

Guidelines & Rules 2025

The hello SA Top Tourism Town Awards showcase the value of tourism to towns and communities across Australia and celebrates the diversity and outstanding regional destinations of our country.

The following information provides a guide to support towns in their submission for a top tourism town, as well as forming the rules and entry requirements for their submission.

Categories

This Awards is presented in three categories:

- **Top Tourism Town Award** – those with a population over 5,000 people.
- **Small Tourism Town Award** – those with a population below 5,000 people, but above 1,500 people.
- **Tiny Tourism Town Award** – those with a population below 1,500 people

Eligibility

The following information outlines the eligibility criteria for entrants.

- The nomination can be made by one of the following– Accredited Visitor Information Centres, or Local Councils.
 - The entry must include a website that fits the following criteria:
 - Is a travel/tourism focused website that includes the town
 - Has a copy of the itinerary available on the site
 - Displays the video on the site
 - Has an online booking functionality to book tourism activities within the town
 - Where online bookings are not available, a link on the nominated tourism website to the individual businesses website
 - There can only be one entry per town
 - If two entries are received, the awards Program Manager has the right to accept which one will proceed. The hierarchy of which would be accepted would apply
 - 1. Accredited Visitor Centre
 - 2. Local Council

- Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.
 - **Top Tourism Town Award** – those with a population over 5,000 people. Capital cities CANNOT enter, but cities CAN enter.
 - **Small Tourism Town Award** – those with a population under 5,000 people, but greater than 1500.
 - **Tiny Tourism Town** – those with a population under 1500.
 - Consensus data from the ABS should be used to determine population size
- Final submissions must be made via the Quality Tourism Framework

Entry Requirements For Your State Entry

The following information will be required from the entrant within their submission for their state entry and judging.

Commitment

- By submitting a state entry for the 2025 hello SA Top Tourism Town Awards, the nominated town agrees to completing the next elements of the submission (including production of a video and editorial piece) for the town if national finalist status is achieved.

Media & Promotional

- The name/details of the person who will accept the awards at the Awards Presentation should you win the category
- The name/details of the person who will be corresponding with the Media should you win the category
- A separate 100-word description about your town
- 2 hero images (please name correctly) that best depict your entry

Town Introduction

- An introduction to the town including target market and its commitment to tourism.

Visitor Itinerary

- An itinerary for a defined target market e.g. two adults and two children for the number of days/nights as per your category requirements
 - Top Tourism Towns
 - 4 days/3 nights
 - Small Tourism Town
 - 3 days/2 nights
 - Tiny Tourism Town
 - 2 days/1 night

- Entrants must submit a text and PDF version of the itinerary.
- Include both accommodation and activities along with any significant sites
*Entries can use product/s from within their shire/region, however visitors must be able to reasonably access during their stay.

Overview of video

- An overview of a plan/storyboard for the promotional video required for your national entry.

Entry Requirements If Selected As A National Finalist

The following information will be required from the entrant if selected as a national finalist for South Australia.

Video

- 30 second – 2 minute promotional video
- Only videos that have been uploaded to Youtube and the url provided will be accepted.
 - Please ask your State/Territory Manager for instructions if you are unsure how to do this.
- The video should highlight the key attractions and experiences in the nominated town or city.
- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

Editorial Article

- Write an engaging editorial article focussing on tourism within your town/city.
 - Give reasons why people should visit your town/city.
 - What experiences and/or attractions are a draw card for your town/city.
 - What makes your town/city the best to spend tourism dollars in?
- The article must be no more than 800 words and entrants must submit both a text and PDF version of the article to the portal.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six images.
 - Images to be high resolution PNG files (less than 250kb)
- All images must be free of copyright and will be used during the Awards presentation and the awards website alongside any promotion of the nominees/winners.

Accommodation and Attractions

- A list of accommodation and attraction activities that can generate a GRI score via ReviewPro must be provided.
 - Top Towns – 5 of each (5 x accommodation, 5 x attraction)
 - Small Towns – 3 of each (3 x accommodation, 3 x attraction)
 - Tiny Towns – 2 of each (2 x accommodation, 2 x attraction)

- The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI.
- The entrant must provide a review site URL for each accommodation and attraction (these will be used to determine your GRI score). The review site can be TripAdvisor (preferred), Expedia, Booking.com or Google Reviews.
- Tiny Tourism nominees can use attractions within their shire/region, where a visitor is reasonably able to access the attraction during their stay.

Judging Process

The following information outlines the judging process for the Top Tourism Town Awards.

