Australian Tourism Awards

07. Aboriginal and Torres Strait Islander Tourism Experiences

CATEGORY QUESTIONS & CRITERIA

22/5/2026

2026 South Australian Tourism Awards

TiCSA TOURISM INDUSTRY COUNCIL

DESCRIPTOR

This category recognises Aboriginal and Torres Strait Islander tourism experiences that demonstrate integrity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

Prerequisite to enter

- Businesses entering this category must be Aboriginal or Torres Strait Islander owned.
- 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

Word Count: Minimum of 4000 words, maximum of 7500 words

IMAGE COUNT

Maximum 30 images.

QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 30 June 2026.

SCORE SUMMARY

Submission Score	100 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
TOTAL	**120 points**

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS — **15 POINTS**

- Question 1.1 (10 points)
- Question 1.2 (0 points)
- Statement of Achievement (5 points)

SECTION 2. CULTURAL RESPONSIBILITY — **45 POINTS**

- Question 2.1 (15 points)
- Question 2.2 (15 points)
- Question 2.3 (15 points)

SECTION 3. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT — **10 POINTS**

- Question 3.1 (10 points)

SECTION 4. EXCELLENCE IN MARKETING — **15 POINTS**

- Question 4.1 (5 points)
- Question 4.2 (10 points)

SECTION 5. EXCELLENCE IN CUSTOMER SERVICE — **15 POINTS**

- Question 5.1 (10 points)
- Question 5.2 (5 points)

SECTION 6. FINAL REMARKS

- Final Remarks

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF BUSINESS

Question 1.1 — A. Provide an overview of the Aboriginal and Torres Strait Islander Tourism Experience.
B. Provide visual evidence to support your answer.

Question 1.2 — A. Is the business Aboriginal and Torres Strait Islander owned? If not, describe the business structure or collaboration between the business and the cultural service provider/local community.

Statement of Achievement

SECTION 2. CULTURAL RESPONSIBILITY

Question 2.1. — A. Detail 2-4 steps the business has taken to preserve and protect cultural traditions and ensure they reflect the heritage of the local community?

Last updated: 22/5/2026

B. Provide visual evidence to support your answer.

Question 2.2 A. Detail 2-4 steps the business has taken to support the local community to enhance the economic, social, and cultural wellbeing of Aboriginal and Torres Strait Islander people?
B. Provide visual evidence to support your answer.

Question 2.3 A. Provide 2-4 examples of how the business educates visitors and local communities to broaden their understanding or participation in Aboriginal and Torres Strait Islander Culture.
B. Provide visual evidence to support your answer.

SECTION 3. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT

Question 3.1 A. What improvements have been made to support the continuation and sharing of traditional Aboriginal and Torres Strait Islander Culture during the qualifying period? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the qualifying period should be included.
B. Provide visual evidence to support your answer.

SECTION 4. EXCELLENCE IN MARKETING

Question 4.1. A. Provide an overview of the business's main 2-3 target markets.
B. Provide visual evidence to support your answer.

Question 4.2. A. Detail 1-3 marketing strategies the business used during the qualifying period that demonstrate integrity to traditional Aboriginal and Torres Strait Islander culture. These may be new or ongoing strategies, but only activities/tactics and outcomes achieved during the qualifying period should be included.
B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN CUSTOMER SERVICE

Question 5.1. A. Detail 2 customer service initiatives undertaken by the business during the qualifying period. These may be new initiatives or improvements to existing practices. Explain how

	these initiatives enhanced the visitor experience at key stages of the visitor journey. B. Provide visual evidence to support your answer.
Question 5.2.	A. How has the business demonstrated itself to be more inclusive throughout the qualifying period? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the qualifying period should be included. B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks

RESPONSE GUIDE

SECTION 1. OVERVIEW OF BUSINESS	15POINTS
Question 1.1	**10 points**

Question 1.1.A Provide an overview of the Aboriginal and Torres Strait Islander tourism experience.

(text box response)

Response Guidance

Provide a clear and concise description of the business and the product/service/visitor experience it provides.

