



ENTRANT GUIDELINES

**CATEGORY 20 – MOST OUTSTANDING TRAVEL
AGENCY NETWORK**

GALA DINNER & AWARDS PRESENTATION
Saturday 10th October 2026

Category 20 – Most Outstanding Travel Agency Network

STEP 1 - ENTRANTS TO SUBMIT A WRITTEN SUBMISSION

Key things to remember

- Please ensure your responses relate to the qualifying period which is 01 July 2025 - 30 June 2026.
- The maximum score for questions 1, 4, 5, 6 & 7 is 10. Each question will have a different weighting which is noted below.

1. Provide a general overview of your business. (400 words, weighted at 10%)

- Think of this as an elevator pitch about your business; what services does your business offer?
- How does your business stand out from its competitors; what are its unique and outstanding features?
- Demonstrate that your business is relevant to the eligibility criteria.

For Questions 2 & 3, all financial and other information provided will be treated as confidential and for the purpose of NTIA judging only. We appreciate that financial periods differ from business to business and so you may choose the reporting period that aligns with your business.

2. Provide an indication of the movement in your Total Transaction Value (TTV) compared to the previous financial year. In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Turnover decreased.

3. Provide an indication of your profit performance compared to the previous financial year. In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Profit decreased / made a loss.

For Questions 4, 5, 6 & 7, your achievements should relate to the qualifying period which is 01 July 2025 – 30 June 2026.

4. Outline how your business integrates the Code of Conduct in its standard operations and marketing activities. (400 words, weighted at 25%)

- What steps do you take to ensure compliance with the Code of Conduct?
- How do you ensure that your staff and customers are aware of your ATIA Accreditation?
- Provide examples of how you promote your ATIA Accreditation.
- Explain why it is important for your business to be ATIA Accredited.

5. What was your business’ greatest achievement during the qualifying period? (400 words, weighted at 25%)

- Provide details about the achievement.
- Explain how this achievement aligned with the business goals and objectives.
- What were the tangible outcomes or results; what benefit did it bring to your business, team, or customers.
- What led you to identify this as your biggest achievement?

6. What are your plans to ensure the continuous improvement and sustainable growth of your business. (400 words, weighted at 25%)

- Briefly summarise your plan for the coming year and quantify these goals.
- Explain how you could achieve these goals over the next 12 months?

7. What makes your business the “Most Outstanding” and worthy of recognition as an NTIA Finalist? (400 words, weighted at 15%)

- This is your opportunity to offer general comments or elaborate on any information you feel may be lacking in your responses above.

STEP 2 - FINALISTS TO ATTEND A VIRTUAL JUDGING PRESENTATION

Key things to remember

- Please ensure your responses relate to the qualifying period which is 01 July 2025 - 30 June 2026.
- The maximum score for each question is 10.
- You will receive another score of out 10 for each of the following criteria: interpersonal communication, knowledge & content, structure of responses, quality of examples, and use of visual aids.

1. Provide an overview of your travel agency network and its approach to supporting members operating independently to head office?

- Describe your member base; how many members are part of your network, where are they based and what are their business types (leisure vs corporate).
- What are some of the key challenges your members are experiencing and how has your network supported them?

2. How is your network different to others, and how does this provide value for your members?

- Briefly outline the network's services offered and describe how this has evolved during the qualifying period.
- Describe how this allows your network to differentiate itself from other networks and ultimately adds value to your service offering.
- Explain why a travel agency would be interested in joining your network?

3. Explain how your network demonstrates its value to suppliers?

- Summarise the ways your network interacts with and provides values to suppliers. Consider aspects such as market reach, increased bookings, customer insights, marketing and promotional support, and/or operational efficiencies.
- How do you measure and report the value provided to suppliers; how is this information presented back to the supplier. For example, sales growth, feedback summaries, meeting.

4. What is the network's outlook for the coming year?

- What is the biggest opportunity and challenge you foresee for your network?
- What are some of your plans to address these?
- What are some of the key learnings from the last 12 months which can be applied to the coming year?

5. Judges' choice question.

The logo for the Australian Travel Industry Association (ATIA) is centered in the image. It consists of the letters 'ATIA' in a bold, white, sans-serif font. The 'A' and 'I' are connected at the top, and the 'T' and 'A' are also connected at the top. The letters are white and stand out against the dark blue background.

Australian Travel
Industry Association