



## **ENTRANT GUIDELINES**

**CATEGORY 10 – MOST OUTSTANDING  
EMPLOYEE ENGAGEMENT AND RECRUITMENT PROGRAM**

**GALA DINNER & AWARDS PRESENTATION  
Saturday 18th October 2025**

# CATEGORY 10 – MOST OUTSTANDING EMPLOYEE ENGAGEMENT AND RECRUITMENT PROGRAM

Please visit the ATIA website [atia.travel/NTIA2025](https://atia.travel/NTIA2025) to familiarise yourself with the Awards Stages, Judging Information and Key Dates.

## STEP 1 – ENTRANTS TO SUBMIT A WRITTEN SUBMISSION

### Key things to remember

- Your responses should relate to the qualifying period which is 01 July 2024 - 30 June 2025.
- The maximum score for each question is 10.

### 1. Provide an overview of your current employee engagement and recruitment program. (400 words)

- Be succinct in your response by outlining each component of your program.

### 2. What activities and initiatives have you introduced to engage, inspire, support, and build trust amongst your employees? (400 words)

- For example, personal and career development opportunities, recognition of achievements, work-life balance, shared understanding of company goals, positive work environment and/or collaborative culture.
- Describe each initiative and its objectives.

### 3. What innovative strategies has your business introduced to attract new talent to your business? (400 words)

- Describe each strategy and how it was devised.

### 4. What have been the positive outcomes and benefits to your business following the initiatives and strategies answered above? (400 words)

- Demonstrate, and provide examples of, employee satisfaction.

### 5. What are you most proud of as an employer? (400 words)

- Provide a well thought-out and logical response.
- Summarise your response by substantiating any of the answers given above.