



Tourism Industry Council Tasmania &
Skal International Club of Hobart

TASMANIAN TOURISM FUTURE LEADERS' SCHOLARSHIP 2017 Application Kit



THE CAREER OPPORTUNITY OF A LIFETIME

- ✓ Are you under 35 and currently employed - or operate a business - in the tourism or a related industry in Tasmania?
- ✓ Have you identified opportunities for the Tasmanian tourism industry?
- ✓ Are you aware of trends and practices interstate or overseas that could be adopted for the benefit of the Tasmania tourism industry?
- ✓ Do you have the ability to undertake a study to investigate, analyse and report on your findings?
- ✓ Do you have the energy, motivation and capacity to contribute to the development of the Tasmanian tourism industry?

BACKGROUND

The **Tasmanian Tourism Future Leaders Scholarship** has been initiated to foster innovation, leadership and professional development within the Tasmanian tourism industry.

The Scholarship offers financial assistance to the value of **\$10,000** for a young professional currently employed within the Tasmanian tourism industry or a related industry to undertake an interstate or international study tour for up-to four weeks to build their knowledge and experience of an aspect of the operation of the industry from a comparable destination, and to then share this knowledge with their industry colleagues in Tasmania.

The Scholarship is a joint initiative of Tourism Industry Council Tasmania, the peak industry council for the Tasmanian tourism industry, and the Skai International Club of Hobart, the association of tourism professionals and leaders.

The scholarship is being sponsored by leading Tasmanian tourism and hospitality organisation, Federal Group, and we acknowledge this support.

The Scholarship continues the legacy of the former *Harry Holgate Fellowship* initiated by Tourism Industry Council Tasmania in the early 2000s, and the Skai International Club of Hobart's Copenhagen Exchange Program.

2016 RECIPIENT, Hannah Martin (Federal Group)

The inaugural recipient of the Tasmanian Tourism Future Leaders Scholarship in 2016 was Hannah Martin, Communications Coordinator at Federal Group.

Hannah's project explored the tourism potential of the growing visitor market to Tasmania of friends and relatives (VFR) of international students studying at the University of Tasmania.

In early 2017, Hannah travelled to Queensland, New Zealand, Hong Kong and the United Kingdom to meet with local education and tourism stakeholders with successful models for further integrating the tourism and tertiary education sectors in these destinations, and with potential models for growing the VFR market of international students to Tasmania.

Hannah presented her findings to the 2017 Tasmanian Tourism Conference, to the Tasmanian Government, and the Skai Club of Hobart.

ELIGIBILITY

Eligible applicants will be:

- Between the ages of 18 and 35 years
- Currently employed in the tourism or related industries in Tasmania, or the operator of a tourism business within Tasmania.
- Have a project or research topic for investigation that requires up to 4 weeks overseas or interstate travel
- Be willing to present, share and discuss the findings of their research with industry colleagues and stakeholders

KEY DATES

- Applications will open on **Wednesday, August 16, 2017**.
- Applications will close at **10.00am, Monday, 2 October, 2017**.
- Applicants must be available for an interview in October
- The successful candidate will be announced at the Skal Club's traditional end of year lunch at MONA in December.
- The Scholarship holder will be required to undertake the exchange in the first half of 2018.
- The Scholarship holder will be required to submit their written report within 8 weeks of returning to Tasmania.
- The Scholarship holder may be invited to present their report to the 2018 Tasmanian Tourism Conference in May 2018.

SCHOLARSHIP DETAILS

Application Requirements

Applicants must return a completed application kit responding to the selection criteria, including a description of the subject matter of the proposed study tour, a proposed travel itinerary and budget, anticipated results and potential contribution to the Tasmanian tourism industry – upon which the applicant will be judged. Shortlisted applicants will be interviewed by a selection panel; whereby a successful candidate will be determined.

Potential subject matters:

The Applicant must address within their written application the significance of their proposed subject matter to the Tasmanian tourism industry. Applicants should seek to refer to the Tasmanian tourism industry's strategic planning framework – T21 – the Tasmanian Visitor Economy Strategy 2015 – 2020 (www.t21.net.au).

