

Aboriginal Tourism Champions Advisory Council Application Form



Northwest
Territories Industry, Tourism and Investment

CALL FOR EXPRESSIONS OF INTEREST

The Department of Industry, Tourism and Investment (ITI) is seeking interested individuals to sit on the Aboriginal Tourism Champions Advisory Council.

GOALS AND OBJECTIVES

The Council will:

- Provide independent strategic advice and direction to the Minister of ITI on Aboriginal Tourism development in the Northwest Territories (NWT);
- Champion Aboriginal Tourism development in communities throughout the NWT;
- Develop product standards for Aboriginal Tourism products;
- Develop a process to certify Aboriginal Tourism products; and
- Certify Aboriginal products as required.

CRITERIA FOR APPOINTMENT

Candidates for appointment to the Council will possess an appropriate mix of:

- Experience in and/or actively involved in the NWT tourism industry;
- Knowledge;
- Personal attributes;
- Leadership skills;
- Commitment to the ongoing success of the Council;
- Recent and significant experience in developing, implementing or managing marketing and/or business plans;
- Experience in owning or managing a tourism business in the NWT; and
- Aboriginal ancestry is an asset.

Council members should also have:

- A sound knowledge of the current NWT tourism products and markets;
- Knowledge and awareness of Aboriginal culture in the NWT;
- Knowledge of tourism industry and issues affecting the industry's future growth and;
- Knowledge of current tourism marketing and/or product development techniques and practices.

ROLES AND RESPONSIBILITIES

The Council will:

- Guide the development and renewal of a three to five-year Aboriginal Tourism Strategy for the NWT;
- Review research and market demand information to identify key market and product development opportunities for Aboriginal tourism;
- Promote Aboriginal Tourism in regions and communities and among Aboriginal organizations and governments of the NWT;
- Act as resources for the Aboriginal people and organizations in the NWT with an interest in Aboriginal tourism;
- Recommend certification for Aboriginal tourism products in the NWT to the Minister of ITI; and
- Participate in skills development training sessions sponsored by ITI.

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ASSISTANCE

The Government of the Northwest Territories will cover all costs incurred by the Council members that are travelling on behalf of the Aboriginal Tourism Advisory Council, including specialized training and skills development.

APPLICATION

If you are interested in sitting on the Advisory Council, please fill out the following application form and send it in along with a letter of endorsement from your local Aboriginal government or organization by June 17, 2011.

Aboriginal Tourism Champions Advisory Council Application Form

Please fax, mail, or email the completed application form to:

Ms. Barb Dillon, Manager, Tourism Programs
Tourism and Parks, Department of Industry, Tourism and Investment
Government of the Northwest Territories
Box 1320, Yellowknife NT X1A 2L9
Phone: 867-920-8767
Fax: 867-873-0163
Email: barb_dillon@gov.nt.ca

Name _____

Supported by (name Aboriginal government or organization):

Address _____

Town/Hamlet in the NWT _____

Phone _____ Fax _____ Email _____

Please attach a letter expressing the qualifications and experience you can bring to the Council, attach your resume and letter of support from an Aboriginal organization. Applications will be evaluated on the basis of:

- Your experience in the tourism industry;
- A sound knowledge of the current NWT tourism products and markets;
- Your knowledge of tourism industry and issues affecting the industry's future growth;
- Your knowledge of current tourism marketing and/or product development techniques and practices;
- Personal attributes;
- Your leadership skills and experience in owning or managing a tourism business in the Northwest Territories;
- Your experience in developing, implementing or managing marketing and/or business plans;
- Your knowledge of Aboriginal culture; and
- Your resume.

Comments:

Signature

Date