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WHAT'S INVOLVED?

- Can enter **more than one** category
 - **BUT** best to concentrate on the category that **best reflects** your core business (especially first-time entrants)
- If you do, make sure you **focus on the specifics** of each category's questions
 - **Don't simply replicate** your answers across multiple submissions

**WHAT'S INVOLVED?
(CATEGORIES)**

- **Word count** for 2022 increased to **10,000**
 - **Six sections**, each with **three sub-questions**
 - **Overview** in today's **Information Session**
 - Covered in more **detail** in the **How to Enter Workshop**

- **Content**
 - Keywords
 - Dot points

- Keep a **Tourism focus** (i.e.: not a business award)

- **Don't assume reader knowledge** of your business/region
 - Consider the **'big picture'**
 - Imagine a **national judge** marking the submission

- **Consumer Rating and Online Review – Rebecca** to cover
 - **Timely responses** and demonstrated **conflict management** are crucial

- **Site Visits**
 - Not all categories visited
 - Judges **experience** product **as a customer would**
 - Google, reviews, maps, website, level of info
 - **Be prepared** – check nominee kit for questions

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IMAGES CAN BE...

- Use **images to support** your content (not in place of)
 - 'A picture is **worth 1,000 words**'
- **Collages** of related images can be very powerful
- Use **high-resolution images** to ensure clarity
 - Portal **upload process** under revision for 2022
- Always use descriptive **captions** to explain the images

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IF IN DOUBT – USE A TABLE!

- **Tables** help to convey **information concisely**
 - Refer to guidebook for recommended questions
- Text is **included** in the overall **word count**
- Include **measurable outcomes** wherever possible
 - **SMART** goals
 - **Quantifiable** evidence
 - Separate **column** for results

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KEY SUBMISSION SECTIONS

- Read entrant **guidebook** before you start
 - **Highlight** relevant areas
 - Judges will be looking for what will **attract points**
(*HINT: make sure you've **answered** the question!*)
- **Keyword** exercise (as previously described)
- **Sub-questions** and **point allocations differ** by category
 - Category 1 (**Major Tourist Attractions**) used as **example** in the following slides
- Note that the **Responsible Tourism section** has been reinstated for 2022 (formerly **Sustainability**)
- **Rebecca** to explain **Online Review** and **Consumer Rating**

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**COVID-19 IMPACTS
(0 points)**

- This section **not included in word count or score**
- **Brief answers** in **dot point** format
- Provides **background story** for judges (big picture)
 - **Factual** information
 - Aim for a **positive** approach
 - How you **overcame** the challenge
 - Business **agility**
 - **Opportunity** in crisis (e.g.: planning, maintenance, revision of processes)
- Response Guidance:
 - **How many months** in the qualifying period was your business **operational** for?
 - What **restrictions** applied to your business e.g.: gatherings
 - Impact of **travel restrictions** to your business e.g.: border closures

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**Q1 – INTRODUCTION
(15 points)**

- 'Big Picture' overview – **set up your story**
- **Who, What, Where, When, How, Why**
- Category alignment – **demonstrate eligibility**
- Business **Mission, Vision, Values**
- Touch on **key business plans** and **strategies**
 - Provide more detail in Q2. Business Development
- Commitment to **Tourism Excellence** on L/R/S/N levels
- Any **awards, accolades, accreditation**

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**Q2 – BUSINESS DEVELOPMENT
(15 points)**

- **More detail on your initiatives, goals, and strategies**
 - Refer to your overarching **Business Plan**
 - 1 year, 5 year, and/or long-term
 - Insights from Post-implementation reviews
 - Ideal place to use **tables** for **concise** information
 - **SMART** goals
 - **Quantified** evidence of **outcomes**

- How have you **improved/adapted/innovated**
 - **Changes/enhancements** to core offering
 - Flow-on **effects**
 - Customer **engagement**
 - Include detail in Q4. Customer Experience
 - Personal & professional **development**
 - Environmental, economic, ethical, social, community **benefits**
 - Include detail in Q5. Responsible Tourism

- Demonstrate the **journey**
 - **What prompted** the change/s (specific **challenge**)
 - Research & planning
 - **Why** change/s were **implemented** (specific **aim**)
 - Alignment with business strategies
 - **How** it **enhanced** your business offering (**outcome/s**)
 - Measurable & anecdotal – include imagery

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**Q3 – MARKETING
(15 points)**

- **Target markets**
 - **Who** are your **target markets**? (eg: life stage, origin, income, motivations for travel etc)
 - **Why** does your **product appeal** to them?

