

2015 AUSTRALIAN REGIONAL TOURISM NETWORK
MYTRAVELRESEARCH.COM

**Young Regional Tourism Professional Award
Nominee Information**

19 – 22 October 2015
VICTOR HARBOR, SOUTH AUSTRALIA



ARTN

Australian Regional Tourism Network

MyTravel [Research.com](http://MyTravelResearch.com)



Young Regional Tourism Professional Award proudly sponsored by MyTravelResearch.com

The 2015 ARTN MyTravelResearch.com Young Tourism Professional Award

The Board of the Australian Regional Tourism Network would like to acknowledge your participation in the ARTN MyTravelResearch.com Young Regional Tourism Professionals (YTP) Awards. As you are well aware, the future of tourism in Australia belongs to our young professionals and it is via this program that ARTN is able to partner with the State Tourism Organisations to acknowledge and contribute to the development of our young professionals.

As the peak national body representing regional tourism practitioners in Australia, the Australian Regional Tourism Network (ARTN) conducts the ARTN MyTravelResearch.com Young Regional Tourism Professional (YTP) Awards. The awards, which are sponsored by MyTravelResearch.com, are held each year in conjunction with the Australian Regional Tourism Convention. The awards provide a platform, which is unavailable within the industry for emerging leaders to advance and further their current networks and gain valuable professional development.

ARTN consists of twelve elected Directors, who represent the regional tourism industry in their respective states and territories.

The ARTN MyTravelResearch.com YTP program is purposely built into the week long Convention program as it enables our young professionals to be exposed to the national regional tourism network as well as receiving first hand, up-to-date industry knowledge, new skills and industry research.

The winner will receive the opportunity to further advance their career through a meaningful and relevant prize package, however the benefits of participating in the awards alone make this a fantastic opportunity to recognise and reward our future industry leaders.

The objectives of the Award are to:

- Recognise excellence, achievements and innovations in regional tourism
- Incentivise young regional tourism practitioners to strive for best-practice
- Encourage young regional tourism practitioners to remain in the industry

The 2015 Australian Regional Tourism Convention

The 2015 Convention will be held from Monday 19 to Thursday 22 October in Victor Harbor, South Australia. A stellar line up of presenters will complement a hands-on itinerary of Convention on the Move (Field Trips), Professional Development Sessions and Networking Functions.

The Convention is a key element of the ARTN MyTravelResearch.com Young Regional Tourism Professional Award. Each state finalist is sponsored to attend the Convention and participate in exclusive activities designed to heighten their Convention experience. Whilst at the Convention, finalists will be asked to give a brief presentation (7 - 10 minutes), which will be coordinated by award sponsor MyTravelResearch.com A panel of judges assesses Finalists and the ARTN Young Regional Tourism Professional of the Year is announced at the Convention's Gala Dinner.

MyTravelResearch.com

MyTravelResearch.com has been the sponsors of the Young Regional Tourism Professional Award for two years and identifies the benefit of working with and encouraging the youth of the regional tourism industry. MyTravelReserach.com is the brain child of Carolyn Childs and Bronwyn White, MyTravelResearch.com exists to build the visitor economy and tourism businesses by putting the voice of the customer and best practice business thinking into an easy to implement, hands-on approach. The business was started out of concern that market research insight, which is freely available, was not being incorporated into business practices. Many players in the travel industry are time poor without the time to trawl through thick reports and decipher insights that may be relevant to them. They are also often without the ability to interpret research reporting into a practical tactical level. MyTravelResearch.com 'translates' reports from thick, often complicated language into easy to understand and actionable items in a variety of delivery methods.

2014 ARTN MyTravelResearch.com Young Regional Tourism Professional of the Year – Anna Del Rio

Being part of the MyTravelResearch.com Young Regional Tourism Professional program has been and continues to be a great professional development experience. Being an ex officio member of the ARTN board gives me a close insight to what ARTN does for regional tourism development. Every board member is very passionate about regional tourism development and getting to know each one of them on an individual basis, learn about their experiences and jobs is also an invaluable opportunity. I found my involvement in the ARTN being particularly interesting especially coming from local government, an industry that has so much to do with tourism development. Being the 2014 YTP has also given my region a real positive spin which has been very rewarding, both for myself and for Coorong District Council. It's great to be able to reinforce the role of local government in tourism through my connection with the ARTN! MyTravelResearch.com is also very supportive of the YTP with mentoring and guidance, and having access to their web and resources is very useful.

2015 Young Regional Tourism Professional Prizes

State Finalists

Prizes are designed to motivate, educate and inspire, and will be awarded to each state finalist:

In 2015, the prizes for each State Finalist are as follows;

- Full registration to attend the 2015 Australian Regional Tourism Convention (sponsored by the ARTN)
- Accommodation and travel to attend the 2015 ARTN Convention (sponsored by State/Territory Tourism Organisation)
- 12 months membership to MyTravelResearch.com (value \$997)
- Mentor program sponsored by MyTravelResearch.com
- Commemorative certificate

2015 ARTN MyTravelResearch.com Young Regional Tourism Professional of the Year

In addition to the prizes received as a Finalist, the person voted as the 2015 ARTN MyTravelResearch.com Young Regional Tourism Professional of the Year will receive the following:

