of when your management skills contributed to the successful performance of the business / company.**
  - Examples can be growth in sales, turnover, revenue, marketing share, brand awareness, etc.
  - Summarise the situation or context in which your skills came into play.
  - Describe how your management skills were leveraged during this situation and any critical decisions that needed to be made.
- 3. In your opinion, what is the biggest challenge facing the travel industry in Australia?**
  - Identify the challenge, where could this have stemmed from, and what are some possible solutions?
  - Scores will be awarded based on the finalist's ability to articulate a well thought-out and logical response to the question.

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# CATEGORY 3 & 4 - MOST OUTSTANDING TRAVEL CONSULTANT - CORPORATE / LEISURE

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## Step 1 - Submission Questions

- 1. What strengths and skills do you bring to your role as a Travel Consultant? (3min)**
  - Be specific when listing your strengths and skills.
  - Explain how these strengths and skills contribute to your role as a mobile / home based advisor.
  - Outline any significant personal achievements during the qualifying period as a result of these strengths and skills.
- 2. How have you displayed outstanding conduct? (3min)**
  - 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. How do you embrace ATAS in your role? (3mins)**
  - Outline any professional development initiatives you have undertaken in the last 12 months to improve how you assist your clients.
  - Demonstrate, and provide examples, of how you acted with adaptability in a post-pandemic environment and demonstrated a high level of professionalism.
  - Summarise how ATAS is valued, respected, and incorporated in your role as a travel consultant.
- 4. Why do you believe you should be a NTIA Finalist? (1min)**
  - Explain what makes you the most outstanding travel consultant.
  - Provide a well thought-out and logical response.
  - Articulate your response by substantiating any of the answers given above.

## Step 2 - Interview Questions

- 1. Introduce yourself.**
  - Think of this as an elevator pitch about yourself. Provide details of your experience within the industry and why you are passionate about travel.
- 2. What are some of your goals that relate to your professional development and career progression. How will you achieve these goals?**
  - Outline your goals and explain how they align with your values and long-term aspirations.
  - Identify areas where you want to improve or capitalize on your existing skills.
  - Explain what steps you could take to achieve these goals and what resources you can leverage.
- 3. In your opinion, how can we attract more people to the travel industry?**
  - What strategies would you suggest employers to consider, to attract and retain talent. Scores will be awarded based on the finalist's ability to articulate a well thought-out and logical response to the question.

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# CATEGORY 5 - ROOKIE OF THE YEAR

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## Step 1 - Submission Questions

- 1. What attracted you to the travel industry and what have been your strengths and skills as a Travel Consultant? (3min)**
  - Explain what attracted you to the travel industry and the steps you took to attain this position.
  - What new strengths and skills have you gained as a travel consultant?
- 2. How have you displayed outstanding conduct? (3min)**
  - 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. How do you embrace ATAS in your role? (3mins)**
  - Outline any professional development initiatives you have undertaken in the last 12 months to improve how you assist your clients.
  - Demonstrate, and provide examples, of how you acted with adaptability in a post-pandemic environment and demonstrated a high level of professionalism.
  - Summarise how ATAS is valued, respected, and incorporated in your role as an advisor.
- 4. Why do you believe you should be a NTIA Finalist? (1min)**
  - Explain what makes you the rookie of the year.
  - Provide a well thought-out and logical response.
  - Articulate your response by substantiating any of the answers given above.

## Step 2 - Interview Questions

- 1. Introduce yourself.**
  - Think of this as an elevator pitch about yourself. What excites you about a career in the travel industry and what are your ambitions?
- 2. What are some of your goals that relate to your professional development and career progression. How will you achieve these goals?**
  - Outline your goals and explain how they align with your values and long-term aspirations.
  - Identify areas where you want to improve or capitalize on your existing skills.
  - Explain what steps you could take to achieve these goals and what resources you can leverage.
- 3. In your opinion, how can we attract more people to the travel industry?**
  - What strategies would you suggest employers to consider, to attract and retain talent. Scores will be awarded based on the finalist's ability to articulate a well thought-out and logical response to the question.

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# CATEGORY 6, 7 & 8 - MOST OUTSTANDING SALES EXECUTIVE - AIR, CRUISE & LAND

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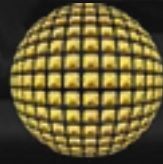
## Step 1 - Submission Questions

- 1. What strengths and skills do you bring to your role as a Sales Executive? (3min)**
  - Be specific when listing your strengths and skills.
  - Explain how these strengths and skills contribute to your role as a Sales Executive
  - Provide details of any significant personal achievements during the qualifying period as a result of these strengths and skills.
- 2. How have you displayed outstanding conduct? (3min)**
  - Demonstrate, and provide examples of, how you have operated with integrity and professionalism.
  - Outline the ways you stay updated on the product you sell, industry trends and competitive landscape, to provide value to your clients.
- 3. How do you maintain strong relationships with your agents? (3mins)**
  - Describe any activities that demonstrate your commitment to the travel agents within your portfolio and provide evidence of customer satisfaction.
- 4. Why do you believe you should be a NTIA Finalist? (1min)**
  - Explain what makes you the most outstanding sales executive.
  - Provide a well thought-out and logical response.
  - Articulate your response by substantiating any of the answers given above.

## Step 2 - Interview Questions

- 1. Introduce yourself.**
  - Think of this as an elevator pitch about yourself. Provide details of your experience within the industry and why you are passionate about the product you sell.
- 2. How have you adapted your approach over the last 12 months, at a time when agents and agencies have faced unprecedented challenges?**
  - Summarise some of the challenges your clients have experienced and describe your strategy for supporting them. Explain the outcome of these strategies and any key learnings.
- 3. What are some of your goals that relate to your professional development and career progression. How will you achieve these goals?**
  - Outline your goals and explain how they align with your values and long-term aspirations.
  - Identify areas where you want to improve or capitalize on your existing skills.
  - Explain what steps you could take to achieve these goals and what resources you can leverage.





NATIONAL TRAVEL  
INDUSTRY AWARDS

# NTIA 2023