



TASSIE TOUR GUIDE AWARD

TOURISM INDUSTRY COUNCIL OF TASMANIA

TASSIE TOUR GUIDE AWARD

This award recognises the significant contribution quality tour guides make, in providing memorable experiences to visitors through interpretation of the natural and cultural environment in a responsible manner.

Eligibility includes tour guides and driver guides working in the natural, cultural and heritage environments, in either a paid or volunteer capacity.

Tassie Tour Guide Award	
Nomination Process	This award will be offered by each State and Territory across Australia, with the winners in each progressing through to the national judging process for Australia's Top Tour Guide.
Nominating Organisation	A business can nominate an individual within their organisation. Nominations can also be made by the nominee.
Nomination Criteria	Nominations are made through the Quality Tourism Framework (QTF). The nominee must be an employee or volunteer of a business that has a current Sustainable Tourism Accreditation. A nomination should be made under the account of the business of the nominee.
Cost	\$119.00 Entry fees are not refundable should a nominee withdraw from the program. Nomination fees are payable prior to a submission being accepted.
Written Submission Criteria	Submissions are completed within the Quality Tourism Framework and focus on activities which took place in the 2025 calendar year. The nominee will answer a series of questions including: <ul style="list-style-type: none"> • Overview of nominee • Tour plan of nominee • Tour delivery • Evaluation and Customer Service • Career Development
Word Count	The submission word count ranges between a minimum of 2,000 and a maximum of 5,000 words (excluding the overview, which is 500 words).
Submissions Close	5:00 pm Friday 22 May 2026
Interview	Finalists will be required to have an online 30-minute interview with the panel of three judges. Interview questions will be supplied to the entrant prior to the interview.
Judging Panel	A panel of three experienced judges will review the written submission and score individually and then carry out the interview.
Winner	The Tassie Tour Guide winner will become a finalist for the national award announced in Canberra in September 2026

Nomination Criteria

- Name of nominating business (the business must hold Sustainable Tourism Accreditation)
- Name of nominated individual
- Introduction to individual (100 words)

Submission Criteria

- Submissions will be accepted from guides operating in the private/public sectors in either paid or volunteer capacity
- Tour guides who work on multiple tours should preferably focus on one tour, but can provide examples from other tours in addressing the following criteria.
- Finalists will be required to have an online 30-minute interview with the panel of three judges.

Written Submission Questions (50 marks)	
1. Overview of Nominee (0 marks)	
a.	Provide a brief history of your career in tour guiding, highlighting your outstanding attributes that enhance your guiding.
b.	Include a brief description of your current employment/volunteer work.
2. Tour Plan of Nominee (15 marks)	
In reference to a tour you have <i>recently</i> delivered:	
a.	Give details about the tour; include information such as: type of tour, group size, location, duration, frequency, your involvement in its design and the involvement of other people (5 Marks)
b.	Give details of the objectives of the tour; what is the target audience, and what messages and stories you use to create the visitor experience (10 Marks)
3. Tour Delivery of Nominee (15 marks)	
a.	Give details of any innovations in design and presentation techniques that you use to create a special, distinctive and memorable experience for clients (7 Marks)
b.	Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural, social, or environmental approaches (8 Marks)
4. Evaluation & Customer Service (15 marks)	
a.	Explain how you evaluate and ensure a standard of quality in the customer service you, personally provide. Provide evidence of customer satisfaction, e.g. online reviews, social media comments, letters of appreciation, visitor book comments, surveys, etc. (5 marks)
b.	Discuss the kind of changes/improvements you have made to the way you deliver the tour experience on listening to this feedback (5 marks)
c.	How do you identify and cater to people with specific needs? (Specific needs could include language, culture, physical, cognitive, amongst others) (5 marks)
5. Improving Skills (5 marks)	
a.	How do you continue to improve your guiding knowledge and skills? (5 marks)

Scoring

Written submission	50 marks
Interview	50 marks
Total score	100 marks

Terms & Conditions

By nominating for the Tassie Tour Guide Award, nominees agree to the following terms and conditions:

- *By entering the Tassie Tour Guide Award, I authorise the use and/or reproduction of images and the 100-word description provided in relation to any editorial/promotional purposes initiated in conjunction with the Tasmanian and Australian Tour Guide Award program.*
- *I understand that as an award nominee, I am bound to the QTF Terms and Conditions, which includes reference to the use and display of any trademark, badge or logo achieved through the Awards process.*
- *My contact details may be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.*
- *I acknowledge that all decisions of the Awards judges and administrators relating to the outcome of the Awards are final and correspondence will not be entered into surrounding these results.*
- *Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.*
- *I agree not to bring a claim against any Judge, or state/territory Award owner in relation to feedback on my submission.*
- *I declare that the information provided in this submission be true and correct to the best of my knowledge and I agree to the terms and conditions as outlined.*