Australian Tourism Awards

03. Major Festivals & Events

CATEGORY QUESTIONS & CRITERIA

15/5/2026

2026 South Australian Tourism Awards

TiCSA TOURISM INDUSTRY COUNCIL

DESCRIPTOR

This category recognises tourism leisure festivals, events and exhibitions that enhance the profile/awareness and appeal of the destination they are held in as well as creating economic impact, increased visitation and community involvement.

Prerequisite to enter

- This category is open to (but not limited to) sporting, arts, historical, cultural, literary, comedy, culinary and general interest festivals, events and exhibitions with local, interstate and international visitor attendance over 50,000 or recognised by the STO as a major event on their event calendar.
- The business must be able to demonstrate that they meet base business operating standards. This can be done by either:
    a) Holding current Sustainable Tourism Accreditation through the Quality Tourism Framework.
    b) Completing the Business Standards within their awards submission online.

WORD COUNT

Minimum of 4000 words, maximum of 7500 words

IMAGE COUNT

Maximum of 30 images.

SCORE SUMMARY

Submission Score	120 points
Digital Review Score	20 points
Consumer Review	0 points
Site Visit	0 points
TOTAL	140 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF FESTIVAL OR EVENT **20POINTS**
- Question 1.1 (10 points)
- Question 1.2 (10 points)

SECTION 2. EVENT DEVELOPMENT AND INNOVATION **30POINTS**
- Question 2.1 (15 points)
- Question 2.2 (15 points)

SECTION 3. EXCELLENCE IN MARKETING **25 POINTS**
- Question 3.1 (10 points)
- Question 3.2 (15 points)

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE **25 POINTS**
- Question 4.1 (15 points)
- Question 4.2 (10 points)

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS **20 POINTS**
- Responsible Tourism and Sustainability Achievements. (5 points)
- Question 5.1 (15 points)

SECTION 6. FINAL REMARKS

Final Remarks

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF FESTIVAL OR EVENT

Question 1.1	A. Provide an overview of the festival/event. B. Provide visual evidence to support your answer.
Question 1.2	A. Detail 2-3 examples of how the event integrates with the local, regional, or state tourism industry to stimulate economic activity. B. Provide visual evidence to support your answer.

SECTION 2. EVENT DEVELOPMENT AND INNOVATION

Question 2.1	A. Detail 2-5 improvements made to the festival/event. These may be new initiatives or improvements to existing practices. Only activities or outcomes from the qualifying period should be included. B. Provide visual evidence to support your answer.
Question 2.2.	A. Detail 2-5 strategies that were developed in the qualifying period to mitigate risks and ensure the future sustainability of the festival/event.

B. Provide visual evidence to support your answer.

SECTION 3. EXCELLENCE IN MARKETING

Question 3.1. A. Provide an overview of the festival/event's main 2-3 target markets.

Question 3.2. B. Detail 3-5 marketing strategies used to promote the festival/event. These may be new or ongoing strategies, but only include when the activities/tactics or outcomes achieved were during the qualifying period.

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE

Question 4.1 A. Detail 2-5 customer service initiatives the festival/event has put in place to ensure high attendee satisfaction levels throughout the visitor journey. These may be new initiatives or improvements to existing practices.

B. Provide visual evidence to support your answer.

Question 4.2. A. How has the festival/event demonstrated itself to be inclusive? This may be new initiatives or improvements to existing practices. Only include when the activity or the outcome occurred during the qualifying period.

B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES

Responsible Tourism and Sustainability Achievements.

Question 5.1. A. Detail 2-5 responsible and sustainable business practices undertaken by the festival/event. These may be new practices or improvements to existing practices. Only include when the activity or the outcome occurred during the qualifying period.

B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks

RESPONSE GUIDE

SECTION 1. OVERVIEW OF FESTIVAL OR EVENT	20 POINTS
Question 1.1	**10 points**

Question 1.1.A Provide an overview of the festival/event.

(text box response)

Response Guidance

This is where you set the story of the festival/event and give the judges insight into the visitor experience on offer. It is recommended that you begin by explaining the reason for the development of the festival/event, how it started and why the chosen time of the year, and who it is targeted towards. What is the purpose/goal/objective of the festival/event?

You should then take the judges on a journey of the festival/event, including key people or organisations involved, details of how long it has been running, any significant changes that have happened over time or how the festival or event might have evolved.

Ensure that key information on the festival or event duration and scale is included here – whether it is a single day event, weekend or longer, whether it is a daytime or evening event, number and type of venues, the capacity of the venue(s), etc.

