

Preparing for next year

Thinking about entering the 2024 South Australian Tourism Awards?

Here's how you can get a head start



South Australian
Tourism Awards

1 Become a TiCSA Member

First order of business: if you aren't a TiCSA member: sign up today! TiCSA membership supports you with tools, resources, workshops, and more to help develop your business.

Learn more [here](#).

2 Sign up for Quality Tourism Accreditation

Already Quality Tourism Accredited? Great, you don't have to complete the Business Standards questions!

If you're not accredited, [start the process today](#). Not only will it help in your Awards submission, it's also an amazing opportunity to develop your business, put important policies and plans in place, and be recognised as a reliable and high-quality tourism operator.

3 Work on your reviews

Part of your submission includes your consumer rating! This is calculated based on your online reviews and how you manage them. To generate a consumer rating score, you need 25 reviews over the qualifying period (1 July - 30 June). Start encouraging reviews and responding to them now.

Encouraging and analysing your online reviews is also important for your business overall, not just for the Awards! We have a range of resources to help you with this. Watch a workshop recording [here](#). If you're accredited, set up your [ReviewPro](#) account, which collates reviews from 175+ sites all in one place.

4 Your online presence

Another important section in your submission is your online review. A judge will check your business' presence across social media, website, and booking sites.

Want to really refine your online presence? TiCSA has some great partners such as Purple Giraffe and Digital Marketing AOK who provide exclusive offers to members. Check the [Member Portal](#) for these. You can also read an information document [here](#).

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5 Keep a record of your stats

Including statistics and data in your submission can make your answers more compelling. You may like to include statistics on energy saved by using your solar panels, where your visitors travel from, or views on your website.

Start recording this data now and saving it in a dedicated folder. That way, you will not need to spend time searching for it later.

6 Plan ahead

Set aside time every month for you or your team to work on your submission.

Six months out from the draft submission due date, start meeting every fortnight, and then every week. This is a great way to spread the work out over time, and keep your whole business involved in the submission.

7 Review your feedback

If you have entered the Tourism Awards in the past, you can access your judge's feedback at any time through the Quality Tourism Framework Portal.

Have a look at this feedback and identify any areas for improvement that you can start working on now. For example, if you were missing information on your marketing goals and plans, begin developing that now.

8 Secure your copywriter early

If you're planning to hire a copywriter to help with your submission, start researching now!

Many consultants who are experienced in writing Tourism Award submissions book out early, as they'll be in high demand.

Read our [Consultants List](#) to find some suggestions of consultants who are experienced in Tourism Awards submissions writing.