



ENTRANT GUIDELINES

**CATEGORY 17 & 34 – SUSTAINABILITY AWARD
ATIA ACCREDITED AGENCY & SUPPLIER**

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

CATEGORY 17 & 34 – SUSTAINABILITY AWARD

ATIA ACCREDITED AGENCY & SUPPLIER

Please visit the ATIA website 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.
- This submission can address any or all of the following elements of sustainability: People, Planet or Profit undertaken by your company primarily within the Australian market. Specific criteria may vary but common themes include environmental impact reduction, social responsibility, innovation, and measurable progress.

1. Provide a general overview of the nature of your business and its commitment to sustainability. (400 words)

- Be succinct in your response what is your rationale for adopting a sustainability focus?
- Outline your business values and objectives particularly as they relate to your Australian operations, overall organisational commitment to sustainability and how a sustainability strategy is at the core of your operations.

2. What meaningful activities have you undertaken either within your own business or in the wider industry or community within Australia that practically demonstrates your commitment to environmental and/or social sustainability? (400 words)

- This response can address ONE key initiative or an overall program of activities for the qualifying period that address your Corporate Social Responsibility (CSR) business focus.
- Please be clear as to whether these activities are specific to the Australian market or a global initiative of your organisation.

3. In adopting a sustainability strategy, what was your strategic objective? (400 words)

- Explain the role of addressing sustainability within your business model.
- Examples such: Employee engagement retention and motivation, increased revenue or profitability, brand enhancement, business reputation and image, supportive local community, responsible suppliers and addressing customer preference.
- How have you engaged your staff in your CSR practices?

4. Describe how you have engaged your clients on the sustainability journey. (400 words)

- Engaging customers in Corporate Social Responsibility can involve aligning your initiatives with customer values, soliciting feedback, creating co-benefits, and recognising their contributions. By actively involving customers, companies can foster stronger relationships, enhance brand reputation, and increase customer loyalty.

5. What have been the positive benefits or impacts of these changes? (400 words)

- What quantifiable outcomes for the Australian market for the qualifying period, can be attributed to this initiative or program?
- Explain the metrics applied and how you quantified and determined the benefits of your sustainability initiative/s.