As the judges may not be familiar with the festival/event – and your submission may be judged nationally by judges that are not from your state/territory - explain everything from the ground up including.

- *History*
- *Size/scale of festival or event*
- *Supporting business structure*
- *Location/Map*
- *Involvement in tourism industry.*

Clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category. The judges (and auditors) need to understand how the festival or event fits into the category; therefore, be sure to include a clear explanation rather than the other Festival/Event category.

Highlight the festival/event's points of difference and what makes it stand out from others. Consider the amenities, event offerings, services, or on-site facilities that enhance overall experience and maximise visitor satisfaction.

Question 1.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q1.1.A. Examples of the type of evidence you can include are:

- *Images of the festival/event, staff, experiences, etc.*
- *Map of location of festival/event, route etc.*
- *Up to 1 video of the festival/event.*

Do not include any documents (plans, procedures, policies etc.).

Question 1.2 **10 points**

Question 1.2.A Detail 2-3 examples of how the event integrates with the local, regional, or state tourism industry to stimulate economic activity.

Destination:	Select one - Local, Regional, State
How does the festival/event support the profile and appeal of the destination?	Describe how the event enhances the destination's reputation, visibility or attractiveness.
How does the festival/event align with destination tourism strategies?	Explain how the event supports local, regional or state tourism priorities or strategies.
How does the festival/event stimulate economic activity for the destination?	Provide evidence of economic impact generated by the event.

Response Guidance

Provide 2-3 examples.

(?) Profile and appeal of Destination

Provide examples of the positive impact the festival/event has on the destination's appeal to visitors.

(?) Alignment with Destination Strategies

Provide an insight into how the festival/event supports and aligns with destination tourism strategies e.g., local government economic development plans, destination management plan.

(?) Economic Activity

Use measurable data from the qualifying period to demonstrate how the festival/event has contributed to the destination's economy.

Consider, for example, an increase in visitor numbers, economic spend, awareness, job creation, new skills learned by the locals and permanent infrastructure that are positive for the local community.

Question 1.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q1.2.B. Examples of the type of evidence you can include are:

- *Graphs demonstrating the economic impact to the destination.*
- *Infographic demonstrating key pillars of the destination tourism strategy.*

Do not include any documents (plans, procedures, policies etc.). Ensure that any infographics or images with writing are provided context with the answer at 1.2.A.

SECTION 2. EVENT DEVELOPMENT AND INNOVATION 30 POINTS

Question 2.1	15 points

Question 2.1.A Detail 2-5 improvements made to the festival/event. These may be new initiatives or improvements to existing practices. Only activities or outcomes from the qualifying period should be included.

Provide a short overview of the festival/event's approach towards developing its operations and/or product offering.

Improvement 1: **----------** *Name the improvement made to the festival/event operations and/or the product offering.*	
	Describe the Improvement: *Provide detail on the improvement – what is it and what part of the festival/event or operations did it improve?*
	Rationale: *What were the reasons for this improvement? Include what specific goals the organisers aimed to achieve with this improvement.*
	Outcomes: *What were the measurable results and learnings of these changes?*

Response Guidance

Provide between 2-5 examples.

(?) Overview

Consider what improvements the festival/event made to innovate and/or develop the festival/event. Be sure to only include activities where either the activity or the outcome of the activity was within the qualifying period.

Examples of an improvement could be the enhancement or development of a new experience/facility, updating point of sale processes or changing to ethically sourced supplies.

It is understood that festivals/events may have implemented/designed activities outside of the qualifying period. These can be included – but the festival/event must have been held in the qualifying period.

(?) Rationale

The judges will be looking for an understanding of what prompted the improvement e.g. was it a result of guest feedback, environmental/site considerations, change in market demand, growth of festival.

Outline what research and planning were undertaken to ensure that the improvement would meet the desired outcomes.

Provide the judge with the specific goals that the festival/event aimed to achieve with the improvement.

Some examples of specific goals could be:

- *Reduce manual effort by 15%.*
- *Improve workflow efficiency by 30%.*

(?) Outcomes

What were the measurable results of these changes, and how did this contribute to your overall goals/targets?

Provide measurable results that demonstrate to the judges the outcomes of the improvement.

Measurement examples could include:

- *Percentage increase or decrease (visitation, satisfaction, complaints)*
- *Number changes (visitors, sales, hours saved, costs reduced)*
- *Ratings or review improvements*
- *Operational efficiencies*

- *Usage or uptake of new offerings.*

Remember to include (where you can) the evidence source (e.g., POS system, CRM analytics, survey results, ticketing system data, financial reports). This helps judges validate accuracy.