Include the vision and the values of the business to help set the scene for later questions.

Assume the judge has no prior knowledge of the business, so take them on a journey of how and when it began, where the business is located or where the services are provided, who works in the business etc.

As the judges may not be familiar with the business – 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 business*
- *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 business fits into the category; therefore, be sure to include a clear explanation.

Highlight the business's points of difference and what makes it stand out from others. Consider the amenities, products, services, or facilities that enhance 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 staff, services, experiences, buildings, room types etc.*
- *Map of location of business, route etc.*

This is an opportunity to show each of the products or services that are on offer.

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

Question 1.2 (0points)

Question 1.2.A Is the business majority Aboriginal or Torres Strait Islander owned?

Question 1.2.B If not, describe the business structure, collaboration or steps to obtain permissions with the cultural service provider/local community.

(text box response)

Statement of Achievement 5 points

Automatic Listing of Quality Tourism programs the business has completed/renewed in the qualifying period. ▪ Quality Tourism Accreditation ▪ Sustainable Tourism Accredited ▪ International Ready Accredited ▪ EcoStar Accredited ▪ Accessible Tourism Program ▪ Accessible Tourism Accredited ▪ Tourism Emissions Reduction Commitment Program (minimum of Level 3) ▪ Star Ratings ▪ Online Trade Distribution ▪ International Trade Distribution ▪ Risk Management Tool ▪ Business Continuity Tool ▪ Connecting to Culture Tool ▪ Marine Tourism Accredited ▪ Camp and Adventure Activity Accredited ▪ VIC Accreditation

If any of these programs are completed prior to the end of the qualifying period, this will be reflected in your Statement of Achievement.

SECTION 2. CULTURAL RESPONSIBILITY	**45 POINTS**
Question 2.1.	**15 points**
Question 2.1.A Detail 2-4 steps the business has taken to preserve and protect cultural traditions and ensure they reflect the heritage of the local community?	

Describe the activity.	
How does this activity contribute to the ongoing preservation and protection of traditions, culture and knowledge?	
How does this relate back to the local community's heritage?	
Outline how the business measures and manages the Indigenous Cultural	

and Intellectual Property (ICIP) and related protocols of this activity?	

Response Guide

Provide 2-4 examples.

(?) Activity

Describe the activity that the business has implemented to contribute to preserving and protecting Aboriginal and Torres Strait Islander traditions while ensuring they reflect the heritage of the local community e.g. through meaningful engagement, ethical practices, and cultural respect.

Some examples can include, but are not limited to:

- *Partnering with local Indigenous communities to ensure authenticity in the experience and storytelling.*
- *Supporting Indigenous art and cultural expression*
- *Developing a storytelling experience*
- *Incorporated Indigenous language and naming*

(?) Preserve and Protect

Specify how this activity has preserved and protected Aboriginal and Torres Strait Islander culture.

(?) Relate to local Community heritage

Describe the cultural experience you offer to visitors.

Include a description of key cultural elements visitors experience, such as storytelling, art, dance, bush tucker, medicine or connection to Country.

Relate your response back to traditions, stories, or cultural practices specific to the business' local heritage.

***(?)* Indigenous Cultural and Intellectual Property (ICIP)**

Detail collaborations with community members and how they contribute to the activity.

Explain how cultural protocols are respected and upheld.

Describe the engagement with Elders, knowledge holders, and the broader Aboriginal and Torres Strait Islander community in delivering these experiences.

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

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q2.1.A. Examples of the type of evidence you can include are:

- *Images of the activity or key cultural elements*

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

Question 2.2 **15 points**

Question 2.2.A Detail 2-4 steps the business has taken to support and engage with the local community to enhance the economic, social, and cultural wellbeing of Aboriginal and Torres Strait Islander people?

Provide a short overview of the business's approach towards engagement with the local community.			
	Economic or social contribution?	**Describe the activity and how it contributes to the local Aboriginal and Torres Strait Islander community.**	**What are some of the key outcomes of this activity in the qualifying period?**

Example 1.	Drop down option		

Response Guide

Provide 2-4 examples.