The judging process will be overseen by the state/territory Chair of Judges.

There are three components to the judging process which will determine your overall score:

- Submission review
 - Town Introduction, Itinerary and Overview of Video – all entrants
 - Editorial & Photos, Video – National Finalists Only
- Consumer vote – National Finalists Only
- Customer review (ReviewPro GRI) – National Finalists Only

The submission score will be combined with the consumer vote and review elements to determine your overall score.

Submission Review – all entrants

A panel of three experienced judges per category will review the town introduction and visitor itinerary from your written submission and score individually.

These scores are combined and averaged out to determine your submission review score.

The first part of the submission review will be worth 30% of the total score available.

Submission Review – National Finalists Only

If a town makes national finalist status, a panel of three experienced judges per category will review the editorial, photos and video from your written submission and score individually. Support will be provided to develop and enhance these submission components.

These scores are combined and averaged out to determine your submission review score.

The first part of the submission review will be worth 40% of the total score available.

Consumer Vote – National Finalists Only

Between 12 May 2025 – 26 May 2025, hello SA will invite South Australians and visitors to South Australia to jump on

their website, review the videos, editorials and visitor itineraries submitted by our towns, and then vote for their favourite South Australian Tourism Town!

The consumer/public vote will be worth 10% of the total score available.

ReviewPro GRI – National Finalists Only

In order to gain a perspective from visitors that have visited and experienced the town a GRI from ReviewPro will form part of the entrants score.

A GRI is an online reputation score based on review data collected from over 175 online travel agencies. Businesses will offer a number of accommodation and attractions within their town (dependent on which category they are entering) and the GRI from each will be combined then averaged to determine the entrants GRI score.

The ReviewPro GRI will be worth 20% of the total score available.

The GRI will be generated from the day of submissions close for the relevant state/territory.

Weighting

The following information provides a guide for entrants on what the judges will be looking for within their review, and how each section is weighted.

- Town Introduction (10 marks)
 - The town was able to demonstrate that they have a commitment to growing tourism
 - Target market is clearly identified, and rationale of target market is clear and sound
- Editorial & Photos (20 marks) – National Finalists Only
 - Thought, style and theme of the writing is of high quality and in the style of a feature article.
 - Writing has been directed to the visitor
 - Theme is consistent with specified target market and the video and itinerary supplied.
 - The theme reflects the brand and values of the town
 - A compelling and enjoyable proposition for specified market
 - Photos
 - Photos are shot in a creative and interesting way to evoke an emotional response.
 - Photos and editorial are connected.
 - Are of a semi-professional standard
- Video (20 marks) – National Finalists Only, overview required for state entry
 - The video concept is creative and interesting to evoke an emotional response
 - Theme reflects the brand and values of the town and connects to the editorial and itinerary

- The video speaks to the target market
 - Narrative and imagery are connected e.g. the story/description/voice over is connected to what is being viewed throughout the video
 - Key attractions and experiences are shown.
 - Production of the video is of high quality.
 - The town is at the centre of the concept
- Itinerary (20 marks)
 - Theme of itinerary is consistent with specified target market
 - Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial
 - The itinerary is achievable
 - A range of experiences/attractions are presented, with seasonality noted, if applicable
 - A compelling and enjoyable proposition that entices the reader to visit
 - Consumer vote (10 marks) – National Finalists Only
 - State/territory level only
 - Consumers can vote for one town only
 - ReviewPro (20 marks) – National Finalists Only
 - The ReviewPro GRI score for the experiences and accommodation are combined and averaged to provide a town GRI

Hall of Fame

The Hall of Fame is awarded to a town that has won the same category over 3 consecutive years.

The Hall of Fame rules are:

1. Town that are inducted into the National Hall of Fame are precluded from entering into that specific category at the state/territory for a period of two years. Note: The town may enter other eligible categories
2. If a town is inducted into the State/Territory Hall of Fame, and do not win Gold at the National Awards in the same year, then they are precluded from entering into that specific category at the state/territory awards for a period of three years. a. If the town does win Gold at the National Awards, but are not inducted into the Hall of Fame, they are eligible to enter into the State/Territory awards in the next year.

Terms and Conditions

By entering the 2025 hello SA Top Tourism Awards, you authorise the use and/or reproduction of images and the 100 word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

Your contact details may also be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.

By ticking the terms and conditions box, you agree not to bring a claim against any Judge, or state/territory Award owner in relation to feedback on your submission.

By ticking the terms and conditions box, you agree that you have read the rules and entry requirements and agree to abide by these.