WORKSHOPS & WEBINARS

3 April Ballina

5 April Port Macquarie

5 April Wagga Wagga

9 April Dubbo

7 May   Thornton (Newcastle)

8 May   Webinar (state-wide)

9 May   North Sydney

14 May Wollongong

2018

WORKSHOPS & WEBINARS

1. Introduction

2. Award Programs
- Role of ATIC and Tourism Industry Division of NSW Business Chamber
- Award Partners
- National, State and Regional Awards
- Benefits of entering award programs

3. Key Dates

4. How to Enter

5. 2018 Awards Portal

5. Rules and Requirements
- Qualifying period
- Categories

7. Planning and Preparing your Submission
- What judges' are looking for?
- Submission content and evidence
- Components of response
- Content, evidence and structure formula

8. 2018 Questions
- Question analysis
- Tips for response

9. Judging
- Submissions
- Site verifications

10. Entrant Support Program

11. Gala Event(s)

11. Contacts & Further Information

2018

ABOUT

Award Programs

Australian Tourism Industry Council (ATIC)

The Australian Tourism Industry Council (ATIC) is the owner of the Australian Tourism Awards and oversees the governance of the program (first 25 categories).

The Tourism Industry Division of the NSW Business Chamber and the respective State & Territory Tourism Industry Councils are on the Board of ATIC.

National and State Award Programs

THE AUSTRALIAN TOURISM AWARDS

AND

THE STATE/TERRITORY TOURISM AWARDS

THE GOLD BOOK

2018

A MANUAL PROVIDING GUIDELINES, RULES & REGULATIONS
RELATING TO THE PROCESS OF MANAGING

The categories, questions and criteria of the national program is integrated across the state and regional tourism awards programs (first 25 categories).

The judging process is governed by the national rules set in *The Gold Book* and reviewed annually.

Entrants must be based or operate in the state or territory of their nomination.

QANTAS
Australian
Tourism Awards

NSW
TOURISM
AWARDS
2018

PARTNERSHIP

OFFICIAL PARTNER

Destination NSW

PLATINUM PARTNERS

NRMA

QANTAS
Spirit of Australia

Sydney Airport

SUPPORTING PARTNERS

TOURISM AUSTRALIA

BUSINESS EVENTS SYDNEY

Caravan & Camping
INDUSTRY ASSOCIATION NSW

Forestry Corporation

MEDIA PARTNER

Sydney Markets

PRINT PARTNER

RAWSON
PRINT Co

AUDITING PARTNER

pwc

WINE PARTNER

Margan
PREMIUM HUNTER VALLEY WINES

NSW
TOURISM
AWARDS
2018

2017 NSW Tourism Award Winners

Sealy Lookout, Orara East State Forest
Tourist Attractions

BIG4 Deniliquin Holiday Park
Caravan & Holiday Parks

Cupitt's Winery and Brewery
Tourism Wineries, Distilleries and Breweries

Let's Skip Town Together
Destination Marketing

Margan Family Winegrowers
Tourism Restaurants and Catering Services
Excellence in Food Tourism

New Tourism Business
Hello Sydney Shopper Hopper

Taronga Western Plains Zoo
Unique Accommodation

Byron Bay Bluesfest
Major Festivals & Events
Hall of Fame Winner

Lilypad Luxury Cabins
Self Contained Accommodation

NSW TOURISM AWARDS 2018

2017 NSW Tourism Award Winners

Dave's Travel and Events Group
Tour and Transport Operators

Lake Crackenback Resort & Spa
Deluxe Accommodation

Lets Go Surfing
Adventure Tourism

Major Tourist Attractions
Royal Botanic Garden Sydney

Moama on Murray Resort
Standard Accommodation
Hall of Fame Winner

Reg Edwards
Outstanding Contribution by an Individual to NSW

Sea Acres Rainforest Centre
Visitor Information Services

Fairmont Resort Blue Mountains, MGallery by Sofitel
Business Event Venues

Mollymook Beach Waterfront
Hosted Accommodation

NSW TOURISM AWARDS 2018

2017 NSW Tourism Award Winners

Byron Bay Eco Cruises & Kayaks
Ecotourism

Hello Koalas Sculpture Trail
Cultural Tourism

TAFE NSW Sydney
Tourism Education & Training

New Tourism Business
Hello Sydney Shopper Hopper

Taronga Western Plains Zoo
Unique Accommodation

Moonshadow TQC Cruises
Major Tour and Transport Operators

The Darling
Luxury Accommodation

Sand Dune Adventures
Qantas Award for Excellence in Aboriginal and Torres Strait Islander Tourism

