



WOMEN  
in travel  
*Awards*

# Women In Travel 2023

## Category Criteria

**Date:** Tuesday 5th December 2023

**Location:** Doltone House,  
Hyde Park, Sydney

# Key Dates

**Entries close:**

Monday 18th September 2023

**People's Choice poll launch:**

Thursday 21st September 2023

**Judging period:**

25th September to 6th October

**People's Choice survey closes:**

Friday 13th October 2023

**Shortlist announced:**

12th October 2023

**Early bird tickets close:**

Tickets close 18th October

**Awards night:**

Tuesday 5th December at Doltone House Hyde Park  
– 3/181 Elizabeth St, Sydney NSW 2000

## Website:

<https://womenintravel.com.au/>

## Portal:

[submissions.womenintravel.com.au/](https://submissions.womenintravel.com.au/)



# Aviation

This category is open to women whose careers are taking off in the aviation industry

**The judges are looking for three major elements:**

- 1) Excellence in the entrant's field and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles, boards and leadership positions as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

# Criteria

What were your KPIs and how have you managed to achieve these during the period of 1st June, 2022 to 31st May, 2023  
Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these (up to 600 words).

Demonstrate your business acumen and people skills and the steps you are taking to further improve these leadership elements, (up to 400 words).

What's your X factor that makes you and your work stand out, (up to 250 words).

# Corporate

This category is open to women working in any corporate environment, this includes corporate travel but is not limited to agents, managers and owner/directors.

## The judges are looking for three major elements:

- 1) Excellence in the entrant's field and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles, boards and leadership positions as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

# Criteria

What were your KPIs and how have you managed to achieve these during the period of 1st June, 2022 to 31st May, 2023. Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these (up to 600 words).

In your role, how have you evolved within the ever-changing market & what is your corporate strategy for the next 12 months? (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words).



# Cruise

This category is open to women working in any role within the cruising industry.

**The judges are looking for three major elements:**

- 1) Excellence in the entrant's field and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles, boards and leadership positions as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

# Criteria

What were your KPIs and how have you managed to achieve these during the period of 1st June, 2022 to 31st May, 2023. Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these, (up to 500 words).

Demonstrate your business acumen and people skills and the steps you are taking to further improve these leadership elements, (up to 400 words).

What's your X factor that makes you and your work stand out, (up to 250 words).

# Employer of the Year

The judges are looking for an organisation who champion gender equality, the success of women in their organisation and who operate an equal opportunity policy that is actually implemented rather than talked about.

As an organisation, what measures have you taken to reduce the gender salary gap, advocate working mums to remain or re-join the company and encourage young talent to progress?

## Criteria

Evidence of a well thought out and executed recruitment policy that demonstrates how specific programs and initiatives have benefited women within the company (500 words).

Employers should provide two individual staff case studies of no more than 400 words each, from appropriate staff members detailing their own experiences at the company. One should be for a member of staff who joined during 2018-2022, the other for a member of staff who joined in 2017 or earlier, (up to 800 words total).

Demonstrate a commitment to the development and retention of female talent, (up to 300 words).



# Entrepreneur of the Year

The judges will be looking for the Entrepreneur that has taken the plunge to take on a role of CEO, CFO, Sales Manager, Strategist, accountant and everything else in between. This will include how they tackled issues to achieve successful outcomes.

This entry is very much open to start-ups.

## Criteria

A brief profile of the nominee, including significant achievements and accomplishments of note as an Entrepreneur. Describe your future aspirations within the travel industry and what steps you are taking to achieve them, (up to 600 words).

Supply one case study that explains how you helped create or innovate the company or brand during the period of 1st June, 2022 to 31st May, 2023. The judges will be looking for clear evidence of strategic thinking and evidence of success, (up to 600 words).

Demonstrate what success looks like including revenue, sales and profit growth your work has led to. Where regulatory or confidentiality issues preclude offering specific figures, percentages are acceptable, (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words).

