

## 4. Criteria

### South Australian of the Year Awards | Tourism

*Sponsored by the Adelaide Casino*

The Adelaide Casino Tourism category celebrates tourism operators, businesses, groups, events or projects involved in profiling and promoting South Australia with the overall goal of enhancing tourism and visitors to the state.

Judges are asked to score the nominee against each selection criteria.

#### Judging Structure

- Judges are asked to score the nominee against each selection criteria point
- Scores between 1 and 10 (1=lowest, 10=highest) will be given for each selection criteria point
- The maximum score able to be given by judges for the Tourism category is 160.

#### Tourism category selection criteria:

##### Personal Integrity / Influence / Leadership

1. Personal values
2. Personal, academic and professional achievements within the past 12 months
3. Demonstrated leadership, innovation and creativity
4. Experience as an inspirational role model, mentor and/or advisor for the South Australian community

##### Professional and Personal Contribution and Service

5. Demonstrated excellence in Tourism industry
6. Create tourism experiences that have economic impact within the local community, attract visitors from intrastate, interstate and overseas, generate regional media profile and positively promote the destination
7. Provide tourism services with flair, passion and innovation
8. Structure business for future growth with creative and sound business planning
9. Minimise environmental impact, conserve natural resources, respect local cultures and benefit local communities
10. Nature and length of activity or service
11. Future goals and likely impact on the Tourism industry
12. Degree of difficulty of the achievement and sacrifices made

##### Community Contribution and Service

13. Proven contribution to the South Australian community
14. Implemented policies and projects that positively impact on the South Australian Tourism industry and generate outcomes that have a long term benefit
15. Voluntary work beyond paid employment
16. Community participation and leadership.