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**Background**

Southern Queensland Country Tourism would like to announce the inaugural Southern Queensland Country Tourism Chairman’s Award. This award will recognise an individual and/or business contribution to tourism excellence in the Southern Queensland Country region.

An initiative of the Southern Queensland Country Tourism board to recognise the leaders in our industry for the outstanding work they undertake. The winner of the award will be the individual and/or business that embody the Southern Queensland Country brand, core promise and best delivers on the Southern Queensland Country Tourism hero experiences.

**The Award**

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| ***The Chairman’s Tourism Award for Businesses and/or Individuals in***  ***the Southern Queensland Country Region***  The award will recognise the outstanding contribution of an individual or business to tourism in Southern Queensland Country. This individual or business may encourage or support others in the tourism industry and/or create an exceptional experience for a visitor to the Southern Queensland Country region.  This award is open to:   * Individuals * Businesses * Volunteers working in the tourism industry   Nominees must be an industry or marketing partner of Southern Queensland Country Tourism. |

**It’s more than just the glory**

The winner will receive a prize to the value of $1200 (ex GST) towards mentoring or professional development of their choice, or marketing activity for their business. The prize is sponsored by Southern Queensland Country Tourism and will be implemented by mutual agreement with the winner.

**Nomination Process**

The award will be peer nominated and will be judged on established criteria detailed on the nomination form. Judging will be undertaken by the Southern Queensland Country Tourism Board Chair and the decision will be based on the application that best fulfils and reflects the criteria. The process will be rigorous and the Chair’s decision will be final. No further correspondence will be entered into.

The finalists and winner will be announced at the 2015 Southern Queensland Tourism Industry Conference Welcome Reception following the end of day one – Tuesday 13 October, 2015.

**Key Dates**

Nominations Close: Monday, 28 September 2015

**Award Nomination**

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| **To Enter:**  Please complete the below application, responding to each of the four (4) criteria.  Once completed, please email to [**chairmansaward@sqct.com.au**](mailto:chairmansaward@sqct.com.au)  We will acknowledge receipt of the application within 24 business hours. If no acknowledgement of receipt has been sent within this time period please contact (07) 4632 1988. |

Name of Nominee (Business or individual):

Click here to enter text.

Nominated by:

Click here to enter text.

**Criteria**

Please address each criteria point below (max 50 words per answer):

1. **Demonstrates an outstanding level of excellence in contributing to the SQC visitor experience.**

*Consider:*

* *Has a focus on delivering outstanding customer service*
* *Delivers the SQC experience through one or more of the hero experiences* 
  + *Natural Beauty*
  + *History & Heritage*
  + *Four seasons*
  + *Authentic Country Life*
  + *Regional Flavours*

Click here to enter text.

1. **Actively supports the growth and development of tourism in SQC at a local and regional level.**

Click here to enter text.

1. **Strives towards ‘best practice’ in all areas of either running or contributing to the running of a successful, responsible and sustainable business**

*Consider how the individual or business embraces new ideas and change, business practice, technology, and just a more effective way of doing business.*

Click here to enter text.

1. **Demonstrates an ability to ‘think outside the box’, show initiative and take action.**

Consider:

* Looks at a problem and may see a different solution to others
* Willing to take a risk and try new things
* Willing to learn from others as well as to share successes and learnings from the not so successful
* Has an optimistic outlook on life – the glass is ½ full, not ½ empty

Click here to enter text.