



# The Travel Awards

MEDIA PARTNER

Better Homes and Gardens

PRINCIPAL PARTNER

CRYSTAL

**ENTRIES CLOSE**  
30 August

**LATE ENTRIES CLOSE**  
06 September

**FINALISTS ANNOUNCED**  
03 October

**AWARDS NIGHT**  
29 November

## ENTRY CRITERIA

### Social Responsibility Award

This category is for travel companies and tourism boards that have coordinated a program or initiative that makes a genuine & lasting positive impact on the people and places where it has been deployed.

The award is for a specific initiative, within that initiative there can be a number of phases or processes and the initiative can be deployed across a number of locations. The initiative should be an example of best practice that the rest of the travel industry can admire, with the hope to spur others on in a similar vein.

In submitting your entry, we ask you to think about the period of business from the financial year of 2018/2019 – from 1 July 2018 to 30 June 2019.

There are no restrictions preventing entrants into the Social Responsibility Award category also entering the Sustainable Tourism Company of the Year category.

*Please answer the following questions*

**Question 1** (300 words max)

Please give an overview of your business we recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

**10 points**

**Question 2** (1200 words max)

Outline your case for winning this award, in doing so, please consider the following structure.

- a) What was the need for the initiative that had social responsibility in travel and tourism at its heart?
- b) Was there a business case for the initiative and if so what was it?
- c) Please describe the initiative and what does it aim to accomplish?
- d) How has the initiative made a difference to:
  - i) The people/environment it is aimed at helping
  - ii) The business you run
  - iii) Your end customers
- e) Please tell us about any barriers you faced and how were they overcome?
- f) Is there anything else you'd like to add to help your case?

**90 points**