



**FRIDAY 17 FEBRUARY 2023**

**REWARDING THOSE WHO CATER TO  
MATURE-AGE VISITORS IN EXEMPLARY WAYS**

PRESENTED BY



**AWARDS**  
absolute



The Grey Nomad Awards acknowledge the traditional custodians of the land from which we are broadcasting, the Gubbi Gubbi people, and we pay our respects to their elders - past, present and emerging. We would also like to pay our respect to those Aboriginal or Torres Strait Island people watching tonight.

**Point Turton Caravan Park on SA's Yorke Peninsula was the 2021 Best Small Caravan Park and the previous winner of the BEST OF THE BEST ultimate title.**





# WELCOME TO THE 2022 GREY NOMAD AWARDS

Now in its fourth year, the Grey Nomad Awards are presented annually by Awards Absolute. Supported by the Activate Regional Australia suite of programs, “the Awards’ charter is to shine a light on regional and remote Australia, providing opportunities for communities and tourism operators across the country to gain the recognition, promotion, skills and insights that will see them flourish. This is achieved while supporting positive aging through soft adventure and social inclusion”.

This program was our industry’s first awards to recognise and reward excellence and innovation in seniors tourism. It remains the only such program in Australia.

The Awards provide verified information that guides long-haul and road trip travellers aged over 50 on where to travel, where to stay and what to experience along the way.

This is achieved while also assessing what has been put in place to make the lives of mature-age visitors and guests happier, healthier and safer - necessary conditions for supporting older Australians in such a way that they will be able to continue to travel long into the future.

It is no coincidence that the destinations that gain the appreciation of mature-age visitors recognise and plan for this group’s specific needs.

They boast accommodation and RV stay options which provide facilities such as parking for big rigs, easy access to shops and services, good-value stays, dog-friendly environments, and accurate destination information to make planning a breeze.

Attractions, tours, festivals and programs that cater to the needs of older travellers also get a big tick of approval, so the Awards have categories for these organisations also.

The Awards apply a business excellence framework with four-tier verification that includes a written submission, due diligence, social and user reviews, and auditing. Judged by tourism leaders, the program has the credence of the tourism industry.



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**ALL EVENTS, ALL EXHIBITIONS  
ALL PORTABLE CREATIONS**





# Introducing you to the 2022 JUDGING PANEL

**Thank you** to the 2022 Grey Nomad Awards judges who generously volunteered their time. The Awards would not be possible without these wonderful professionals. An additional bonus is that every entrant receives detailed feedback from these tourism leaders, resulting in operators and communities that are better prepared to attract mature-age visitors and convert them into raving fans.

## Andrew Clark

Andrew's extensive career in travel and tourism has spanned the UK, France, Asia and Australia, and includes senior management roles in both private business and government tourism agencies. [Read more...](#)



## Tolita Dukes

A marketing professional with 20+ years experience in tourism, Tolita has worked for numerous operators, including industry leader Hamilton Island, and is Director of a boutique agency, 8 Seconds, based in the stunning Whitsundays. [Read more...](#)



## Dr David Gratton

Director of Events Tourism Associates, an events tourism design and planning services company, David's experience is a blend of academic, research and hands-on management and marketing in festivals, special events, business events and tourism. [Read more...](#)



## Leanne Layfield

A leading business development advocate Leanne's education and background is strongly aligned to tourism. Following on from her foundations as Regional Manager for Tourism Queensland, Leanne went on to lead an LTO for seven years. [Read more...](#)



## Susan Maynard

Passionate and with extensive experience in all things digital, Susan's tourism roles have included TAFE lecturer, digital coach for TEQ, Destination Development and tourism consultancy both within Australia and the Pacific. [Read more...](#)



# Introducing you to the 2022 JUDGING PANEL

## Marion Mollett

Founder of MJM Consulting, Marion is also now in her fourth term as President of the Sunshine Coast chapter of Skai International - an international organisation which brings together all branches of the travel and tourism sectors. [Read more...](#)



## Prof Elizabeth Roberts

Elizabeth is an experienced senior academic and company director with a demonstrated history of working in the leisure, travel and tourism industry. She has held Dean and Head of School positions at leading universities. [Read more...](#)



## Linda Stevens

Linda worked and consulted for many years in Asia, contributing to the transformation of numerous destinations, including Bali, Hong Kong, Hanoi and south east China. Upon returning home she purchased a holiday resort. [Read more...](#)



## Sondra Stewart

Currently the Tourism Partnership Advisor for the City of Adelaide, Sondra has 20+ years industry experience and has held executive roles guiding tourism growth in some of South Australia's most spectacular regions. [Read more...](#)



## Angela Williams

Bringing her 30+ years travel and tourism industry experience to the Awards, Angela is a former State Manager for WA Tourism, has held senior roles in Thomas Cook Travel and worked in tourism positions in QLD, SA, and VIC as well as the UK and NZ. [Read more...](#)





“It took unmatched courage and focus to choose a path in 2022 where the pursuit of excellence became part of the fabric of your organisation or community. That is why our judges want to give a special shout out to every finalist. You have all demonstrated an unmatched commitment to customer service and should be very proud.”

