

hello
SA.



SA TOP
TOURISM
TOWN
2025

**2025 hello SA Top
Tourism Town
Awards**
Entrant Guidebook





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.

**A big thank you to our valued major partner: hello SA
and our sponsors:**

Local Government Association of South Australia
SA LIFE
South Australian Visitor Information Servicing Network

From crafting compelling narratives to leveraging your community spirit through digital platforms, this guidebook will be your comprehensive companion as you work through your Hello SA Top Tourism Town entry.

For 2025, the Top Tourism Town Awards are split into two parts: state entry and national entry. The cost of submitting a state entry is \$190 + GST.

All support enquiries should be directed to:

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Key Dates

9am Wednesday 11 December	State entries open. Register through the linked google form here .
5pm Tuesday 18 February	State entries close. All submission elements must be submitted via the google form or sent to Ella Fleming (ella@ticsa.com.au) by 5pm.
Mid March	National finalists determined.
5pm Tuesday 6 May 2025	Final national submission components due.
9am Monday 12 May to 9am Monday 26 May 2025	Consumer voting. National finalists will be promoted through the hello SA website where the public can vote for their favourite town.
12-13 June 2025	National finalists will be showcased at the SA Tourism Conference and the People's Choice winner will be announced.
September 2025	National winners will be announced at a prestigious function held at Parliament House Canberra, celebrating the diverse towns of Australia.

Resources & Tips

Here are some important documents you should have on hand which are available from the TiCSA website:

- 2025 Guidelines & Rules
- SATC Photoshoot Considerations Guide
- SATC The Basics of Content & Copy Writing

In 2025, each town will submit a state entry with the following submission components:

- Media & Promotional
- Town introduction (including information on your chosen target market)
- Itinerary
- Overview of video

Once submitted, these state entries will be judged, with the top scoring town in Top, Small and Tiny Tourism Town to be selected as SA's national finalists. The selected towns will then be required to complete the remainder of their submission for nationals including:

- Media & Promotional
- Editorial article and images
- Video
- List of accommodation and attractions for town consumer score (ReviewPro GRI)

Before you get started, here are some general tips to keep in mind as you work on your submission:

- The various components (itinerary, video, editorial, photos) must be aligned in theme, tone and who they are targeting.
- Your elements must all relate back to your target market
- Do not use acronyms unless you include the full name in brackets following it.
- Where acronyms are used, include the full name in brackets after the first mention of the acronym.
- Use your storytelling skills to capture the judges and express your passion for the nominated town.
- Allow ample time to meet with the VIC staff or Local Council to upload the submission contents and hero images.
- Click [here](#) to access entries of past national winners for inspiration.



Submission Requirements – State Entry

For a state entry, towns are required to submit the following materials:

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 for promotional purposes.
- Two hero images (please name correctly) that best depict your entry and will be used for media and promotional purposes (no bigger than 10MB each in jpeg or png format - preferably 500dpi files and 1920 x 1080).

Town Introduction (10 points)

- Provide details of the town (name, region, population)
- Provide a 400-word overview of the town's commitment to tourism (5 points)
- Provide a 400-word description of the town's chosen target market for the submission and justification of why this target market was chosen. (5 points)

Tips

- Demonstrate the ways in which your town commits to tourism and the continuous growth of tourism within your town. (good things to include: growth in visitation over recent years, examples of new infrastructure etc)
- Your target market needs to be clearly identified. This will shape how you write your editorial and itinerary as well as the creation of your video. (identify demographic, geographic, behavioural, social graphic, psychographic aspects)
- In addition to having a clear target market, the rationale of the chosen target market needs to be clear and sound. (link to visitor strategy or statistics on visitors over the recent years)

Itinerary (20 points)

- Provide an itinerary for your defined target market including both accommodation and activities for the exact 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
- Submit a text version as well as a PDF version.

Tips

- Theme of itinerary should be 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.
- A range of experiences/attractions are presented, with seasonality noted, if applicable



- The itinerary should present a compelling and enjoyable proposition that entices the reader to visit.
- Your itinerary should be achievable and enjoyable. It should be provided for visitors at all times, not just for your submission.
- The itinerary submitted will be suggested to the winners of the consumer promotion so ensure that you are able to provide this.

Overview of video (5 points)

- Provide an overview of your plan/storyboard for your promotional video included in a national entry.