# Executive Leader of the Year

This category aims to celebrate those who are leading from the front, supporting their teams and creating real change within their organisation.

## Criteria

A brief overview of what the nominee has contributed in the judging period of 1st June, 2022 to 31st May, 2023, to their organisation, the travel profession, and the wider community. Proven revenue and growth figures will aid your application. Where regulatory or confidentiality issues preclude offering specific figures, percentages are acceptable, (up to 600 words).

Indicate how you're advocating for a more inclusive culture and demonstrate the growth your leadership has created, (up to 400 words).

At least one reference from either a team member, community leader, academic or client must be included with the entry, (up to 300 words).

What's your X factor that makes you and your work stand out, (up to 250 words).



# Hotel

This category is open to women working in any role within the accommodation industry.

## The judges are looking for three major elements:

- 1) Excellence in the entrant's field and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles, boards and leadership positions as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

# Criteria

What were your KPIs and how have you managed to achieve these during the period of 1st June, 2022 to 31st May, 2023. Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these (up to 600 words).

Demonstrate your business acumen and people skills and the steps you are taking to further improve these leadership elements, (up to 400 words).

What's your X factor that makes you and your work stand out, (up to 250 words).



# Marketer of the Year

The judges will be looking for the in-house marketer who has achieved the most for a brand or related group of brands in the past 12 months. This will include insights into issues faced by the brand and its strategies, as well as coordination of advertising, media and PR partners in achieving successful outcomes.

## Criteria

Supply one case study that explains how you helped develop the brand during the judging period of 1st January to 1st June, 2022 to 31st May, 2023. The judges will be looking for clear evidence of success, strategic thinking and your ability to deliver against a brief (up to 600 words).

Demonstrate what success looks like citing revenue, sales and profit growth your work has led to. Where regulatory or confidentiality issues preclude offering specific figures, percentages are acceptable (up to 500 words).

In your role, how have you evolved within the ever-changing market & what is your marketing strategy for the next 12 months? (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words)



# Mentor of the Year

The judges are looking for individuals who have mentored and championed women or gender equality issues within their organisation. Include details on how you have helped develop people and the strategies you have employed to do this.

## Criteria

A brief profile of the entrant, including significant achievements and accomplishments of note during their time with their organisation (up to 500 words).

An outline of the significant contribution the entrant has made to the retention, progression, satisfaction or development of individuals or groups within their organisation and/or the profession, (up to 500 words).

Provide individual references of no more than 400 words each, from appropriate staff members detailing their own experiences with the entrant, (up to 800 words total).

What's your X factor that makes you and your work stand out, (up to 250 words).



# PR of the Year

The judges will be looking for the PR professional who has achieved the most for a travel brand or related group of brands in the past 12 months. This will include insights into issues faced by the brand and its strategies, as well as coordination of advertising, media and PR partners in achieving successful outcomes. This award is definitely open to PR agencies.

## Criteria

Supply one case study that explains how you helped develop a travel brand's awareness through 1st June, 2022 to 31st May, 2023. The judges will be looking for clear evidence of strategic thinking, ability to deliver against a brief, crisis communications and evidence of success, (up to 600 words).

Demonstrate what success looks like including increased brand awareness, reach of the brand, earned media and growth in sales your work has led to. Where regulatory or confidentiality issues preclude offering specific figures, percentages are acceptable. (up to 500 words).

In your role, how have you evolved within the ever-changing market & what is your PR retail strategy for the next 12 months? (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words).



# Retail

This category is open to female travel agents working in any retail consultancy environment, this includes but not limited to agents, store managers and owner/directors.

**The judges are looking for three major elements:**

- 1) Excellence in the entrant's customer service and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles, boards and leadership positions as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

# Criteria

What were your KPIs and how have you managed to achieve these during the period of 1st June, 2022 to 31st May, 2023. Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these, (up to 600 words).

At least one case study/reference of customer success where you went above and beyond the call of duty, (up to 500 words).

In your role, how have you evolved within the ever-changing market & what is your retail strategy for the next 12 months? (up to 500 words).