Parkes Elvis Festival
Festivals and Events

2017 HALL OF FAME

NSW TOURISM AWARDS

Byron Bay Bluesfest
Major Festivals & Events
Hall of Fame Winner

Moama on Murray Resort
Standard Accommodation
Hall of Fame Winner

- Chance to review and enhance business practices

- Opportunity to benchmark your business within your industry sector and peer group

- Raise the profile of your business

- Brand awareness and publicity

- Entrant Support Program offered to enhance business development

- State Gold winners gain automatic entry into QATA

Tourism Excellence

Business Planning

Marketing

SUBMISSION =
BUSINESS PLAN REVIEW

Customer Service

Sustainability

REGIONAL Tourism Awards

NSW TOURISM AWARDS 2018

Caravan and Holiday Parks
BIG4 Deniliquin Holiday Park

QANTAS Award for Aboriginal and Torres Strait Islander Tourism **Sand Dune Adventures**

Excellence in Food Tourism
Margan Winery and Restaurant

SILVER WINNERS

- Major Festivals and Events - **The 28th Annual Byron Bay Bluesfest 2017**
- Tourism Restaurants and Catering Services - **Margan Winery and Restaurant**
- Standard Accommodation - **Moama on Murray Resort**

BRONZE WINNERS

- Major Tourist Attractions - **The Royal Botanical Gardens** Tourist Attractions - **Sealy Lookout, Orara East State Forest**
- Visitor Information Services - **Sea Acres Rainforest Centre**
- Destination Marketing - **Mudgee Region Tourism**
- Tourism Wineries, Distilleries and Breweries - **Cupitt's Winery, Brewery & Kitchen**

Media Exposure

LATTE
LUXURY AUSTRALIAN TRAVEL TRADE E-NEWS

HOTELS & RESORTS   TOURS   AIRLINES   CRUISE   GOURMET   UPCOMING EVENTS   INTERVIEWS   WELLNESS   SUBSCRIBE

EVENTS
Tourism Shines At The 2017 Qantas Australian Tourism Awards
LATTELUXURYNEWS · Feb 28, 2018 👁 80
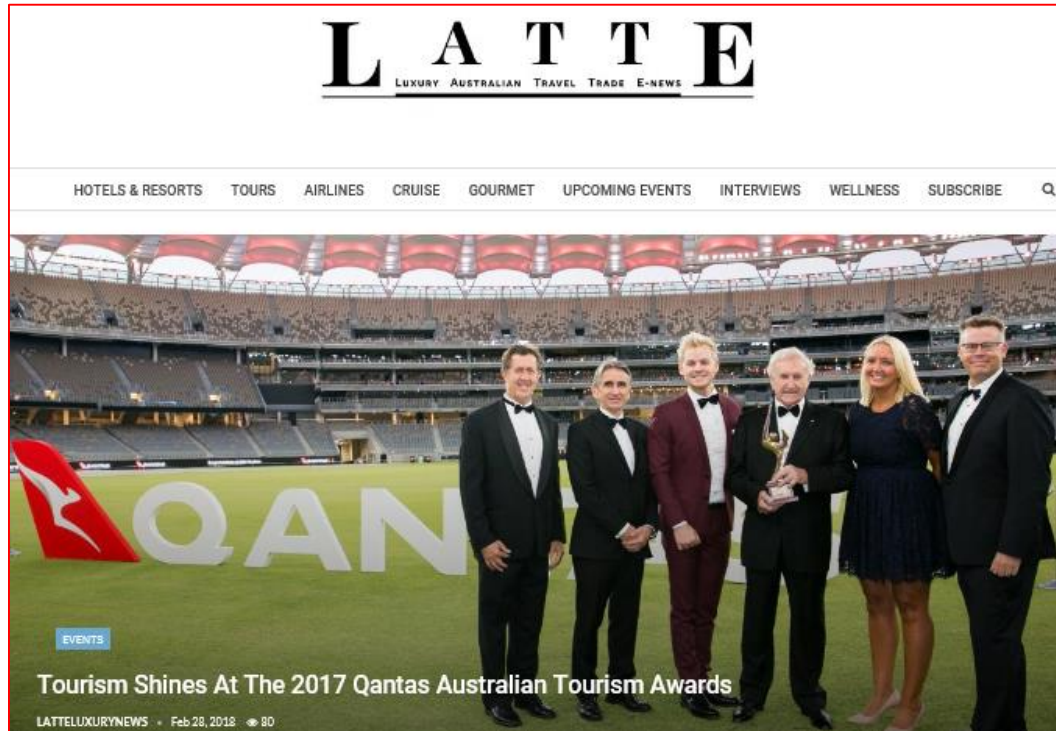
Bluesfest Honoured At 2018 Australian Tourism Awards

By **The Music**
Published February 26, 2018

'[We] will always strive to provide the best in music, and the services we provide to our patrons.'

