

# 2018 Canadian Tourism Awards – Sample Application Form

Use this form to prepare your answers. Please use the nomination website to submit your nominations. Additional information is available at [www.tiac.travel](http://www.tiac.travel)

## The Community Outreach Award

The Community Outreach Award will be presented to the tourism business or organization that makes the year's most outstanding contribution to develop, build and enhance social conditions in their community.

The judging criteria in this category are:

2. Management, leadership and organizational commitment to community service (20%)
3. Engagement of staff in community initiatives (20%)
4. Integration of community service as part of a successful business strategy (20%)
5. Engagement and participation in community programs, activities or services (20%)
6. Partnership with the public sector and non-governmental organizations (20%)

### About the Nominee

**Nominee's Name:**

**Nominee's Address:**

**Postal Code:**

**City:**

**Province:**

**The nominee is best described as an:**

- Independent Business
- Franchise
- Corporation
- Government Agency/Crown Corp.
- Event
- Marketing Organization
- Other:

**If shortlisted, who should we contact?**

**First Name:**

**Last Name:**

**Professional Title:**

**Company Name:**

**Phone Number:**

**Email:**

## Nomination Questions

1. **Briefly introduce the nominee and provide an overview as to why the nominee is deserving of this award. (100 words)**
2. **Demonstrate the nominee has made an extraordinary organizational commitment to community service and community involvement. (250 words)**

*For this question, the nominator could: Describe the mission statement, philosophy or guiding principle that directs the nominee's approach to community service and engagement; what management techniques are used to develop and promote this approach; what strategies exist to ensure sharing of information, new ideas and feedback between management and staff.*

3. **Demonstrate the nominee engages and encourages staff participation in community-oriented initiatives and projects. (250 words)**

*For this question, the nominator could: Describe what systems and processes have been implemented to promote community service among staff; how the organization recognizes and rewards staff in relation to community service; how the organization has created a workplace culture that supports and encourages community involvement; the organization's commitment to volunteerism, etc.*

4. **Demonstrate the nominee integrates community service as part of a successful business strategy. (250 words)**

*For this question, the nominator could: Describe how the nominee's contribution complements or enhances tourism products and services offered by the nominee; how the nominee's contribution helps drive employee morale; how the contribution enhances the nominee's core tourism product/service/experience; how the costs of the contribution are incorporated into and benefit the overall business strategy; etc.*

5. **Demonstrate the nominee engages in and participates in community initiatives, programs, activities or services. (250 words)**

*For this question, the nominator could: Describe how the nominee engages in activities and/or initiatives that advance or promote the public interest; how the nominee participates in community growth and development; the nature and extent of any financial contributions, in-kind services or other contributions made by the nominee; any involvement with charities, youth programs, food banks, and community groups; etc.*

- 6. Demonstrate the nominee respects, involves and collaborates with the public sector, non-governmental organizations and not-for-profits to enhance community services and community life (collaborative efforts). (250 words)**

*For this question, the nominator could: Describe the nature of the partnerships/alliances the nominee has developed with public and non-governmental organizations; how the nominee works with governments, communities, stakeholders, travellers and other industries to exchange information, technologies and solutions; etc.*

- 7. Is there anything else that the judges should know about the nominee? (100 Words Max)**

### **Attachments**

These may be used in the awards slide show if your nomination is shortlisted.

### **What to Include?**

If you are nominating a marketing campaign, please show the creative materials; if you are nominating for community service, you might want to show pictures of your team at a community event; etc.

**Photos:** RECOMMENDED 3-5 images, .jpg and .tiff files accepted (please no .pdf)  
High resolution, minimum 300 dpi

**Videos/Web Links:** OPTIONAL 1-2 minutes max., .AVI, .MP4 and .MOV files accepted

**Youtube Links:**

**Website Links:**

Please add photos and documents at the next screen.