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# Rising Star of the Year

The judges are looking for women who commenced their career in the travel industry after January 2022 and who show tremendous achievements and drive for excellence in their short tenure.

## Criteria

A brief overview of what the entrant has contributed to the travel profession and wider community during the judging period of 1st June, 2022 to 31st May, 2023. (up to 600 words).

Describe your future aspirations within the travel industry and what steps you are taking to achieve them, (up to 600 words).

What's your X factor that makes you and your work stand out, (up to 250 words).



# Sales Person of the Year

This category is open to women working in any sales role within the travel industry. More than just bringing in revenue, these individuals are client relationship management experts, product champions and the frontline for any business.

## The judges are looking for three major elements:

- 1) Excellence in the entrant's field and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles, boards and leadership positions as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

## Criteria

What were your KPIs and how have you managed to achieve these during the period of 1st June, 2022 to 31st May, 2023. Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these, (up to 600 words).

In your role, how have you evolved within the ever-changing market & what is your retail strategy for the next 12 months? (up to 600 words).

What's your X factor that makes you and your work stand out, (up to 250 words)



# Social Media

The judges will be looking for the social media campaigner who has achieved the most for a brand or related group of brands within the judging period. This will include insights into issues faced by the brand and its strategies, as well as coordination of advertising, media and PR partners in achieving successful outcomes.

## Criteria

Supply one case study that explains how you helped develop the brand's awareness through social media strategies during the period of 1st June, 2022 to 31st May, 2023. The judges will be looking for clear evidence of strategic thinking, ability to deliver against a brief, creativity and evidence of success, (up to 600 words).

Demonstrate what success looks like including increased brand awareness, reach of the brand, earned media and growth in sales your work in social media has led to. Where regulatory or confidentiality issues preclude offering specific figures, percentages are acceptable. (up to 500 words).

In your role, how have you evolved within the ever-changing market & what is your social media strategy for the next 12 months? (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words).



# Sustainable Practices Champion

This category aims to celebrate those who have dedicated significant time and effort to the community via charity and pro bono work.

## Criteria

A brief overview of what you have contributed in the judging period of 1st June, 2022 to 31st May, 2023, to the travel profession and the wider community, (up to 600 words).

Outline your future ambitions, (up to 500 words).

Supply one case study demonstrating your commitment to sustainable practices, (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words).

# Tourism Board Representative of the Year

This category is open to women working in any role within a tourism board/destination brand.

**The judges are looking for three major elements:**

- 1) Excellence in the entrant's field and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

## Criteria

What were your KPIs and how have you managed to achieve these during the judging period of 1st June, 2022 to 31st May, 2023. Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these, (up to 600 words).

What are you doing to promote a gender equality environment both in and outside of your workplace? Please give specific examples, (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words).



# Wholesale/Tour Operator

This category is open to women working in any role within wholesale/tour operation.

## The judges are looking for three major elements:

- 1) Excellence in the entrant's field and day to day role.
- 2) A drive for success with a view to seeing as many women in senior roles, boards and leadership positions as possible.
- 3) Leadership qualities regardless of the seniority of your role, i.e you don't have to be a manager to be a leader.

## Criteria

What were your KPIs and how have you managed to achieve these during the period of 1st June, 2022 to 31st May, 2023. Discuss the sales volumes, challenges in achieving this, creative thinking, organisation, business acumen, people skills and other assets that helped you achieve these, (up to 600 words).

Demonstrate your business acumen and people skills and the steps you are taking to further improve these leadership elements, (up to 500 words).

What's your X factor that makes you and your work stand out, (up to 250 words).

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# Categories

Aviation

Corporate

Cruise

Employer of the Year

Entrepreneur of the Year

Executive Leader of the Year

Hotel

Marketer of the Year

Mentor of the Year

PR of the Year

Retail

Rising Star of the Year

Sales Person of the Year

Social Media

Sustainable Practices Champion

Tourism Board Representative of the Year

Wholesale/Tour Operator

