



In 2021, the Tourism Industry Council South Australia is looking to find **South Australia's Top Tourism Town** and **South Australia's Small Tourism Town** that will go on to represent SA at a National event in Canberra in August 2021.

The Top Tourism Town program is designed to recognise those towns in South Australia that offer an amazing visitor experiences and demonstrate a strong commitment to encouraging tourism and increasing visitation to their destination.

There are two categories within the Top Tourism Town program:

- **Top Tourism Town** – best suited to established tourism towns where a range of attractions, accommodation and visitor experiences already exist, particularly those with a population over 5,000 people.
- **Small Tourism Town** – best suited to towns which are in the process of establishing a tourism strategy and developing visitor experiences, particularly those with a population below 5,000 people.

The winner of both categories will go on to compete against Australia's other States and Territories for the title of Australia's Top Tourism Town and Australia's Small Tourism Town in August 2021.

A **Top Tourism Town Voters' Choice** will also be awarded to the town that receives the highest consumer voting score overall.

### Important Notes

- **Nominations are open to any city or town**, specifically relating to geographical towns and population centres, not Local Government Areas. Consensus data from [the ABS](#) should be used to determine population size.
- **Entries must be submitted via the [Quality Tourism Framework](#) by a [Quality Tourism Accredited](#) Visitor Information Centre.** Entries are open to Local Tourism Associations, Councils, or motivated individuals/groups of locals passionate about elevating the profile of their town but must be submitted via the Visitor Information Centre. **Only one nomination can be made per town.**
- **Nomination Fee: \$150.00 (GST inclusive).** Entry fees must be paid by the close of nominations for the nomination to be valid. Entry fees are non-refundable.
- The name of the Visitor Centre does not need to be the name of the town making the submission but must be authorised to make the nomination on behalf of the town. **A Visitor Centre may nominate multiple towns** within its catchment should a nearby town not have an official Visitor Centre.

### Key Dates

<b>Nominations Open</b>	<b>Monday, 8<sup>th</sup> February</b>
<b>Nominations Close</b>	<b>Monday, 1<sup>st</sup> March COB</b>
<b>Submissions due (can be submitted prior)</b>	<b>Monday, 22<sup>nd</sup> March COB</b>
<b>Finalists announced</b>	<b>Monday, 29<sup>th</sup> March</b>
<b>Consumer Voting Opens</b>	<b>Tuesday, 30<sup>th</sup> March</b>
<b>Consumer Voting Closes</b>	<b>Friday, 23<sup>rd</sup> April</b>
<b>Winner Announcement at State Event</b>	<b>Thursday, 20<sup>th</sup> May</b>
<b>National Event - Winners go on to represent SA</b>	<b>August 2021</b>

## **How to Enter**

Nominations must be submitted by an accredited Visitor Information Centre via the [Quality Tourism Framework \(QTF\) online portal](#) by **Monday 1 March**.

**Entries can be submitted at any time after the nomination is made.** Nominees are required to submit the following items by **COB Monday 22 March**. Note: allow ample time to meet with the VIC staff to upload the submission contents and hero images.

### **1. Short Editorial Article**

- A short editorial article on **why visitors should come to your town or city** and what they could experience during their visit.
- The article must not be more than **500 words** and should be written in the style of a feature article for a print or online newspaper or magazine.
- It must be accompanied by **six high-quality images** relating to the attractions in your town or city. These must be **no bigger than 10MB each**, in jpeg format - preferably 500dpi files and 1920 x 1080.
- All images must be free of copyright and will be used during the Awards presentation and on certificates.

### **2. Promotional Video**

- A 30 second to 2-minute promotional video which **highlights the key attractions and experiences in the nominated town or city**.
- The video must be wide-screen, high-definition and **uploaded to YouTube with the URL link entered into the QTF portal**. Click [here](#) for a tutorial on how to upload the promotional video to YouTube.
- Entrants can use any means available to you to create this video, whether it is with a **video camera, drone webcam, iPhone or Go Pro**. Entrants may also create a **slideshow** using high-quality images and voice over or music.
- 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.

### **3. Visitor Itinerary**

- A **self-drive itinerary** that starts and finishes in the town or city. The itinerary should be for 3 to 4 days and can be for a **couple or family** (two adults and two children).
- As part of the itinerary, please define the target market for the trip. Entrants must submit **both a Word and PDF version** of the itinerary.
- Include **accommodation and activities** for between three to four days.

## **Judging and Consumer Voting**

The total score of the submission will be made up of:

- **30%** score determined by panel of industry judges; and
- **70%** score determined by public consumer vote

Entrants must achieve a score of 75% from the judges will be deemed a finalist on 29 March and proceed to the consumer voting component of the award process. The public will have the opportunity to review the video, itinerary and editorial article and vote for their favourite.

## Prizes

**Top Tourism Town** award winner will receive:

- **Extensive promotional package**, including exclusive marketing opportunities across digital, print and social media - special thanks to [InDaily](#) and [SA Life](#).
- **Customised brand-mark** for inclusion in marketing
- Framed certificate & sticker decal
- Feature on TiCSA social media channels and website
- *Other prizes TBC*

**Small Tourism Town** award winner will receive:

- **Extensive promotional package**, including exclusive marketing opportunities across digital, print and social media - special thanks to [InDaily](#) and [SA Life](#).
- **Customised brand-mark** for inclusion in marketing
- Framed certificate & sticker decal
- Feature on TiCSA social media channels and website
- *Other prizes TBC*

**Top Tourism Town Voters' Choice** winner will receive:

- **Extensive promotional package**, including exclusive marketing opportunities across digital, print and social media - special thanks to [InDaily](#) and [SA Life](#).
- **Customised brand-mark** for inclusion in marketing
- Framed certificate & sticker decal
- Feature on TiCSA social media channels and website
- *Other prizes TBC*

### **Correspondence and Enquiries:**

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