Potential research topics could include:

- New technologies relevant to various market segments of the Tasmanian industry
- Emerging market segments to Tasmania
- Tools or approaches that could extend or improve the visitor's experience
- Mechanisms to differentiate product and destinations
- Tools to encourage repeat visitation

- Cooperative marketing approaches
- Innovation destination and product planning

Value of the Fellowship

The successful applicant will receive \$10,000 to assist in undertaking the study outlined in their application. The payment process is divided into \$6,000 on announcement of award, \$2,000 on return with initial report and a final \$2,000 at the successful completion of the project.

Support

TICT and Skal will assist the successful applicant with arranging their study trip, including utilisation of industry networks and introductions to facilitate opportunities.

Expenses incurred

No financial responsibility will be held for any expenses incurred by the successful applicant that are in excess of the grant.

Reports

The successful applicant will be required to provide a final report at the end of their fellowship which will need to be signed off by the funding bodies. An electronic copy of the report should also be provided with copyright clearly stated on any photographs or included material.

Income Tax

The taxation liability of this fellowship is a matter of decision by the Commissioner of Taxation. It will be the successful applicant's responsibility to confer with the Australian Taxation Office regarding possible taxation implications.

CONDITIONS OF THE AWARD

Timing

The travel component of the Scholarship must occur in the first half of 2018.

Expenses incurred

No financial responsibility will be held for any expenses incurred by the successful applicant that are in excess of the value of the Scholarship.

Passports and Study Visa

The successful applicant will be responsible for obtaining necessary passports and entry visas.

Health

Illness will not automatically extend the duration of the Exchange.

Termination/Suspension

An exchange may be suspended or terminated before the approved completion date, either at the successful applicant's request, or if there is evidence of unsatisfactory performance, failure to observe the conditions or evidence of misconduct.

Education Qualifications

The Scholarship will not be awarded for the completion of tertiary or professional training qualifications.

Reports & Presentations

The successful applicant will be required to provide a report at the end of the Scholarship

This report will be in written form of up to 10 printed A4 pages. This report will be submitted within two months of the return of travel. An electronic copy of the report should also be provided with copyright clearly stated on any photographs or included material.

The successful applicant will also be required to present their report and the findings of their study trip on a minimum of two occasions; to a meeting of the board of directors of Tourism Industry Council Tasmania, and a meeting of the Skai International Club of Hobart. Further presentations of the findings may be presented on

SELECTION PROCESS

- Applications will be called on Wednesday, August 16, 2017
- Written applications should respond directly to the selection criteria (see attached) within the word limit, along with a draft submitted itinerary submitted electronically along with a photograph of a current, valid passport to;

Chief Executive Officer
Tourism Industry Council Tasmania
luke.martin@tict.com.au

- Applications will close at 10.00 am, Monday, 2 October 2017. Applications will not be accepted after this date.
- Written applications will be shortlisted by the selection panel. Candidates not shortlisted will be advised as soon as possible.
- Applications shortlisted will be invited for an interview with the selection panel. The Selection Panel will include a representative of Tourism Industry Council Tasmania and the Skai Club of Hobart
- A second interview may be required.

2017 TASMANIAN TOURISM FUTURE LEADERS SCHOLARSHIP

APPLICATION PACK

PART 1: APPLICANT DETAILS

Name: Click here to enter text.

Date of Birth: Click here to enter text.

Address: Click here to enter text.

Email: Click here to enter text.

Contact Number: Click here to enter text.

Current Employer/Business: Click here to enter text.

Please tell us about yourself!

Question 1:

What has been your involvement in the Tasmanian tourism industry?

Tell us about your current and past roles in the industry, and any education or training you've undertaken in the areas of tourism and hospitality?

(Max: 200 words)

Click here to enter text.

Question 2:

What are your ambitions in the Tasmanian tourism industry? Where do you see yourself in 5 years?

(Max: 200 words)

Click here to enter text.

Question 3:

Whether for work or personal reasons, tell us about what overseas travel you've undertaken?

(Max: 100 words)

Click here to enter text.

PART 2 – PROJECT DETAILS

PROJECT TITLE & AIM:

In no more than 15 words, tell us distinctly the purpose or goal of your project?

Click here to enter text.

