



MEDIA RELEASE

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2013 South Australian Tourism Awards – new category to recognise our best tourism student

Education is not the filling of a pail, but the lighting of a fire. William Butler Yeats

They are the future of our industry and the people entrusted to generate wealth-creating, world-competitive opportunities in the tourism industry and this year, the [2013 South Australian Tourism Awards](#) will introduce a new category to recognise our best tourism student.

South Australian Tourism Student Of The Year will acknowledge an outstanding tourism student and their commitment to contribute to the development of a vibrant and professional tourism industry in South Australia. Entrants will come from all tourism industry training sectors including universities, TAFE and private providers.

The winning student will enter the SKAL Adelaide Student Exchange program.

SKAL is the only international organisation that brings together all branches of the travel and tourism industries. Representing the industry's managers and executives, 'Skalleagues' meet at local, national and international level to discuss subjects of common interest, with education being of prime interest around the world. Their global exchange program is highly contested amongst students in over 30 countries.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook said the industry had an obligation to ensure the State's \$5 billion tourism industry was in good hands going forward.

"The aim of this new category is to recognise and reward those determined to provide South Australian visitors with an experience like no other," Mr Tilbrook said.

The South Australian Tourism Awards are recognised as the pinnacle of excellence in South Australia tourism, are highly respected and have a high profile among the industry and the community.

Since the inception of the Tourism Awards exactly 30 years ago, it is fitting that this new award takes the total number of categories to 30.

Nominations close on Friday the 28th of June 2013 and submissions are due by Monday the 12th of August. The Awards Gala Dinner will be held on Friday the 8th of November at the Adelaide Convention Centre.

For more information please visit: www.satourismawards.com.au



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