

This category is open to South Australian tourism businesses or attractions delivering tourism products or services that are welcoming for people of all abilities. Entrants must demonstrate how they have developed a tourism experience to become more accessible.

**Important notes:**

- **Maximum submission length is 8000 words.**
- This Award is only offered at the South Australian Tourism Awards level. Winners in this category will not proceed to the Australian Tourism Awards.

**COVID-19 Impacts (0 marks)**

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**Please provide the judges with an understanding of your business' situation during the national and world events during the qualifying period. E.g. COVID-19, natural disasters (fire)**

*NOTE: These responses do not contribute to your overall score but provides a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.*

1. Describe what the business restrictions were to your business e.g. gatherings
2. Describe the impact of travel restrictions to your business e.g. border closures

**1. Introduction (15 marks)**

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**Provide an overview of your business' tourism products and services including the nature and history of the business in developing a meaningful accessible tourism product. (15 marks)**

*Response Guidance:*

- Take the judge on a journey of your business accessible product/service; where/how it began, describe the visitor experience, what are the accessible tourism products/experiences offered to your visitors, how have you developed your products over time?
- Highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.
- Explain your values, philosophy, commitment to excellence and accessibility, and what makes you stand out.
- Note: barriers to participation can be reduced through providing accurate accessible information, improved customer service, purchasing adaptive mobility equipment or by improving the physical environment.
- Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the service and any specific facilities/amenities you have highlighted in your response.

## 2. Business Development (15 marks)

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**During the qualifying period, what have you implemented to improve your accessible tourism offering and/or to provide business recovery/resilience in the wake of national and world events? (15 marks)**

*Response Guidance:*

- This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.*
- To respond, consider what strategies, innovations and/or developments the business has introduced or updated to enhance the accessible tourism offering and why. An enhancement could include, for example, a new experience/facility, updating point of sale processes to changing to ethically sourced supplies. Actions that supported the ongoing survival of your business could include, for example, diversifying your product/experience, seeking alternative ways for the delivery of the experience/product/service.*
- The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the accessible tourism offering, or how it supported business endurance. The judges will be looking for an understanding of what prompted the innovation/development/improvement e.g. was it a result of guest feedback, change in market demand, etc. or how it was anticipated to support business endurance in the current climate.*
- An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation/development/improvement and how they align with your business' main goals and strategies.*
- Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.*

## 3. Marketing (15 marks)

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**During the qualifying period, describe the marketing strategies used to meet the needs of accessible target markets to support business growth and/or business recovery/resilience. Why were these strategies chosen and what was the result? (15 marks)**

*Response Guidance:*

- This question is looking for a clear understanding of how you are marketing to the accessible target markets. You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market.*
- Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations. This could mean targeting more young families, the ageing population or wheelchair users.*
- You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example, social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.*

- *Ensure you outline why these marketing strategies were selected by aligning with your accessible target markets as well as, where able, local, regional or state marketing plans.*
- *It is important that the judge understands whether the strategies were developed for business endurance, or whether the strategies were adopted to keep connected to your target market whilst normal business operations were unable to take place.*
- *Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.*
- *Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).*

#### **4. Customer Experience (20 marks)**

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##### **How does your business provide quality visitor experiences and demonstrate inclusive and accessible practices? (20 marks)**

###### *Response Guidance:*

- *This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.*
- *For those businesses that had significant disruption during this specific qualifying period you should consider how you provide quality customer experiences in the alternatives ways in which you operated – communicated to customers during changing restrictions, kept customers informed during closures etc.*
- *Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, staff reward systems etc.*
- *Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.*
- *Describe how you monitor and assess customer service to ensure quality delivery and that you are meeting the needs of the accessible tourism market. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.*
- *Consider how you actively encourage feedback and how feedback is used to improve the visitor experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.*
- *As a part of your delivery of quality visitor experiences you need to demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This includes physical needs, but is also not limited to cultural, language, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.*
- *Provide examples of how you catered for customers with specific needs, explain the outcome or successes. A case study would be beneficial here.*
- *Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.*

## 5. Responsible Tourism (15 marks)

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**How has your business considered and progressed its environmental, social, economic and ethical responsibilities during the qualifying period? (15 marks)**

### *Response Guidance*

*This question requires you to outline how your business has considered and acted on reducing or improving its overall impact within the four areas.*

*You should break this question into the four parts and consider using a table or headings to assist in your answer.*

- *Environmental*
  - *Consider the following:*
    - *How the business has considered its environmental impact*
    - *What the business has done to be environmentally responsible*
  - *Some examples are*
    - *Water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, reuse initiatives in place.*
  - *The inclusion of actual measurement data including the amounts saved/reduced in comparison to the previous year may enhance response.*
  
- *Social*
  - *Outline how you have considered the impact of your business on local people*
  - *Your response should consider non-monetary examples*
  - *Some examples are;*
    - *supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups*
    - *Employing locals and the impact their employment has had on the person, mentoring other businesses, speaking at schools*
    - *Work experience opportunities that are offered*
    - *Offering gifts for the school raffle that allowed the school to raise money for an item they wouldn't have otherwise been able to afford*
  
- *Economic*
  - *Detail how your business supports the local economy*
  - *Some examples are*
    - *local purchasing, % of employment of local people.*
    - *Operators who stock and sell a local artisan's products, or stock local produce in minibars/hampers/outlets and how the business has boomed because of it for the manufacturer/producer (or something similar)*
    - *Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going*
  - *You should determine the percentage of total contribution. E.g. '75% of all our expenses were spent in X region.'*

- *Ethical*
  - *Outline how the business has considered its ethical responsibilities*
  - *For example, the engagement and representation of Aboriginal and Torres Strait Islander people, cultural or historical representation, animal welfare etc.*

*Use graphics to support and enhance your response.*

<b>Submission Score</b>	<b>/80</b>
<b>Online review</b>	<b>/5</b>
<b>Consumer rating</b>	<b>/15</b>