- Kim Morgan  
Director, Grey Nomad Awards



**CONGRATULATIONS  
TO ALL FINALISTS**



# Our wonderful PRESENTERS

## Master of Ceremonies Megan Woodward

A woman who says she is lucky enough to live by the beach while her heart belongs to the bush, Megan is based on Queensland's Sunshine Coast. It is from here that she brings ag-PR and science communications to life across the country. She is also a sought after conference, symposium and awards night host. As a former award-winning journalist and TV reporter, Megan is at home behind a microphone and this evening she is bringing creative secrets found throughout regional and rural Australia to the fore.



## Awards Director Kim Morgan

As a Director of these and the Grey Nomad Awards, Kim is focussed on accelerating regional economies. She achieves this through educating business and tourism operators, helping them set goals, and providing the tools to make the pursuit of excellence a part of the fabric of their operations. As a former tourism multi-award winner with 12 years awards experience Kim has judged many international awards programs. She passionately believes that that if you want something to change, you need to change something - anything to get that party started.





## Follow our JOURNEY

The Grey Nomad Awards have made a pledge to visit regional, rural and remote parts of our amazing country every year - to meet, engage and experience first hand the destinations and stays, plus the natural and created attractions, that attract mature-age visitors.

We invite you to follow these journeys online as we travel towing the 'Rattler on the Road' - a vibrantly colourful little car that has been wrapped to look like a heritage train, courtesy of the real deal: the **Mary Valley Rattler**.

The **Mary Valley Rattler** is one of Queensland's most iconic heritage experiences, capturing the Gympie region's rich history while offering visitors a contemporary tourism attraction and the beauty of the spectacular Mary Valley landscape in southern Queensland.

Give us a 'toot toot' if you see us, come say g'day or follow our socials to learn when we are in your region.

### Where are we planning to travel in 2023?

All over Australia!

That's every state and territory (except the ACT, which received some love last year).

We'll be heading anti-clockwise through NSW and Victoria to visit Tasmanian destinations before heading west through South Australia then across the Nullarbor into Western Australia.

The map below gives you a rough idea of the itinerary so please keep an eye out for our Mary Valley Rattler-sponsored 'Rattler on the Road'.





# Presentation order & AWARDS CATEGORIES

The below list reflects the order in which the awards will be announced.

## **Best Grey Nomad Festival or Event**

This award was open to any festival or event which was free or ticketed, one-day or multi-day, open to the public and held within the 12-month qualifying period. The event could be held at any time interval or have been a one-off celebration.

2019 Gold winner: Parkes Elvis Festival, Central West NSW

2020 Gold winner: *In hiatus due to the pandemic.*

2021 Gold winner: Hervey Bay Seafood Festival, Fraser Coast QLD

## **Best Grey Nomad Nomad Tour**

A tour is a guided experience of any duration which is provided free or ticketed and is open to the public. The tour must have run one or more times in the eligibility period. Tours can include, but not limited to, guided walking, boat, train, scuba, coach. Tours may occur day or night. This category was introduced as a stand-alone award last year and prior to 2021 it was incorporated with 'Best Grey Nomad Attraction'.

2021 Gold winner: Go Ballooning Gold Coast Hot Air Balloon Tour, Gold Coast QLD

## **Best Grey Nomad Trail**

A trail is a self-guided experience of any length of time which is provided in a map, app or other format in which the public can follow to experience the trail. Walking, biking or self-drive trails are eligible, including town heritage trails, art trails, country drive trails, food trails, and wine trails. This category was introduced last year.

2021 Gold winner: Explore Rockhampton Self-Guided Audio Tours App, Central QLD

## **Best Grey Nomad Community Stay**

This is open to any community organisation or not-for-profit, including sporting clubs, services clubs, progress associations, museums, show societies or recreation groups, that provide RV camping at a property or campground under their administration or for which they receive funds. The sites can be powered, non-powered or a mix, plus free, free with meal or user-pays.

2019 Gold winner: Berri Riverside Holiday Park, Riverlands SA

2020 Gold winner: CMCA RV Park Temora, Riverina NSW

2021 Gold winner: Berri Riverside Holiday Park, Riverlands SA



# Presentation order & AWARDS CATEGORIES

## **Best Grey Nomad Freedom Stay**

This is open to any type of stay where RV travellers are given the freedom to choose their own campsite and therefore spaces / sites are not allocated. The campground, RV park, caravan park or farm / station stay can be operated by a private, public or not-for-profit organisation. The sites can be user-pays, donation or completely free. This is a new category which evolved from the Best Grey Nomad Council Free-Stay category, which was won three times by the District Council of Kimba for thier Kimba Recreation Reserve on the SA Eyre Peninsula.