Submission Requirements – National Entry

Weighting & Points Allocation

For 2025, the three National Tourism Town Categories will be scored a total score made up of:

- **70%** based on submission score determined by panel of industry judges
- **10%** score determined by public consumer vote; and
- **20%** score determined by ReviewPro GRI score

COMPONENT	POINTS
SUBMISSION	
Media and promotional	0
Town introduction	10
Editorial article and photos	20
Video	20
Itinerary	20
PUBLIC VOTE	
Consumer vote	10
CONSUMER SCORE	
Town consumer score (Reviewpro GRI)	20
TOTAL POINTS	100

In addition to the elements submitted in your state entry, the following materials are required for your national entry:

Editorial & Photos (20 points)

- Provide a short editorial style feature article on why visitors should come to your town and what they could experience during their visit (no more than 800 words). (16 points)
- Submit a text version of the article in the portal.



- Upload an additional PDF version of the article.
- The article must be accompanied by six high resolution PNG images, free of copyright. (4 points)

Tips

EDITORIAL

- The judges or consumers may not know your town or city. Your editorial should be written so that judges and consumers are excited to visit your town/city!
- Thought, style and theme of the writing should be of high quality and in the style of a feature article.
- Have a hook that grabs the reader's attention early on in the piece.
- Writing should be directed to the visitor.
- Take into consideration the perspective of the author to ensure consistent tone.
- 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 target market.
- The editorial should engage and inspire, write from the heart and with the passion you have for your town.
- Tell a story, the editorial should not read like the itinerary element of the submission.
- Review travel articles online or in print relevant to your target audience to get a feel for destination editorials. Some examples include [Australian Traveller](#), airline travel magazines, Adelady magazine, [Holidays with Kids](#).

PHOTOS

- Photos should be of at least a semi-professional standard.
- Photos should be hot in a creative and interesting way to evoke an emotional response.
- Make sure your images are relevant to the content in your editorial, including your target market. This will create a strong narrative across all components.
- If taking new photos, don't leave it to the last minute. Plan your photoshoot – time of day, lighting, props, background talent.
- The SATC's photoshoot consideration guide is a great source of tips and things to think about in planning a photoshoot and engaging a photographer.
- Don't have budget or time for a professional photography? A well-structured photo taken on a smart phone is more than adequate for the hello SA Top Tourism Town awards. The Apple store in Adelaide has excellent, [free workshops on Iphone photography](#). Also search YouTube for tutorials.
- Talk to Hay Lozzie Media about how they can support you with high quality photos

Video (20 points)

- Provide a 30 -second to 2 minute promotional video which highlights the key attractions and experiences in your town. The video must be wide-screen and high-definition.
*Only videos that have been uploaded to Youtube and the URL provided will be accepted.

Tips

- You can use any means available to you to create your video, whether it is with a video camera, webcam, iPhone or Go Pro. You may also create a slide show using high-quality images and voice over or music. No budget is required, just your imagination.
- The town should be at the centre of the concept. The video should show some of your major attractions or experiences that visitors can experience in your town/city and should include visitors enjoying those attractions and experiences.



- The concept of the video should be creative and interesting to evoke an emotional response.
- Theme reflects the brand and values of the town and connects to the editorial and itinerary
- Narrative and imagery are connected e.g. the story/description/voice over is connected to what is being viewed throughout the video.

Public Vote (10 points)

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!

More information will be released after all submissions have been entered on 6 May.

Tips

- Make sure to mark the voting dates in yours and your team’s calendars to plan communications prior to the voting.
- Use the marketing collateral that TiCSA will prepare and share with you for ahead of the voting period.
- Be sure to share the marketing collateral online as well as within the local community – think QR codes in high touchpoint areas – Visitor Information Centres, libraries, local supermarkets and cafes. Get your local businesses and communities involved!

Town Consumer Score (20 points)

- Provide a list of accommodation and attraction Tripadvisor URLs that can generate a GRI score via ReviewPro.
 - **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)

NOTE:

- The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI.
- Tiny Tourism nominees can use attractions within their shire/region, where a visitor is reasonably able to access the attraction during their stay.
- The ReviewPro GRI score for the experiences and accommodation are combined and averaged to provide a town GRI.

Tips

- Gauge the average scores of your accommodation/attractions by looking at their online reviews.
- Use our helpful ‘Generating a Town Consumer Rating’ sheet to better understand this component and use the email template to get in touch with your selected accommodation/attractions.

Good luck with your submission!

