Brolga Tourism Awards entries go online for the first time

Nominations are now open for the annual Brolga Northern Territory Tourism Awards which will be held in Darwin in November.

The theme for the 2010 Brolgas is “going the extra mile”.

In calling for nominations, Tourism Minister Malarndirri McCarthy also announced that for the first time ever, nominations are to be lodged online.

“This is a brand new entry process, and we have set up a new website and submissions are to be prepared and presented online,” said Ms McCarthy.

“Previously the entry process was done manually with lots of paper. This new process will reduce the need for printed materials and reflects the Northern Territory Government’s eco-friendly policy.

“This is a worthy initiative and I encourage the tourism industry to take up the challenge and ‘go the extra mile’ in preparing their submissions for the Brolgas.

“Winning a Brolga is the tourism industry’s highest accolade and winners represent the best products and services in the Northern Territory.

“The Brolgas are also a part of a national awards program so they must comply with national standards with the Brolga Business Award winner receiving automatic entry into the prestigious Qantas Australian Tourism Awards.”

Minister McCarthy also announced a New Chair of Judges, Mr Tom Ganley, NT Airports Chief Financial Officer who will oversee the judging process from site inspections conducted at the time of nominations through to judging and the announcement of winners.

- The Brolga Awards recognise 26 businesses and three individuals for their outstanding achievements in the NT tourism industry.
- Submissions must be lodged by 1 October 2010.
- Operators seeking mentoring assistance must submit an Expression of Interest by 30 July 2010.
- Awards ceremony will be held in Darwin on Saturday 20 November 2010.

New Brolga website: www.brolgaawards.com.au

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