

New Northern Territory Aboriginal Tourism Business Award

This category recognises a new Northern Territory Aboriginal tourism business.

To be eligible for this category, the business must:

- Have commenced operating the Aboriginal product or service in the past 2 years
- Be at least 51% Aboriginal owned
- Be based in and operate in the Northern Territory
- Previous winners are ineligible to apply

When responding to the questions, entrants should consider the following:

1. Commitment to visitor satisfaction through delivery of quality and authentic market ready experiences
2. Aboriginal employment and economic activity
3. Social/cultural impact through the demonstrated promotion and advancement of Aboriginal culture
4. Demonstrates innovation
5. Commitment to cultural sustainability

The winner of this category will receive a \$5000 grant to assist the recipient in expanding their tourism business opportunities.

Tourism NT reserves the right to work with the winning entrant to develop a case study of their business to be used as part of the Tourism Enterprise Development Program.

Maximum length of entry: 5000 words

- a) Demonstrate your eligibility for this category as related to the descriptor above. (4)
- b) From start up to 30 June 2019, provide a brief timeline of your tourism business, highlighting milestones. (4)
- c) Demonstrate how your business delivers an authentic Aboriginal cultural experience and how your business preserves and protects Aboriginal culture. (6)
- d) Demonstrate how your tourism business is committed to the cultural sustainability of your local community. (6)
- e) Describe how you promote and further advance employment of Aboriginal people in tourism. (4)
- f) What are your unique selling points? Demonstrate how your business promotes authentic Aboriginal culture to your target markets? (5)
- g) Describe how you measure customer satisfaction and identify areas for improvement and what processes do you have in place to respond to customer complaints? (4)
- h) Describe how your tourism business works collaboratively between Aboriginal people, the tourism industry, governments and the broader community. (7)

A verification of claims meeting will be conducted by a member of the judging panel if the business does not hold Quality Tourism Framework accreditation (previously known as Australian Tourism Accreditation Program ATAP). No points are awarded – comments from the site meeting will be viewed by the submission judges.

TOTAL _____ / 40