This is an opportunity to offer insight into how the business is contributing specifically to the economic and social wellbeing of Aboriginal and Torres Strait Islander people.

Some examples include:

- *Social*
  - *Supporting local Aboriginal and Torres Strait Islander businesses through procurement, product packaging etc.*
  - *Sponsorship*
  - *Support of fundraising efforts towards Aboriginal and Torres Strait Islander initiatives*
- *Economic*
  - *Purchasing of Aboriginal and Torres Strait Islander wares*
  - *Collaborating with* Aboriginal and Torres Strait Islander owned businesses
  - *Investing in* Aboriginal and Torres Strait Islander projects.

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

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q2.2.A. Examples of the type of evidence you can include are:

- *Images of investments or community projects.*

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

Question 2.3	**15 points**

Question 2.3. Provide 2-4 examples of how the business educates visitors and local communities to broaden their understanding or participation in Aboriginal and Torres Strait Islander Culture.

Provide a short overview of the business's approach towards visitor education of Aboriginal and Torres Strait Islander culture.

EXAMPLE

Name of education activity: _____	
Describe the activity and how it educates visitors and connects visitors to Aboriginal and Torres Strait Islander culture.	Outline what the activity involves and how it builds understanding, awareness or appreciation of Aboriginal and Torres Strait Islander culture.
What outcomes has the business achieved during the qualifying period through this activity in educating visitors and local communities?	Provide measurable or observable outcomes achieved during the qualifying period.

Response Guidance

Specify any guidelines, programs, or tools provided to visitors and/or the local community to enhance Aboriginal and Torres Strait Islander cultural understanding, participation or appreciation. This can relate to a place, community or tradition.

This question is looking for examples where the visitor is gaining knowledge, insight or awareness of Aboriginal and Torres Strait Islander culture. Some examples include:

- *Sharing stories of Aboriginal and Torres Strait Islander culture through exhibitions or storytelling platforms.*

- *Installing interpretive signage that explain the history, traditions, customs and significance.*
- *Delivering talks, lectures or guided interpretation that provide deeper context about Aboriginal and Torres Strait Islander culture, customs or traditions.*
- *Developing educational materials or digital content (e.g. videos, apps, podcasts) that explore Aboriginal and Torres Strait Islander stories or history.*
- *Running school programs or educational tours focused on Aboriginal and Torres Strait Islander history or cultural practices.*
- *Hosting community workshops or information sessions on topics such as Aboriginal and Torres Strait Islander heritage conservation, traditional skills or local history.*
- *Providing visitor briefings or materials that explain appropriate behaviour, etiquette or cultural context when engaging with Aboriginal and Torres Strait Islander people and culture.*
- *Creating online resources or guides that encourage ongoing learning beyond the visit.*

(?) Describe the activity

Provide an overview of the activity that provides an educational outcome. Activities can include, but are not limited to;

- *Educational materials on premises, in rooms, on vessels etc.*
- *Exhibits*
- *Events*
- *Performances*
- *Meet and Greet*
- *Cultural Exchange programs*

(?) Outcomes

Provide measurable outcomes of this education activity y from during the qualifying period.

Some examples could include, but are not limited to:

- *Visitor Feedback*
- *Surveys that ask about post trip activities*
- *Visitor Engagement Metrics*
- *Local community feedback*

- *Testimonials from partners or industry stakeholders.*

Question 2.3.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 Q2.3.A. Examples of the type of evidence you can include are:

- *An image of the education activity*
- *A testimonial demonstrating the visitors Aboriginal and Torres Strait Islander culture understanding has been broadened*
- *An infographic e.g. graph, demonstrating the outcomes.*

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

SECTION 3. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT — 10 POINTS

Question 3.1 — 10 points

Question 3.1.A Detail 2-4 improvements that have been made to support the continuation and sharing of traditional Aboriginal and Torres Strait Islander culture during the qualifying period? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the qualifying period should be included.

Provide a brief overview of the business's approach to development, including what guided planning and how improvement needs were identified.