- How are you **communicating** to/with them?
 - **Innovations** – what have you done differently?
 - Social media, digital advertising, apps, paid advertising, publicity, relationship/database marketing, product packaging, collaborations

- Marketing **strategies**
 - **Why** did you choose them?
 - How do they **appeal** to your target market/s?
 - How do they **align with L/R/S marketing plans**?
 - Were they developed for **business endurance** or to **stay connected** during shutdowns?

- **Measurable outcomes**
 - e.g.: Media coverage, social media engagement, increased web traffic, increased bookings etc

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**Q4 – CUSTOMER EXPERIENCE
(15 points)**

- Include overarching **customer experience philosophy**
 - Customer **journey mapping** – end-to-end process
 - Consider **service standards & overall experience**

- **Inclusive practices**
 - Outline how you have adopted **inclusive practices**
 - Consider physical & intellectual, Cultural & language, LGBTQI+
 - Also think of needs **specific** to your **target markets**
 - Groups, families, business, meetings etc
 - Include **examples** and/or **case study**

- **Communication**
 - **Strategy and processes** used throughout the customer journey

- **Customer feedback**
 - How you **encourage, monitor**, and use it for **continuous improvement** (feedback **case study**)
 - Customer **testimonials, review scores, case studies** etc are good here (but **use throughout submission**)

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**Q5 – RESPONSIBLE TOURISM
(10 points)**

- **Environmental**
 - e.g.: **Water** conservation; **waste** management/reduction/recycling; fuel and **energy** reduction; carbon **emissions** reduction/offset; **reduction/reuse** initiatives; **landcare, native vegetation** and **habitat** regeneration

- **Social**
 - Supporting the **local community** and businesses
 - **People** and **relationships** rather than monetary

- **Economic**
 - Supporting **local businesses** and organisations
 - **Purchasing; financial** and in-kind contributions; sponsorships and donations

- **Ethical**
 - e.g.: Acknowledgement of **Indigenous** culture and consultation with Traditional Owners; **Cultural** inclusiveness; **Heritage** preservation and activation

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JUDGING

- **Voluntary panel** of experienced industry professionals
- **Teams of 3** review submissions separately
- **Deliberate and discuss** in teams after individual scoring
- **Site visit feedback** can be a deciding factor
- **Chair of Judges** oversees and adjudicates
- **Independent Auditor** checks and verifies results

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JUDGES ARE LOOKING FOR...

- Submissions take approximately **2 hours** to judge and each judge can have **20 or more submissions** to review
- Make it as **easy as possible for the reader** to find all of the key information in answer to the question
- Ask an **objective third party** (eg: a friend or family member not involved in the business) to **proofread** your submission – can they understand it easily and see that questions have been answered effectively?

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TIPS FOR SUCCESS

- The **qualifying** period is **1 July 2021 to 30 June 2022**
 - **Be proactive** from today onward about **gathering information** for use in your submission

MORE TIPS FOR SUCCESS

- **Planning is key**
 - **Start** as soon as possible
 - **Break the process down** and **set target dates**
 - **Keyword/dot point exercise** will help to **identify what you need to do, information** to gather etc

- **Get organised**
 - Keep **files** with relevant info for **specific questions**
 - **Dropbox**
 - Use a **note taking app** or notepad to get random thoughts, 'To Do' items etc out of your head
 - **Evernote**

- Use TICSA and SATA **support and resources**
 - **Review and refer to** regional and state **tourism plans**

- Your **first submission** will be a steep learning curve, but the process is an **invaluable** business development tool
 - In subsequent years, you'll be able to use your previous submission as a **template/guide**
 - You'll also know what **information to collect** and file as it comes to hand

- **Questions?**