Also, consider what learnings were made during this process, particularly if intended outcomes were not achieved.

Question 2.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image of the improvement*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*
- *Before and after images of works*
- *An infographic e.g. graph, demonstrating the outcomes.*

Question 2.2. **15 points**

Question 2.2.A Detail 2-5 strategies that were developed in the qualifying period to mitigate risks and ensure the future sustainability of the festival/event.

Provide a brief overview of the festival/event's approach to risk and sustainability.

Risk Example 1. **_____**

Name the risk

Overview of Risk	*What is the risk and its impact to the festival/event?*
Outline the strategies to mitigate the risk/s.	*What specific strategies were developed to limit the likelihood or consequence of the risk?*
Rationale of mitigation strategies	*What research was undertaken to understand the strategies' effectiveness in mitigating the risk*
What were the outcomes?	*What were the measurable results of these strategies?*

Response Guidance

Provide 2-5 examples.

Consider a range of risks impacting the sustainability of the festival/event which could include, for example, ongoing funding/sponsorship, local community support, environmental/site considerations, media backlash, attendee safety.

(?) Overview of risk

Provide the judge with an overview of the risk, including the potential impact to the festival/event.

(?) Strategies to mitigate risk

Provide the judge with an understanding of the strategies implemented within the qualifying period to mitigate the risks and challenges.

(?) Rationale

Explain why the strategies were chosen to mitigate the risk. What research was undertaken to understand its effectiveness in mitigating the risk?

(?) Outcomes

What were the measurable results of these strategies?

Provide measurable results that demonstrate to the judge how the strategy has mitigated the risk.

Consider what learnings were made during this process, particularly if intended outcomes were not achieved.

Question 2.2.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image of the risk area*
- *A testimonial demonstrating the outcome*
- *An infographic e.g. graph, demonstrating the outcomes or funding sources*

SECTION 3. EXCELLENCE IN MARKETING — 25 POINTS

Question 3.1. — 10 points

Question 3.1.A Provide an overview of the festival/event's main 2-3 target markets.

Provide a brief overview of the festival/event's target markets and how these were identified.

EXAMPLE

Name of Target Market:

	How is this target market classified for the festival / event? *Identify if this is a Primary Market, Secondary Market, Growth Market or Emerging Market.*	(tick box)
	Target market characteristics *Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.*	
	How does the festival / event meet the expectations of this target market? *Demonstrate how you have tailored the* **festival / event** *to the target market.*	
	What research have you undertaken to confirm that this target market is right for the festival/event *Describe the research or analysis undertaken to determine that this target market and their characteristics are suitable for the festival/event.*	

Response Guidance

Provide between 2-3 markets.

A target market is a specific group of potential customers that a festival/event directs its marketing efforts and products towards.

Identify the various characteristics such as demographics, psychographics, geographic location, and buying behaviour of the selected target market.

Demonstrate how the festival/event tailors its products/service/visitor experience to effectively reach and engage the target market.

(?) Target Market Characteristics

For the target market characteristics, consider the following:

- *Geographic – Where they are: Where the people live or visit*

- *Demographic – Who they are: Their age, family size, income, or lifestyle, such as families, retirees, or holidaymakers.*
- *Psychographic – What they care about: What they enjoy, believe in, or value, like being active, spending time outdoors, or supporting local businesses.*
- *Behavioural – What they do, how they act: e.g. like hiring bikes, exploring the area, or looking for fun activities.*
- *Motivations – What drives them, why they do things: e.g. like wanting to have family adventures, stay healthy, or trying something new.*

(?) Meeting the expectations of a target market

Demonstrate the festival's/event's understanding of the target market's needs, preferences, and behaviours, and how the festival/event has tailored its products, services or experiences to meet these needs.

(?) Research

Outline how the festival/event has determined that this target market is suitable for the festival/event. What research was undertaken, and what was concluded from this research.

3.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image of the target market*
- *An infographic e.g. graph, demonstrating the market characteristics*

Question 3.2 **15 points**

Question 3.2.A Detail 2-5 marketing strategies used to promote the festival/event. These may be new or ongoing strategies, but only include when the activities/tactics or outcomes achieved were during the qualifying period.

Provide a short overview of the festival/event's approach towards developing its marketing strategies.