Just weeks out from the 2018 event, **Bluesfest** has nabbed itself another gong, taking home silver at the **Australian Tourism Awards** for Best Major Festival & Event.

The festival beat out the likes of the F1 Melbourne Grand Prix to nab second spot at a ceremony in Perth on Friday night, just behind the Toowoomba Carnival of Flowers, which took out top spot.

"There is no shame in coming second in the final of the Australian Tourism Awards," Bluesfest Executive Director Peter Noble said.

"Bluesfest was up against Australia's creme de la creme in the category Best Major Festivals and Events."

Sydney Weekender

visitnsw.com Destination NSW

f **1,731** Likes   **🐦** **3,858** Followers   **in** **902** Followers

Regional Award Programs

Winners from the regional tourism awards programs qualify as finalists automatically at state level and likewise from state to national.

Regional Tourism Award programs in 2018:

- Riverina Murray Regional Tourism Awards

- Country & Outback NSW Regional Tourism Awards

- North Coast Tourism Awards

Regional Award Programs

Destination Networks

KEY

- RIVERINA MURRAY
- SOUTHERN NSW
- NORTH COAST INCLUDING LORD HOWE ISLAND
- COUNTRY & OUTBACK NSW
- SYDNEY SURROUNDS NORTH
- SYDNEY SURROUNDS SOUTH

Key Dates

Date	Activity
2 March	Awards Launch & Nominations Open
April – July	Entrant Support Program
29 May – 7 August	Site Verifications
29 June	Nominations Close
9 July	Last submission deadline for Entrant Support Program
7 August	Submission Close
15 October	Finalists Announced
22 November	Gala Event

NSW TOURISM AWARDS 2018

REGIONAL TOURISM AWARDS

Date	Activity
2 March	Awards Launch & Submissions Open
April	Regional & NSW Tourism Award Workshops & Entrant Support Program
3 April – 25 May	Site Verifications
1 May	Last submission deadline for Entrant Support Program
25 May	Submission Close
4 July	Finalists Announced
21 July 25 July 28 July	Gala Events Riverina Murray North Coast Country and Outback

REGIONAL Tourism Awards

How to Enter

HOW TO ENTER

http://www.nswtourismawards.com/Entry/How-to-Enter

https://regionaltourismawards.com.au/how-to-enter/

https://online.qualitytourismaustralia.com/

Quality Tourism Australia Home Page

https://online.australiantourismawards.com.au/

HOW TO ENTER

Registration

- Visit the Australian Tourism Awards portal https://online.australiantourismawards.com.au/

- Create a new user account

- Verification email sent to email account for confirmation

- Enter in further business details

- Register your nomination & complete payment (if you are **not** a Member of the NSW Business Chamber)

User Guide

Your Nomination and Details

Entering Data

Word Count

To see the overall word count for the entire entry, click the word count button (top left of page).
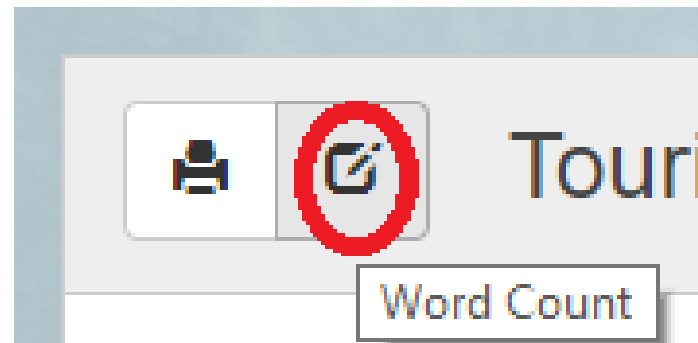
Basic Functions of the Text Editor
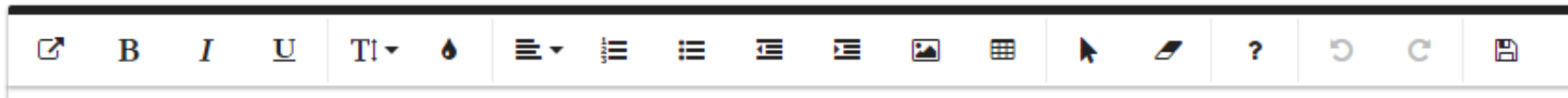
- Expand your working area

- Standard formatting options: Bold, Italics, Underline

- Ability to change text size (font family cannot be changed)

- Change the text colour and paragraph alignment

- Create numbered or bulleted lists

- Increase/decrease paragraph indentation

- Select all contents of textbox

Copying from an Office Document

Word Paste Detected

The pasted content is coming from a Microsoft Word document. Do you want to keep the format or clean it up?