- Opportunity to contribute to **regional tourism** at a national level as an ex officio member of the ARTN Board for 12 months
 - ARTN Board meet bi-monthly for 1 hour via phone conference plus at least one face-to-face meeting (annual planning retreat). As ex officio, you are able to contribute to the board discussion and comment on issues and challenges. As an ex officio board member you do not vote on recommendations.
 - Participate in and contribute to specific sub-committee meetings for example, a committee member of the 2016 planning committee for Convention.
- Educational/professional development sponsorship to the value of \$2000, sponsored by MyTravelResearch.com
- Mentoring provided by MyTravelResearch.com
- Attend the 2015/2016 ARTN Board Strategic Planning Retreat (and any other board face to face meetings) with travel and accommodation provided by the ARTN
- Complimentary registration to attend the 2016 Australian Regional Tourism Convention as a Judge of the 2016 ARTN MyTravelResearch.com Young Tourism Professional Award, with travel and accommodation provided by ARTN
- Other professional development and mentoring opportunities, as they arise.

Who should nominate?

Nominees for the ARTN MyTravelResearch.com Young Regional Tourism Professional are considered to be **emerging** leaders in the **regional** tourism industry with the potential to make significant contribution to **regional tourism**. Award alumni include professionals from local government, regional tourism organisations, state tourism organisations, private operators, students and researchers.

Nominees for the ARTN MyTravelResearch.com Young Regional Tourism Professional must be aged 30 years of age or under at the time of the national Convention and work in or contribute significantly to regional tourism development.

How to nominate?

- Complete the prescribed nomination form below
- Submit your responses to the following nominee questions
 - Your current role and responsibilities – 250 words maximum
 - Your career goals – 500 words maximum
 - Your opinion of what is a current key challenge facing regional tourism in Australia and your ideas as to how the industry might rise to this challenge – 1,000 words maximum
- Provide a letter of support from your employer confirming your availability to travel to and participate at the 2015 Australian Regional Tourism Convention

Any questions relating to the MyTravelResearch.com ARTN Young Tourism Professionals Award should be directed to:

Bronwyn White

MyTravelResearch.com

Email: bronwyn@mytravelresearch.com

Ph: 0408 225 766

Please note that all nominations must be emailed to Bronwyn.

Judging Panel

A panel of judges invited and selected by the Board of the ARTN will be charged with the duty of selecting the Young Tourism Professional of the Year from the State Finalists. The Panel will be comprised of industry practitioners – from within ARTN's membership base and encompassing representation from the following levels of industry:

- Industry operator
- Local Government
- Regional Tourism Organisation
- State Tourism Organisation
- Industry research & education provider

2015 Key Dates

| | |
|------------------------|--|
| 7 July | Nominations open |
| 31 July | Nominations close |
| 7 August | MyTravelResearch.com advise ARTN of the recommended finalist for each state |
| August | Finalists to liaise with their State Tourism Organisation to arrange travel and accommodation for the Convention |
| August | ARTN to liaise with Finalists to arrange Convention registration |
| August | MyTravelResearch.com will liaise with finalists regarding presentation at Convention |
| August | Finalists to provide ARTN with personal bio and photograph |
| September | MyTravelResearch.com to hold first mentoring session |
| Early October | MyTravelResearch.com to hold second mentoring session |
| 19 – 22 October | Finalists attend the Convention and participate in nominated activities including the delivery of a presentation to delegates |
| 19 – 22 October | A Panel of Judges selected by the Board of the ARTN will assess each Finalist based on the answers and comments provided on their nomination form and their conduct at the Convention (finalists will not know who the judges are) |
| 22 October | The ARTN Young Regional Tourism Professional of the Year will be announced at the Convention Gala Dinner |
| 23 October | The ARTN will liaise with the State Tourism Organisation of the Young Regional Tourism Professional of the Year to distribute media releases regarding the award |
| November | MyTravelResearch.com will liaise directly with the Young Tourism Professional of the Year to implement and deliver their prizes |



**2015 ARTN MYTRAVELRESEARCH.COM YOUNG REGIONAL TOURISM
PROFESSIONAL AWARD
NOMINATION FORM**

Return completed Nomination Form by no later than Friday 31 July to:

| NOMINEE DETAILS | |
|---|--|
| Name | |
| Current Job Title | |
| Organisation | |
| Address | |
| | |
| | |
| Phone | |
| Mobile | |
| Email | |
| Web | |
| Date of Birth <i>NOTE: Nominees must be aged 30 years or younger as at 22 October 2015</i> | |
| NOMINEE QUESTIONS | |
| Responses to these questions are to be detailed in an attached document. Please note the appropriate word limits. | |
| 1. | In 250 words or less, outline your current role and responsibilities highlighting your contribution or focus on regional tourism |
| 2. | In 500 words or less, list your career goals. |
| 3. | In 1,000 words or less, detail what, in your opinion, is a current key challenge facing regional tourism in Australia and your idea/s as to how the industry might rise to this challenge |
| NOMINATION CHECKLIST | |
| <input type="checkbox"/> | Completed Nomination Form |
| <input type="checkbox"/> | Attached document with responses to Nominee Questions |
| <input type="checkbox"/> | Attached letter of support from your employer confirming your availability to attend the 2015 Australian Regional Tourism Convention to be held 19 to 22 October, Victor Harbor, South Australia |