PROJECT DETAILS:

Question 1:

Explain to us your proposed study trip in simple terms - where do you want to go and what do you want to see, experience and learn? (Max: 200 Words)

Click here to enter text.

Question 2:

Why do you want to study this particular subject? What experience do you have in the tourism industry relevant to this area, or what opportunity do you see for Tasmanian tourism in this space? (Max: 200 words)

Click here to enter text.

Question 3:

Explain to us why you would like to travel to this destination to study this particular area of tourism? What do you believe they do so well in this space that Tasmania could learn from? (Max: 200 words)

Click here to enter text.

Question 4:

What new knowledge do you hope to attain from this study trip? How will this knowledge assist your current role in the industry, or help you progress your career ambitions in the Tasmanian tourism industry? (Max: 200 words)

Click here to enter text.

Question 5:

How will the Tasmanian tourism industry benefit from you undertaking this study trip? How is it relevant to the T21 Tasmanian Visitor Economy Strategy 2015-2020? (www.t21.net.au) (Max: 200 words)

Click here to enter text.

Part 3 – PROPOSED ITINERARY:

Please use the below template to prepare a proposed travel itinerary for your study trip. This is for indicative purposes only.

A more comprehensive itinerary will be developed in consultation with the successful recipient and with the support of TICT and Skal.

Project: *Investigating and comparing Youth Travel market in NZ with Tasmania*

Travel Dates: *16 February – 6 March 2018*

	DESTINATION	LENGTH OF TIME	PURPOSE? (Why do you want to go there?)	INTENDED EXPERIENCE? (Products, Businesses)
1	<i>Queenstown, New Zealand</i>	<i>7 days</i>	<i>To investigate youth/backpacker market adventure tourism.</i>	<i>Experience leading youth market product, including XYZ Tours, NZ Ski Tours, Youth Tours NZ Tour youth hostels and travel agencies</i>
2	<i>Christchurch</i>	<i>4 days</i>	<i>To visit local fruit picking and wineries employing seasonal</i>	<i>Self Drive tour of local wineries to interview and meet with managers (pre-arranged appointments). Visit hostels and engage with backpackers working in seasonal positions.</i>
3	<i>Auckland</i>	<i>4 days</i>	<i>To meet with leading NZ youth travel authorities and meet with local agents.</i>	<i>Meet with NZ Youth Travel – peak sector association for NZ Visit Auckland hostels and engage with travellers and managers</i>
4	<i>Wellington</i>	<i>3 days</i>	<i>Attend "NZ Youth 2017' youth travel show</i>	<i>Attend New Zealand's leading travel event for youth orientated market.</i>

Proposed Budget:

Item	Estimated Cost	Details
<i>One-way flight Hobart to Queenstown</i>	<i>\$700</i>	<i>Jetstar flight search (15 July, 2016)</i>
<i>Accommodation within New Zealand (18 nights)</i>	<i>\$2,880</i>	<i>Average \$160 per night x 18 nights (Expedia.com)</i>
<i>Car Hire (11 days) South Island + Fuel</i>	<i>\$1,500</i>	<i>Average of \$120 per day</i>
<i>One way-flight Christchurch to Auckland</i>	<i>\$150</i>	<i>Jetstar flight search (15 July, 2016)</i>
<i>Misc on ground costs and experiences</i>	<i>\$3,000</i>	<i>Approximated budget allocation</i>
<i>One-way flight from Auckland to Wellington</i>	<i>\$200</i>	<i>Jetstar flight search (15 July, 2016)</i>
<i>Attendance at NZ Youth 2017</i>	<i>\$400</i>	<i>Registration Fee</i>
<i>Return flight from Wellington to Hobart</i>	<i>\$500</i>	<i>Jetstar flight search (15 July, 2016)</i>
	<i>\$9,330 (Total)</i>	

Part 4 – REFEREES

Please provide us with the contact details of two professional referees.

If your application requires you to take leave from your current position, please also provide us with a letter of support from your employer endorsing your application and support for you to engage in the full requirements of the Scholarship.

Referee 1:

Name: *Click here to enter text.*

Position: *Click here to enter text.*

Contact Number: *Click here to enter text.*

Referee 2:

Name: *Click here to enter text.*

Position: *Click here to enter text.*

Contact Number: *Click here to enter text.*