EXAMPLE

Improvement 1:

_____

Name the improvement the business made to its operations and/or product offering.	
	Describe the Improvement: *Provide further detail on the improvement – what is it and what part of the operations or product offering did it improve?*
	Rationale: *What were the reasons for implementing this improvement and how did this enhance the Aboriginal and Torres Strait Islander tourism experience?*
	Outcomes: *What were the measurable results of these changes?*
	Contribution How have the improvements contributed to the preservation and sharing of Aboriginal and Torres Strait Islander cultures?

Response Guidance

Provide between 2-4 examples.

***(?)* Describe the Improvement:**

Provide details on:

- **What the improvement is**
- **What part of the operations or product offering did it improve**
- **The investment made**

The response to this question can include examples relating to:

- *Business operations*
- *Product development.*

Business Operations

"Business operations" generally refers to the day-to-day activities involved in running a business. This can include, but is not limited to, managing resources, processes, and people to achieve organisational goals.

Some examples of improvements include;

- *Operations (inventory management, compliance and safety, risk management, trade distribution, etc.)*
- *Finance (systems, investment, pricing strategy, etc.)*
- *Human resources (training, reward, recognition, professional development, attracting staff, etc.)*
- *Business capability or learning initiatives (e.g. completion of Quality Tourism programs including risk management, online distribution, etc.).*

(?) Product Development

"Product offering" generally refers to the products, services and experiences a company offers its customers.

Some examples of improvements include;

- *Experiences (upgraded or introduced new experiences e.g. tour, bushtucker, traditional Welcome to Country etc.)*
- *Technology (developed a mobile app to improve the experience, introduced AI chatbots to assist in visitor enquiries etc.)*
- *Product packaging (value added to the experience with other local products/experiences etc.)*
- *Facilities (upgrade or introduced new facilities e.g. cultural precinct, local artist gallery, etc.)*

Note: this is not a complete list but does provide some examples for consideration.

(?) Rationale

Provide the judges with a clear understanding of why the improvement was made.

Some examples on the rationale for the improvement could be:

- *Business Operations*
  - *Reduce business expenses*
  - *Streamline processes*
  - *Other strategic objectives.*

- *Product Development*

    - *Driven by feedback*
    - *Reaching new markets*
    - *Advancing technologies.*
- *Other strategic objectives.*

Note: this is not a complete list but does provide some examples for consideration.

Consider how the improvement aligns with the vision or values of the business as identified in Q1.

Include the specific goals that the business 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, booking 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.

(?) Contributions

Provide the judges with a clear connection as to how the improvements contributed to the preservation and sharing of Aboriginal and Torres Strait Islander cultures.

Judges are looking for improvements that not only enhance the business operations or product, but also actively support the preservation, respect, and sharing of Aboriginal and Torres Strait Islander cultures, ensuring long-term cultural and economic sustainability.

Some examples:

- *Collaborated with Traditional Owners and Indigenous custodians to ensure cultural authenticity throughout the development of the initiative or improvement. .*
- *Sourced authentic Indigenous art, crafts, and food directly from local communities, ensuring fair compensation.*
- *Used certified Indigenous designs in branding and products, ensuring artists receive proper recognition and royalties.*
- *Partnered with Indigenous-owned businesses.*
- *Ensure minimal environmental impact on culturally significant sites.*

Question 3.1.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.

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.*

SECTION 4. EXCELLENCE IN MARKETING	15 POINTS
Question 4.1	**5 points**

4.1.A Provide an overview of the business's main 2-3 target markets.

Provide a brief introduction to the business's target markets and how these were identified .

EXAMPLE

Name of Target Market: ----------		
	How is this target market classified for the business? *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 business meet the expectations of this target market? *Demonstrate how you have tailored the business to the target market.*	

	What research have you undertaken to confirm that this target market is right for the business? *Describe the research or analysis undertaken to determine that this target market and their characteristics are suitable for the business.*	
	How do you communicate the significance of the business' cultural tourism offerings to this market?	

Response Guidance

Provide between 2-3 markets.

