Call for 2011 Brolga Entries

NT tourism awards celebrates 25 years of tourism excellence

Northern Territory tourism businesses are being encouraged to compete for the tourism industry’s highest accolade, the Brolga Awards, as it celebrates its 25th birthday.

Tourism Minister, Malarndirri McCarthy said the Brolgas was an opportunity for the commitment and achievements of businesses and individuals in the tourism industry to be recognised.

“This year we are celebrating the 25th anniversary of the Brolga Awards, and over the years this Awards night has evolved into the most prestigious and prominent event on the Northern Territory tourism calendar,” she said.

“This year’s theme is Celebrating Tourism Excellence as we acknowledge those who have demonstrated continuous improvement in business development.

“Throughout the Brolga Awards’ history, the diversity and calibre of entrants has matched the vitality and growing professionalism of the Northern Territory’s tourism industry.”

The Brolga Awards is open to tourism operators, industry suppliers and outstanding individuals.

There are 26 business categories and three individual categories reflecting the broad range of tourism products throughout the NT and the outstanding individuals who promote and support the industry.

The deadline for submissions is Friday 30 September 2011 and entries should be submitted online at www.brolgaawards.com.au

To assist operators with the preparation of award winning entries, Tourism NT is offering a comprehensive assistance program, which is free of charge to accredited businesses. Operators are encouraged to participate in this program in order to enhance their chance of success. As part of this, assistance workshops will be run in Alice Springs and Darwin in June/July.

Winners of the 2011 Brolga Northern Territory Tourism Awards automatically become finalists in the 2011 Qantas Australian Tourism Awards.

The 25th Brolga Awards gala ceremony will take place in Alice Springs in November.

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