



TOURISM  
AWARDS



Australian  
Tourism Awards

# 07. ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM EXPERIENCES

CATEGORY QUESTIONS

2026 AWARDS. VERSION 1.2



REGIONAL  
TOURISM  
AWARDS

## ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM EXPERIENCES

### DESCRIPTOR

This category recognises Aboriginal and Torres Strait Islander tourism experiences that demonstrate integrity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

### WORD COUNT

Word Count: Maximum of 7500 words

### IMAGE COUNT

Maximum 30 images.

### QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 31 March 2026

### SCORE SUMMARY

Submission Score	100 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
<b>TOTAL</b>	<b>120 points</b>

### SUBMISSION SCORE BREAKDOWN

<b>SECTION 1. OVERVIEW OF BUSINESS</b>	<b>15 POINTS</b>
• Question 1.1	(10 points)
• Question 1.2	(0 points)
• Statement of Achievement	(5 points)
<b>SECTION 2. CULTURAL RESPONSIBILITY</b>	<b>45 POINTS</b>
• Question 2.1	(15 points)
• Question 2.2	(15 points)
• Question 2.3	(15 points)
<b>SECTION 3. EXCELLENCE IN BUSINESS &amp; PRODUCT DEVELOPMENT</b>	<b>10 POINTS</b>
• Question 3.1	(10 points)
<b>SECTION 4. EXCELLENCE IN MARKETING</b>	<b>15 POINTS</b>
• Question 4.1	(5 points)
• Question 4.2	(10 points)
<b>SECTION 5. EXCELLENCE IN CUSTOMER SERVICE</b>	<b>15 POINTS</b>
• Question 5.1	(10 points)
• Question 5.2	(5 points)

## SECTION 6. FINAL REMARKS

- Final Remarks

## SUMMARY OF QUESTIONS

### SECTION 1. OVERVIEW OF BUSINESS

- Question 1.1            A. Provide an overview of the Aboriginal and Torres Strait Islander Tourism Experience.  
                                 B. Provide visual evidence to support your answer.
- Question 1.2            A. Is the business Aboriginal and Torres Strait Islander owned? If not, describe the business structure or collaboration between the business and the cultural service provider/local community.

Statement of Achievement

### SECTION 2. CULTURAL RESPONSIBILITY

- Question 2.1.            A. Detail 2-4 steps the business has taken to preserve and protect cultural traditions and ensure they reflect the heritage of the local community?  
                                 B. Provide visual evidence to support your answer.
- Question 2.2            A. Detail 2-4 steps the business has taken to support the local community to enhance the economic, social, and cultural wellbeing of Aboriginal and Torres Strait Islander people?  
                                 B. Provide visual evidence to support your answer.
- Question 2.3            A. Provide 2-4 examples of how the business educates visitors and local communities to broaden their understanding or participation in Aboriginal and Torres Strait Islander Culture.  
                                 B. Provide visual evidence to support your answer.

### SECTION 3. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT

- Question 3.1            A. What improvements have been made to support the continuation and sharing of traditional Aboriginal and Torres Strait Islander Culture during the qualifying period? These may be new initiatives or improvements to existing practices. Only

## ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM EXPERIENCES

activities and outcomes from the [qualifying period](#) should be included.

B. Provide visual evidence to support your answer.

### **SECTION 4. EXCELLENCE IN MARKETING**

Question 4.1. A. Provide an overview of the business's main 2-3 target markets.

B. Provide visual evidence to support your answer.

Question 4.2. A. Detail 1-3 marketing strategies the business used during the qualifying period that demonstrate integrity to traditional Aboriginal and Torres Strait Islander culture. These may be new or ongoing strategies, but only activities/tactics and outcomes achieved during the qualifying period should be included.

B. Provide visual evidence to support your answer.

### **SECTION 5. EXCELLENCE IN CUSTOMER SERVICE**

Question 5.1. A. Detail 2-5 customer service initiatives undertaken by the business during the qualifying period. These may be new initiatives or improvements to existing practices. Explain how these initiatives enhanced the visitor experience at key stages of the visitor journey.

B. Provide visual evidence to support your answer.

Question 5.2. A. How has the business demonstrated itself to be more inclusive throughout the qualifying period? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the qualifying period should be included.

B. Provide visual evidence to support your answer.

### **SECTION 6. FINAL REMARKS**

Final Remarks