



Outstanding Business Leader -Major

This award recognizes a business leader for their exceptional efforts in boosting the business and visitor economy beyond their usual duties.

Scoring

- **Written submission: 75 marks**
- **Other roles: 10 marks**
- **Mystery visit: 15 marks**
- **Total score: ____/100 marks**

Written submission – 75 marks

1. Provide an overview of the nature of your role and how you have contributed the business with history of your experience in the industry. (150-20 words)
2. Provide a case study and example how with your skills have contributed to the business and what overall result has benefited the region. Attach any analysis or data with images /campaign (will be treated confidentially. 100-150 words).
3. State why you are an outstanding business leader and how you have contributed to the visitor economy and community. (100 words)
4. As a business leader what three factors do you think are the most important to follow while leading a team? (50 words)
5. Attach 3 referees confirming above qualities in a paragraph and attach. (with their names, business names and email addresses)

Other roles: 10 marks

Any awards, board memberships of associations or other roles you play in the community. Add images you can provide. (100 words)

Mystery visit: 15 marks

Judges will choose to revisit this and mark accordingly.

Please submit the above and send by drop box link:

- Your completed nomination entry on word doc
- Jpeg images & media files in Mp3
- Your company logo in jpeg
- Your contact details, email phone number and name of business and address
- Make payment of \$120 admin fee on our website link.

Email all the above to: join@wstourism.com.au

Submission deadline: 2ND June
Finalists Announced: 16th June
Awards Night: Friday 5th September,2025



Good luck!

Book your Awards night tickets to support this incredible event for Industry!!

Thank You,

Western Sydney Tourism Taskforce NSW Inc