*A **target market** is a specific group of potential customers that a business directs its marketing efforts and products towards.*

(?) 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 try something new.*

(?) Meeting the expectations of a target market

Demonstrate the business's understanding of the target market's needs, preferences, and behaviours, and how the business has tailored its products, services or experiences to effectively reach and engage the target market.

(?) Research

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

4.1.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.

Provide evidence to support your response. For example:

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

Question 4.2. **10 points**

Question 4.2.A Detail 1-3 marketing strategies the business used during the qualifying period that demonstrate integrity to traditional Aboriginal and Torres Strait Islander culture. These may be new or ongoing strategies, but only activities/tactics and outcomes achieved during the qualifying period should be included.

Provide a short overview of the business's approach towards developing its marketing strategies for visitors.

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 Q4.1*
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%*
How does your marketing strategy ensure that Aboriginal and/or Torres Strait Islander culture is represented in an authentic and respectful way?	

Response Guidance

Provide between 1-3 examples.

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 Q3.1.

(?) Objectives

Provide details on the business' 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 customers*
- *Improve customer retention*
- *Increase online engagement*
- *Expand into new markets*
- *Optimise ROI*
- *Highlight new features/experiences*

General statements such as "increase awareness" or "improve engagement" will not score strongly unless supported by measurable outcomes.

(?) Target Market

Be sure to align this to one or more of the markets identified in Q4.1.

(?) 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 business's unique selling proposition*
- *A PR campaign showcasing how the business fulfils specific visitor needs*

- *Improved website content designed to create an emotional connection with visitors*
- *Targeted email campaign communicating key business values e.g. sustainability or accessibility*
- *Social campaign demonstrating alignment with target markets 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 business 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.

(?) Authenticity

Demonstrate the steps taken to ensure that any promotion of Aboriginal and Torres Strait Islander culture is represented in an authentic and respectful way.

For example, consultation with Traditional Owners, Elders or local community representatives, seeking permissions and approvals, using Indigenous artists, engaging with Aboriginal and Torres Strait Islander marketing agencies/designers etc.

(?) Outcomes

Provide measurable results achieved from this strategy during the qualifying period only.

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.

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.

Provide visual evidence demonstrating the marketing activity.

Videos can be included, however do not produce a video for the specific purpose of responding 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.*

Do not upload the video itself, only include a link to the video.

SECTION 5. EXCELLENCE IN CUSTOMER SERVICE — 15 POINTS

Question 5.1. — 10 points

Question 5.1.A Detail 2 customer service initiatives undertaken by the business during the qualifying period. These may be new initiatives or improvements to existing practices. Explain how these initiatives enhanced the visitor experience at key stages of the visitor journey.

Provide a brief overview of the business' customer service philosophy.

EXAMPLE

Customer Service Initiative 1.		
	Describe the initiative that enhances the business' 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 two examples. Only activities and outcomes from the qualifying period should be included.

Focus on the initiatives that have specifically related to customer service and provide examples that have not been included in question 3.1.

Include new customer service initiatives or improvements to existing practices that occurred within the qualifying period and 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 training and development*
- *Customer feedback and post-stay surveys*
- *Improved booking or enquiry processes*
- *Improvements to Front of House service delivery*
- *Additional or enhanced services e.g. bed turn down services, welcome 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 business focused on improving this specific customer experience. This could be, but is not limited to examples such as:

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

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 could include are:

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

Question 5.2. **5 points**

Question 5.2.A How has the business demonstrated itself to be more inclusive throughout the qualifying period? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the qualifying period should be included.

(text box response)

For Judge reference only, no additional score applied

- The business has undertaken or updated an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF in the qualifying period.
- The business has included an Accessible Guide on the business 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 business has actively considered, and where able, met the needs of a diverse community. This could include:

- *Staff training*
- *Management and leadership*
- *Business policy making, audits, accreditations or advocacy*
- *Improved/modified systems/operations/facilities*

Demonstrate how the business 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, KPI's*
- ***Outcomes** the data, testimonial / feedback, positive reviews etc.*

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

5.2.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 Q5.2.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 6. FINAL REMARKS — 0 POINTS

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

(text box)

Response Guidance

Make this a personal response to close out the submission.