EXAMPLE

Marketing Strategy 1: *Name the marketing strategy, type e.g. was it a campaign, an exhibition, an event, a partnership, or other marketing initiative, and timeframe e.g. start and end date of strategy.*	
Objective:	*Provide quantifiable objectives for the strategy.*
Target Market:	*As per market/s identified in Q3.1*
Concept, Activity and Tactics:	*Provide greater detail of the strategy and describe the activities or tactics used.*
Rationale and Research:	*Describe the research and analysis undertaken to determine that this strategy will achieve the objectives, how it will reach the intended target market and whether it aligns with local/regional/state strategies.*
Outcomes achieved during the qualifying period.	*E.g. an increase to website traffic by 21% which generated an increase in online bookings by 30%*

Response Guidance

Provide between 2-5 examples. Be sure to only include strategies where the either the activity/tactic or the outcome of the strategy was within the qualifying period.

A marketing strategy is a planned, coordinated initiative with a measurable objective, targeted audience, supporting research, defined activities, and evidence of impact. Single actions (e.g., one social post or one email) would not qualify as a strategy.

It is recommended that you include examples that differ from any of the improvements you have included in Q2.1.

(?) Objectives

Provide details on the festival/event's marketing objective and use quantifiable targets, e.g. 'Grow mid-week visitation by 22%', where appropriate.

Objectives or goals can include, but are not limited to:

- *Improve brand awareness*
- *Increase sales*
- *Higher number of leads*
- *Attract new / increase attendees*
- *Retention of attendees*
- *Increase online engagement*
- *Expand into new markets*
- *Optimise ROI*
- *Highlight new features/experiences*

Be sure to provide some quantifiable objectives e.g. increase leads from website by 10%.

(?) Target Market

Be sure to align this strategy to one or more of the markets identified in Q3.1.

(?) Concept, Activity, Tactics

Provide an overview of the marketing strategy, outlining its key idea, focus and execution. This should clearly explain what the strategy was and how it was delivered.

This may include, for example:

- *A digital campaign highlighting the festival/event's unique selling proposition*
- *A PR campaign showcasing how the festival/event fulfils specific visitor needs*
- *Improved website content designed to create an emotional connection with visitors*
- *Targeted email campaign communicating key values e.g. sustainability or accessibility*
- *Social campaign demonstrating alignment with target market's values, preferences etc.*

Also include the key activities or tactics used to deliver the strategy. Channels may include, but are not limited to:

- *Digital Advertising*
- *Emails*
- *Events*
- *Trade activities*
- *Influencer marketing*
- *Search Engine Optimisation*
- *Social Media*
- *Television, radio, print media*

(?) Rationale and research

Why did the festival/event execute this strategy, and what research was used to support the development of this strategy, for example:

- *Website analytics*
- *Booking trends*
- *Survey results*
- *Visitor feedback*
- *Market demand data*
- *Regional or state destination research*
- *Competitor analysis*

This helps judges understand the evidence-based decision making behind the strategy.

Consideration during the research phase as to how the strategy aligns with local, regional or state destination/marketing plans/strategies would be seen favourably. For example: regional positioning statements or destination marketing strategies, campaign themes, target markets, product pillars.

(?) Outcomes

Provide measurable results achieved from this strategy

Outcomes should clearly show the impact of the strategy against the stated objectives.

Results should be supported by figures and/or percentages. Avoid general statements without measurement.

Outcomes may include, but are not limited to:

- *Percentage increases or decreases*
- *Visitor numbers or visitation patterns*
- *Sales or revenue growth*
- *Website metrics (conversion rate, sessions, click-through rate)*
- *Social reach and engagement*
- *Return on Investment (ROI) or cost-per-acquisition*
- *Media coverage or reach*
- *Lead generation*
- *Booking attribution.*

For each outcome, include:

- *Baseline (performance before the strategy or at the start of the qualifying period)*
- *Result (performance achieved during the qualifying period)*
- *Change (numeric and/or percentage change).*

Where intended outcomes were not fully achieved, outline any learnings or adjustments made.

3.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**

		Attachment
		Attachment
		Attachment

Visual evidence must support and not replace the written response.

Provide visual evidence demonstrating the marketing activity.

Videos can be included, however do not produce a video for the specific purpose to respond to this question, it must have been produced as part of the activity.

Examples of images/video evidence can include:

- *Instagram Reel*
- *TikTok*
- *Video segment on TV*
- *TV Commercial*

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE	**25 POINTS**
Question 4.1	**15 points**

Question 4.1.A Detail 2-5 customer service initiatives the festival/event has put in place to ensure high attendee satisfaction levels throughout the visitor journey. These may be new initiatives or improvements to existing practices.