## **Best Grey Nomad Farm or Station Stay**

This category is open to farms, hobby farms, stations, large rural properties, and wineries that provide RV camping within their property boundaries. The sites can be powered, non-powered or a mix. It was introduced in 2020.

2020 Gold winner: Charlotte Plains Outback Magic, Cunnamulla - Outback QLD

2021 Gold winner: Charlotte Plains Outback Magic, Cunnamulla - Outback QLD

## **Best Grey Nomad Pub Stay**

Hotels, country pubs and hotel-motels that provide for RV camping within their property boundaries. The sites can be powered, non-powered or a mix, plus free, free with meal or user-pays. This award was established in 2020.

2020 Gold winner: Wellshot Hotel, Iffracombe - Outback QLD

2021 Gold winner: Wellshot Hotel, Iffracombe - Outback QLD

## **Best Grey Nomad Small Caravan Park**

Open to private or Council-owned caravan parks with up to 75 RV sites, excluding any cabins, glamping tents or villas. The sites can be any mix of powered and non-powered sites, or all powered sites.

2019 Gold winner: Yorketown Caravan Park, Yorke Peninsula SA

2020 Gold winner: Mt Larcom Caravan Park, Gladstone Region QLD

2021 Gold winner: Point Turton Caravan Park, Yorke Peninsula SA



# Presentation order & AWARDS CATEGORIES

## **Best Grey Nomad Large Caravan Park**

Open to private or Council-owned caravan parks with 75 or more RV sites, excluding any cabins, glamping tents or villas. The sites can be any mix of powered and non-powered sites, or all powered sites.

2019 Gold winner: Queens Beach Tourist Village, Bowen QLD

2020 Gold winner: Riverbend Caravan Park Renmark, Riverlands SA

2021 Gold winner: Queens Beach Tourist Village, Bowen Whitsundays QLD

## **Best Grey Nomad Historic Attraction**

Open to attractions that provide a historic experience or an experience from an historic perspective. This could include, but is not limited to, museums, historic villages, heritage precincts and historic reconstructions. This category was introduced for the 2021 awards.

2021 Gold winner: Mary Valley Rattler, Gympie Region QLD

## **Best Grey Nomad Attraction**

This is open to any permanent place deriving all or part of its income (if any) from visitors and which operates with visitor attraction as one of its primary objectives. This could include, but is not limited to, places of art, history, science, agriculture, nature, culture, and entertainment. It would also include theme parks, zoos, aquariums, visitor centres, wineries, and food tourism businesses.

2019 Gold winner: Busselton Jetty, Margaret River Region WA

2020 Gold winner: Karumba Discovery Centre and Hatchery, Tropical North QLD

2021 Gold winner: Paronella Park, Tropical North QLD





# HALL OF FAME

2019 - 2020 - 2021

Kimba Recreation Reserve  
District Council of Kimba  
Eyre Peninsula SA  
'Best Grey Nomad Council Free-Stay'



# Special offer

## ULTIMATE AWARDS SUBMISSION E-COURSE

### This is 'The ULTIMATE GUIDE to Writing Outstanding Awards Submissions'.

This 21-lesson self-paced course teaches you exactly - step-by-step via our proven "blueprint" - how to win awards and keep winning.

This is the world's only comprehensive online award submission writing course and we are delighted to offer you a **50% saving for a limited time**.

Kim Morgan and Liz Rivers, the presenters, have created many prestigious awards programs, judged global business awards, and watched proudly as more than 650 clients have walked across the stage to collect their trophy. You will learn the exact process that has been so successful for all these winners.

#### Learn:

- How to prepare even before you start writing
- What information excites judges and how to use that knowledge to your advantage
- The importance of surprise and emotion, and how to make it work for you
- The secrets to writing an introduction that will scream to judges that you're the winner
- How to foster and take advantage of creative thinking
- The secrets to identifying the best statistics to include in your submissions
- The six-phase Hero's Journey that underpins winning entries
- How to make your submission visually appealing, even when entry is via an online portal.



This special offer is for anyone who has downloaded this Grey Nomad Awards Program booklet – 50% off the full price of the individual standard access.

Click on the 'specials' button above to have a look at what the course covers without obligation and, if you are interested in claiming this special offer, then simply enter the coupon code **GNA50** where promoted at checkout.

In the meanwhile whet your appetite with this **FREE** e-Book by Liz Rivers which details the 10 Most Common Mistakes Made by Nominees, with details on how to identify the pitfalls and implement the solutions. Simply click on the image below.



*Free e-book to help kickstart your journey*



**THANK YOU  
FOR  
JOINING US**

