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2012 Inaugural FACET Awards

Categories:

FACET Operator Award

FACET Member Award

FACET Student Award

Sponsored by Murdoch University



FACET Medal

to inspire and promote the responsible community use of Western Australia's cultural and natural heritage through tourism

SUBMISSION GUIDELINES

Submission format:

- Operator Award no longer than 4 A4 pages in length
- Member Award, Student Award and Facet Medal no longer than 2 A4 pages in length
- Arial Size 12 Font, 2cm Margin Around Full Page
- Submitted in an electronic format (Word document only) by email
- Include electronic images that can be used by FACET (as separate attachments)
- The names and contact details for up to two referees who would support your application for Operator Award, Member Award and Student Award (see important notes on FACET Medal)

Do NOT include any additional material or appendices, as they will not be assessed for the award

Judging:

The winners of these awards will be selected from a shortlist of finalists by a specialised judging panel. Finalists may be asked to attend a telephone interview with the judging panel. The judges MAY choose to award a Highly Commended in each category.

Awards:

The winners will be announced at the FACET 21st Birthday Celebration Dinner on Saturday 22nd September at the Claremont Yacht Club, Claremont, commencing at 6.00pm.

The winners will receive:

- The Category Award
- Free registration to all FACET Forums during 2013 and one complimentary Conference registration. *Please note Conference registration does not include transport, accommodation or social program.*
- Exposure on the FACET website and in media releases

DEADLINE FOR SUBMISSIONS:

Applications are to be submitted by Close of Business on **Friday 17th August 2012**. All applications are to be emailed to: admin@facet.asn.au. Any questions regarding your application may be directed to: **Pauline McMullan 9448 8150**

PLEASE NOTE: HARD COPIES WILL NOT BE ACCEPTED

Tourism Operator Award

This category aims to recognise sustainable tourism operators who are members of FACET, with a focus on providing experiences that foster environmental and cultural understanding, appreciation and conservation.

Overview (25 Points)

Maximum 500 Words

Provide a general overview of the nature and history of your product. You must demonstrate your eligibility for entry in this category as outlined in the description above.

1. Explain how your business embraces cultural and ecotourism. For example, demonstrates continued best practice sustainability and provides opportunities to experience and enjoy nature in a way that leads to greater understanding, appreciation and enjoyment.
2. What innovation/s have taken place to improve the visitor experience?

Tips: Innovations could include infrastructure development, new marketing ideas or sales activities.

Sustainability (25 Points)

Maximum 500 Words

3. Demonstrate how your business has been developed and managed to conserve and enhance the natural and cultural environments in which you operate through the recognition and application of environmentally sustainable practice.
4. What initiatives have you introduced to minimise the negative environmental impacts of your ongoing business practices and activities?

Tips: Environmental sustainability initiatives could include energy and water conservation, building design and location, waste management, recycling, carbon sequestration programs, engaging staff and clients in environmentally sensitive procedures.

Cultural and Social Contribution (25 Points)

Maximum 500 Words

5. Describe how your business supports the local community and its culture.
6. Describe how your business uses and promotes local products and services.

Tips: Benefits to the local community could include the employment of local residents, partnerships with community-based organisations. The use of local products and services, including local service providers and tour guides. Briefly explain how your business is sensitive to, and involves the local culture.

Tourism Operator Award Cont'd

Commercial Sustainability (25 Points)

Maximum 500 Words

7. Demonstrate how your business operates responsibly and ethically.
8. In relation to customer satisfaction, what initiatives have you introduced to gain and foster customer feedback?

Tips: Commercial Sustainability initiatives could include ensuring legal compliance, having current and relevant business, marketing and operational plans, having good financial management systems in place, as well as a staff training program.

FACET Member Award

This category aims to recognise FACET members who have made a significant contribution towards FACET's aims and objectives;

to inspire and promote the responsible community use of Western Australia's cultural and natural heritage through tourism.

Overview

Maximum 300 Words

As a member of FACET what is your current involvement in the cultural and ecotourism industry?

Provide a general overview of how you embrace cultural and ecotourism.

Motivations and Beliefs

Maximum 300 Words

Explain what motivates you and what you have contributed to the tourism industry as a member of FACET, including your day-to-day work and any voluntary involvement with industry or conservation organisations.

Achievements

Maximum 300 Words

What are your key achievements and contributions to the cultural and ecotourism industry and FACET?

Tip: Achievements can be listed in bullet points

FACET Student Award

This category aims to recognise a FACET student member who is working towards FACET's aims and objectives.

Sponsored by:



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Overview

Maximum 300 Words

As a student member of FACET, what are you currently studying, what motivated you to study this area and what are the highlights of your learning?

Involvement

Maximum 300 Words

How have you been involved in understanding, appreciating and fostering cultural and ecotourism in Western Australia?

Have you had any voluntary involvement with industry or conservation organisations?

Vision and Goals

Maximum 300 Words

What do you intend to do when you complete your studies?

What are your visions and goals for the cultural and ecotourism industry?

FACET Medal

This category is open to both FACET Members and non-members of FACET.

This award recognises the extraordinary personal and professional achievements and contribution by an individual to the Tourism industry in Western Australia.

The activities and individual contribution outside the expectations of normal employment duties will be considered.

Important notes:

- **This annual Award will not be made to the same person twice**
 - **Nominations will be accepted from any party except the nominee**
 - **The application must not be more than 2 pages**
 - **The nominee's CV plus 3 letters of recommendation to be included**
 - **The Award will be judged and presented after careful consideration of the submissions received**
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Overview

Provide a brief overview of the nominee, highlighting their outstanding attributes.

Include a brief career history or biography outlining their contribution to cultural and ecotourism.

Service

Provide examples of the nominee's personal or exceptional service to the tourism industry over and above the expectations of their paid employment.

Contribution

Describe specific examples of activities that have resulted from the nominee's contribution that have significantly benefited the tourism industry.

Personal involvement

Outline the degree of personal involvement, the success resulting from that involvement and the long-term benefits to the tourism industry as determined by the ongoing nature of the achievement.