Provide a brief overview of the festival/event's customer service philosophy.

EXAMPLE

Customer Service Initiative 1.		
	Describe the initiative that enhances the festival/event's customer service:	
	At what stage of the visitor journey does this impact? *(Pre, During, Post, All)*	(checkbox with multiple choice option)
	Rationale	

	What influenced the development of this initiative?	
	Outcomes **What outcomes have come from this initiative?**	

Response Guidance

Provide the top 2 - 5 examples.

Be sure to only include activities where the either the activity or the outcome of the activity was within the qualifying period.

Focus on the initiatives that specifically relate to customer service and have not already been included in question 2.1.

Include new customer service initiatives or improvements to existing practices that enhanced the visitor journey.

The visitor journey includes all touchpoints from pre-visit planning, on-site experience, and post-visit engagement.

This could include, but is not limited to:

- *Staff or volunteer training and development*
- *Attendee feedback and post-event surveys*
- *Improved ticketing or enquiry processes*
- *Improvements to event or ground staff service delivery*
- *Additional or enhanced services e.g. ticketing experience, greeting experience.*

(?) Describe the initiative

Describe what the customer service initiative is and how it was designed or delivered. Consider the relevant visitor touchpoints and how the initiative enhanced the customer experience.

Outline the resources invested in the initiative. This may include:

- *Financial investment*
- *Staff time or training*
- *Technology or systems*

- *Changes to supply chain or service processes.*

(?) Stage of the visitor journey

Specify at what point the initiative takes place within the visitor journey – pre, during, post or across multiple stages.

(?) Rationale

Explain why the festival/event focused on improving this aspect of customer experience.
This may include, but is not limited to, examples such as:

- *Customer / attendee feedback or reviews*
- *Staff input*
- *Competitive landscape*
- *Operational needs or service gaps*
- *Data/survey insights*
- *Changes in customer / attendee expectations or industry trends.*

(?) Outcomes

Describe the outcomes and learnings that were achieved during the qualifying period that were a result of the initiative.

Examples may include, but are not limited to:

- *Improved online ratings or reviews by XX%*
- *Increased repeat visitation*
- *Improved customer satisfaction or feedback results*
- *Reduced complaints*
- *Positive testimonials.*

Where possible, include:

- *A baseline (e.g. previous performance or feedback)*
- *The result achieved during the qualifying period*
- *Evidence of improvement (e.g. percentage change, rating increase, customer quotes).*

Testimonials may be included as supporting evidence but should complement measurable results rather than replace them.

4.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence	Evidence Attachment

	(up to 10 words)	
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q4.1.A. Examples of the type of evidence you could include are:

- *Staff / volunteer initiatives*
- *Customer initiatives in place*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*

Question 4.2. **10 points**

Question 4.2.A How has the festival/event demonstrated itself to be inclusive? This may be new initiatives or improvements to existing practices. Only include when the activity or the outcome occurred during the qualifying period.

Consider which specific needs have been identified and what inclusive practices have been initiated.

For Judge reference only, no additional score applied

- ☐ The festival / event has undertaken or updated an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF in the qualifying period.
- ☐ Thefestival / event has included an Accessible Guide on the festival / event website.
    - Please insert the URL for the page **within your own website** that consumers can access your Accessibility Guide/Information.

Response Guidance

Demonstrate how the festival/event has actively considered, and where able, met the needs of a diverse community. This could include:

- *Staff training*
- *Management and leadership*
- *Festival / event policy making*
- *Improved/modified systems/operations/facilities*

Demonstrate how the festival/event has analysed its target markets and identified any specific requirements that may need to be considered for these guests.

Consider utilising a table to showcase multiple inclusive initiatives, covering:

- ***Who the intended audience is** and their specific needs*
- ***What** the inclusive practices are, rationale, KPIs*
- ***Outcomes such as** data, testimonials/feedback, positive reviews etc.*

A case study can illustrate to the judges how an inclusive practice was identified, challenges addressed and the outcomes achieved.

4.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q4.2.A. Examples of the type of evidence you can include are:

- *Inclusive initiatives in place*

- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES 20 POINTS

Responsible Tourism and Sustainability Achievements. 5 POINTS

- ☐ Sustainable Tourism Accreditation.
- ☐ Has undertaken an assessment of its emissions and identified measures to reduce and offset e.g. through the Tourism Emissions Reduction Commitment (TERC) program.
- ☐ Has undertaken an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF.
- ☐ Has included an Accessible Guide on the festival / event website.
    - Please insert the URL for the page **within your own website** where consumers can access your Accessibility Guide/Information.

