**2018 EXPLORE CANADA   
AWARDS OF EXCELLENCE**

**SUBMISSION FORM – AUSTRALIA**

Please complete the submission form below in full and return via email to Pip Macken, [pip@pipmacken.id.au](mailto:pip@pipmacken.id.au), by **Monday, July 16, 2018**.

**INCOMPLETE FORMS WILL NOT BE ACCEPTED.**

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| **Applicant Information** | | |
| First Name: |  | |
| Last Name: |  | |
| Email address: |  | |
| Mailing address: |  | |
| Designation | Freelance writer  Staff writer at:  Influencer at: | Freelance photographer  Staff photographer at:  Other: |

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| **This submission is a result of my attendance at:**  *Please include name of Destination Canada hosted media event or press trip and year attended.* | | | |
| Name of event: |  | Year attended: |  |

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| **Submission Information** | |
| Title of entry: |  |
| Publication date: |  |
| Name of outlet: |  |
| Outlet country: |  |
| Medium: | Print  Online  Print & Online  Broadcast (TV/Radio) |
| Link to entry: *(if available online)* |  |
| NOTE: entries hosted at URLs that the candidate does not control should also be submitted in PDF format along with this application form in the event that the site is modified or removed prior to the judging process. |
| If your entry is not available online, please submit in PDF format along with this application form for adjudication. | |

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| **Reach & Impact** | | | |
| Outlet reach: *(Complete all that apply)* | Print: | Online: | Broadcast: |
| Social media reach: | Content shared via outlet’s social media accounts (check all that apply): | | |
| Twitter  Instagram  Facebook  Not shared on social media | | |
| Number of followers per channel (complete all that apply): | | |
| Twitter: | Instagram: | Facebook: |
| If your content was shared via social media channels, please describe the impact in more detail below (i.e. number of shares, likes, comments, etc.): | | |
|  | | |
| If your story was published or re-purposed on multiple channels (e.g. print, digital, broadcast, etc.), please provide details below. | | | |
|  | | | |
| Please describe your inspiration for this story. | | | |
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| Based on your knowledge of the publishing outlet’s audience, please describe below why you think your story would resonate with an Australian audience and inspire them to consider Canada as their next travel destination. | | | |
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