

## **TiCSA South Australia's Top Tourism Town 2022 Important Information**

Last updated: 22/03/22

In 2022, the Tourism Industry Council South Australia (TiCSA) is looking to find **South Australia's next Top Tourism Towns**.

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

In 2022 there are three categories:

- **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, but greater than 1,500.
- **Tiny 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 1,500 people.

The winners of these categories will go on to compete against Australia's other States and Territories for the title of Australia's Top Tourism Town, Australia's Small Tourism Town and Australia's Tiny Tourism Town in mid-2022.

Additionally, TiCSA will award a **Top Tourism Town People's Choice** to the town that receives the highest consumer voting score overall.

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**TiCSA: Tourism Industry Council South Australia**

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### Important Notes + Award Rules

- **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](#) or **Local Council by COB Tuesday 4<sup>th</sup> April 2022**. Entries are open to Local Tourism Associations, or motivated individuals/groups of locals passionate about elevating the profile of their town but must be submitted via the Visitor Information Centre or Local Council. **Only one nomination can be made per town.****

**Note:** If two nominations are received, the awards Program Manager has the right to accept which one will proceed. The hierarchy of which would be accepted would apply

- Accredited Visitor Information Centre
- Local Council

- The name of the Visitor Information Centre or Local Council 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 Information Centre may nominate multiple towns** within its catchment should a nearby town not have an official Visitor Centre.
- **Nomination Fee: \$180.00 (GST excl).** Entry fees must be paid by the close of nominations for the nomination to be valid. Entry fees are non-refundable.
- The sooner you submit your nomination, the sooner you can access the submission portal.

### Key Dates

<b>Nominations Open</b>	<b>Monday, 7<sup>th</sup> February</b>
<b>How to Enter Webinar</b>	<b>Monday 28<sup>th</sup> February</b>
<b>Nominations Close</b>	<b>Monday, 15<sup>th</sup> March COB</b>
<b>Submissions due (can be submitted prior)</b>	<b>Monday, 4<sup>th</sup> April COB</b>
<b>Towns announced + Consumer Voting Opens</b>	<b>Wednesday, 13<sup>th</sup> April</b>
<b>Consumer Voting Closes</b>	<b>Monday, 9<sup>th</sup> May</b>
<b>Winner Announcement at State Event</b>	<b>Late May/Early June. Date TBC.</b>
<b>National Event - Winners go on to represent SA</b>	<b>Mid 2022</b>

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## How to Enter

Entries can be submitted at any time after the nomination is made, with the final closing date being **COB Tuesday 15<sup>th</sup> March 2022**.

The following provides an overview of the submission requirements:

### **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 that best depict your entry and will be used for media and promotional purposes.

### **Town Introduction:**

- An **overview of the town** including target market and its commitment to tourism.

### **Visitor Itinerary:**

- An **itinerary for a defined target market** which includes both **accommodation** and **activities** e.g. two adults and two children for the number of days/nights as per your category requirements. The itinerary length should be as follows:
  - Top Tourism Towns - 4 days/3 nights
  - Small Tourism Town - 3 days/2 nights
  - Tiny Tourism Town - 2 days/1 night
- Entrants must submit a text and optional PDF version of the itinerary.

### **Promotional Video:**

- A **30 second – 2-minute promotional video** which highlights the key attractions and experiences in the nominated town.
- The video must be submitted in MP4 format and must be wide-screen and high-definition.
- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

### Editorial Article

- A short editorial article on **why visitors should come to your town** and what they could experience during their visit.
- The article must not be more than **800 words** and entrants must submit both a Word and PDF version of the article.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six images.
  - Images to be high resolution PNG files (less than 250kb)
- All images must be free of copyright and will be used during the Awards presentation and on certificates.

### Accommodation and Attractions (ReviewPro GRI Score)

- A list of accommodation and attraction activities 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)

^The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI.

### Consumer Voting

- Consumer voting for the Top Tourism Town People's Choice will commence on **Wednesday 13<sup>th</sup> April** where the public will have the opportunity to review the Promotional Video, Visitor Itinerary and Editorial Article and vote for their favourite online.

### Assessment Scoring

The three Tourism Town Categories will be scored a total score made up of:

- **10%** score determined by ReviewPro GRI score
- **25%** score determined by public consumer vote; and
- **65%** score determined by panel of industry judges

Towns will be announced **Wednesday 13<sup>th</sup> April** 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 online.

### **What Judges will be looking for**

The following provides a breakdown of the scores available for each item submitted, and what judges will be looking for:

#### **Town Introduction:**

- The town was able to demonstrate that they have a commitment to growing tourism
- Target market is clearly identified, and rationale of target market is clear and sound

#### **Editorial Article & Photos:**

- Thought, style and theme of the writing is of high quality and in the style of a feature article.
- Writing has been directed to the visitor.
- Theme is consistent with specified target market and the video and itinerary supplied.
- The theme reflects the brand and values of the town and is a compelling and enjoyable proposition for specified market.
- Photos
  - Photos are shot in a creative and interesting way to evoke an emotional response; and
  - Photos and editorial are connected.

#### **Promotional Video:**

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

#### **Visitor Itinerary:**

- Theme of itinerary is consistent with specified target market.
- Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial.
- The itinerary is achievable.
- A range of experiences/attractions are presented, with seasonality noted, if applicable.
- A compelling and enjoyable proposition that entices the reader to visit.

### Entrant Tips & Advice

- Your submission elements must all relate back to the specified target market in your itinerary.
- The various components (itinerary, video, editorial, photos) must be aligned in theme, tone and who they are targeting.
- The judges or consumers may not know your town. Your editorial should be written so that judges and consumers are excited to visit your town.
- Do not use acronyms unless you include the full name in brackets following it.
- Your itinerary should be achievable and able to 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.
- 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 video should show some of your major attractions or experiences that visitors can experience in your town and should include visitors enjoying those attractions and experiences.
- Allow ample time to meet with the VIC staff or Local Council to upload the submission contents and hero images.

### Prizes

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

- **Extensive promotional package**, including exclusive marketing opportunities across digital, print and social media - special thanks to **Adelady, Adelaide Airport, FiveAA, SA Life & Shop Local SA.**
- **Customised brand-mark** for inclusion in marketing.
- **Customised sign** to promote win at entry and exit point of town.
- Trophy and framed certificate presented at winner announcement event.
- Feature on TiCSA social media channels and website.

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

- **Extensive promotional package**, including exclusive marketing opportunities across digital, print and social media - special thanks to **Adelady, FiveAA, SA Life & Shop Local SA.**
- **Customised brand-mark** for inclusion in marketing.
- **Customised sign** to promote win at entry and exit point of town.
- Trophy and framed certificate presented at winner announcement event.
- Feature on TiCSA social media channels and website.

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

- **Extensive promotional package**, including exclusive marketing opportunities across digital, print and social media - special thanks to **Adelady, FiveAA, SA Life & Shop Local SA.**
- **Customised brand-mark** for inclusion in marketing.
- **Customised sign** to promote win at entry and exit point of town.
- Trophy and framed certificate presented at winner announcement event.
- Feature on TiCSA social media channels and website.

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

- **Extensive promotional package**, including exclusive marketing opportunities across digital, print and social media - special thanks to **Adelady, SA Life & Shop Local SA.**
- **Customised brand-mark** for inclusion in marketing
- Framed certificate
- Feature on TiCSA social media channels and website

### **Terms and Conditions**

By entering the 2022 South Australian Top Tourism Town Awards, you authorise the use and/or reproduction of images and the 100 word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

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

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

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

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

### **Correspondence and Enquiries:**

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