Question 5.1. **15 points**

Question 5.1.A Detail 2-5 responsible and sustainable business practices undertaken by the festival/event. These may be new practices or improvements to existing practices. Only include when the activity or the outcome occurred during the qualifying period.

Provide an overview of the festival/events' philosophy on responsible and sustainable tourism.

EXAMPLE

	Example 1.	
	Select the type of activity	(drop down list)
Cultural		

	Provide an example of how the festival/event supports the engagement and representation of culture. (*E.g. Aboriginal and Torres Strait Islander people, heritage, religion.)*	**What were the outcomes?** Examples **Visitor satisfaction with cultural activities increased from 4.2 to 4.7/5** (+12%). **Included an acknowledgment of country on 25 different banners/signs across the festival/event site** (+49%). **Employment hours for Aboriginal and Torres Strait Islander presenters increased from 4 to 12 hours per week** (+200%). **92% of surveyed visitors** reported a stronger connection to local culture (survey data).
Example		
Environmental		
	Provide an example of how the festival/event minimises its impact on the environment. *(E.g. water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, refuse initiatives, noise cancellation, wildlife destruction/interruption measures in place, participation in programs such as the Tourism Emissions Reduction Program.)*	**What were the outcomes?** Examples **Reduced water consumption by 38,500 litres per month** (-18% against last year). **Energy use for hot water heating decreased by 620 kWh per month** (-11% against last year). **Laundry cycles reduced by 32%**, saving **$4,200 annually**. **Waste-to-landfill reduced by 14% annually**, measured through quarterly waste audits.
Example		
Social/Community		
	Provide an example of how the festival/event contributes to or benefits the local community. *(E.g., supporting local businesses, product*	**What were the outcomes?** Examples

	packaging, charitable donations, sponsorship, engagement with community groups, supporting local talent, school education and involvement, work experience, support of community fundraising.)	**25 local suppliers contracted to supply merchandise**, up from 14 the previous year (+78%). **Hosted 12 community groups**, up from 5 the previous year. **Supported 4 school groups**, providing **120 hours of educational programming**.
Example		
Economic		
	Provide an example of how the festival/event supports the local economy. *(E.g., local purchasing, creating job opportunities, promotion of local businesses, support of community funding initiatives, understanding of spend by customers to the region/community.)*	**What were the outcomes?** Examples **81% of total annual expenditure** was spent locally, up from 65% the prior year. **$86,000 spent on local goods/services**, representing a **34% annual increase**. **Created 6 new jobs** within the region through expanded operations. **Generated an estimated $1.2 million in regional economic activity**, based on visitor spend analysis. **Average per-visitor regional spend increased from $86 to $109** (+27%).
Example		
Ethical		
	Provide an example of how the festival/event acts ethically throughout its development. *(E.g., through animal welfare, restoration, procurement, inclusivity, human slavery etc.)*	**What were the outcomes?** Examples **Visitor ethical perception rating increased from 4.3 to 4.8/5** (+12%). **Complaints related to animal welfare dropped from 14 to 2 per year** (-86%).

		Independent welfare audits improved from 78% to 94% compliance. **Online reviews referencing ethical treatment increased from 6% to 19%** of total reviews.
Example		

Response Guidance

Please provide 2 to 5 examples. These may be new practices or improvements to existing initiatives.

Be sure to only include activities where the either the activity or the outcome of the activity was within the qualifying period.

This in an opportunity to offer deeper insight into how the festival/event is achieving excellence in both business operations and tourism.

Try to include examples that have not already been identified in previous answers.

Festivals/events are encouraged to provide a response across all areas. However, it is essential to focus on their strengths to effectively showcase their unique capabilities and achievements.

5.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q5.1.A. Examples of the type of evidence you can include are:

- *Images of guest participation in cultural programs*
- *Visuals of signage, flyers, etc. demonstrating cultural contribution*
- *Images of participation in volunteering activities, community events or other local economic initiatives*
- *Images of water stations, upcycled materials, zero-waste kitchens and other environmentally friendly initiatives*

SECTION 6. FINAL REMARKS — 0 POINTS

In 100 words or less, provide any final remarks as to why the festival/event should be considered as a winner in its chosen category.

(text box)

Response Guidance

Make this a personal response to close out the submission.