



## **ENTRANT GUIDELINES**

**CATEGORY 33 – MOST OUTSTANDING  
TRAVEL INDUSTRY TRAINING PROGRAM**

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

# CATEGORY 33 – MOST OUTSTANDING TRAVEL INDUSTRY TRAINING 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.
- This category relates to training/education institutions, industry organisations (suppliers and intermediaries), destinations and associations, who design and deliver systematic structured learning programmes in the travel sector. Appropriate programs should enhance knowledge, skills and abilities in travel.

### 1. Provide a general overview of your training program. (400 words)

- Be succinct in your response by outlining the purpose, history, and role of the organisation and its training initiatives.
- Discuss the range of courses, units and/or subjects offered, your unique value proposition, your target market/s (student demographic) and scale of operations.

### 2. In your opinion and experience, what are the biggest challenges facing travel education and training in Australia and how has your program / organisation endeavoured to address these? (400 words)

- Outline the challenges facing travel education & training in Australia.
- Summarise the ways your program / organisation has addressed these.

### 3. How does your organisation ensure its courses are credible and relevant to the evolving needs of the travel industry? (400 words)

- Who develops and delivers your course? Are they drawn from industry?
- How does your organisation go about updating course content in line with current industry trends? How frequently is content revisited or revised?
- Summarise other ways your organisation has been able to maintain a standard of quality and relevance within its program.
- How do you engage with the travel industry?

### 4. How have you supported your graduates on successful completion of your program? (400 words)

- Describe any programs or initiatives you have implemented to support graduates in their career development, industry engagement or business development.
- What have been the quantifiable results of your program for the qualifying period e.g. alumni network, mentorship programs, continuing education, business referrals etc?

### 5. What are you most proud of as a provider of travel training? (400 words)

- Provide a well thought-out and logical response.
- Summarise your response by substantiating any of the answers given above.
- What have been your performance outcomes as an investor in travel training?