Clean   Keep
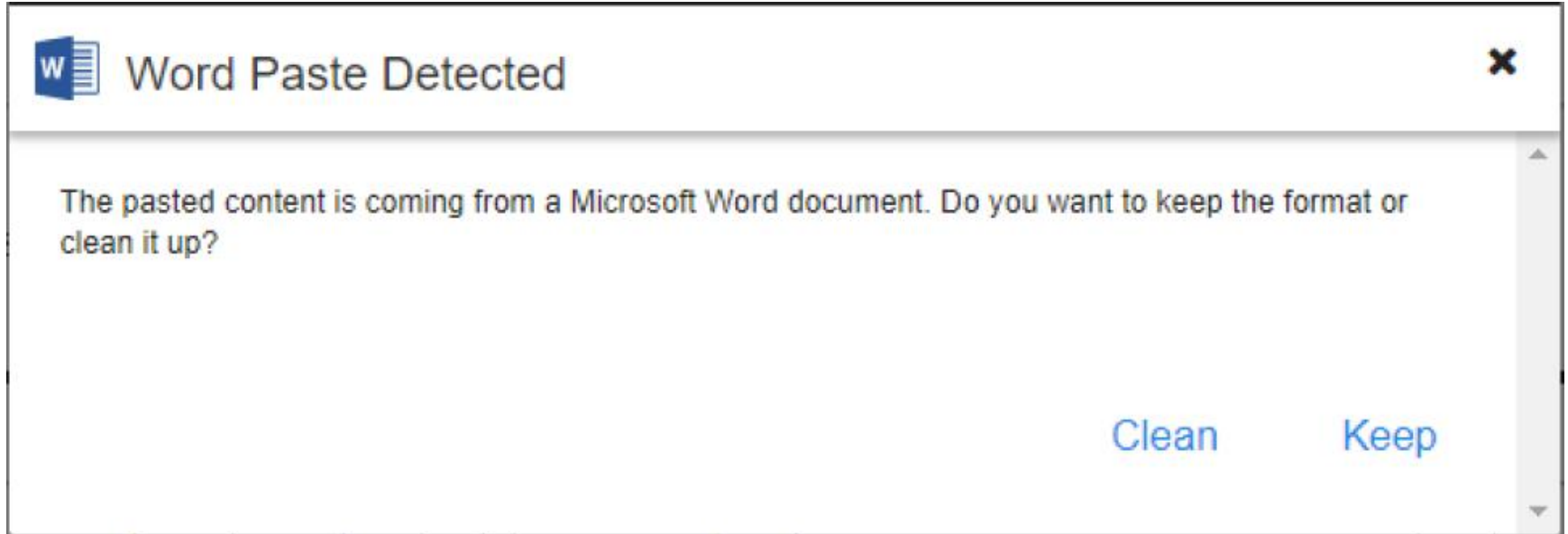
Uploading Images & Image Options
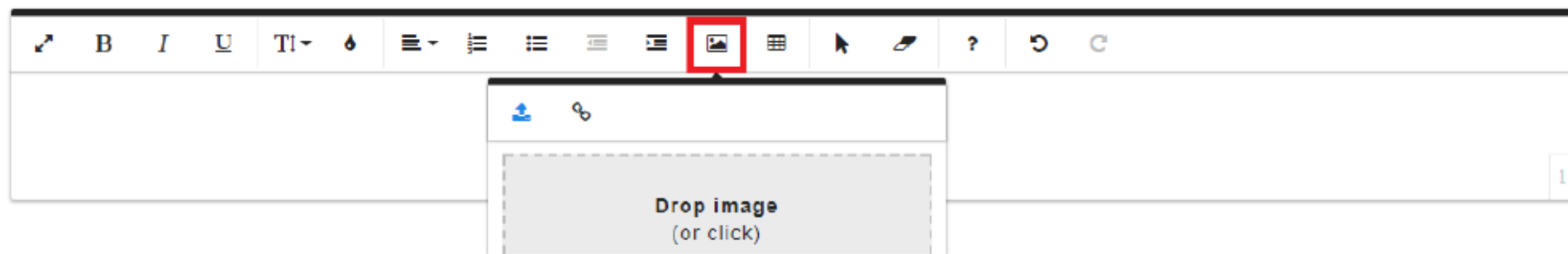
- Clicking on the 'Image' button will bring up the image dialog.

- Portal will block files larger than 10MB from being uploaded.

- .JPG and .PNG allowed

- You can also copy and paste images from Word.

- Pasting images from a web page may mean it is not there when you generate the report as it is linking to the webpage while online.

Tables

| Row 1 Column 1 | Row 1 Column 2 | Row 1 Column 3 |
| Row 1 Column 1 | Row 2 Column 2 | Row 2 Column 3 |
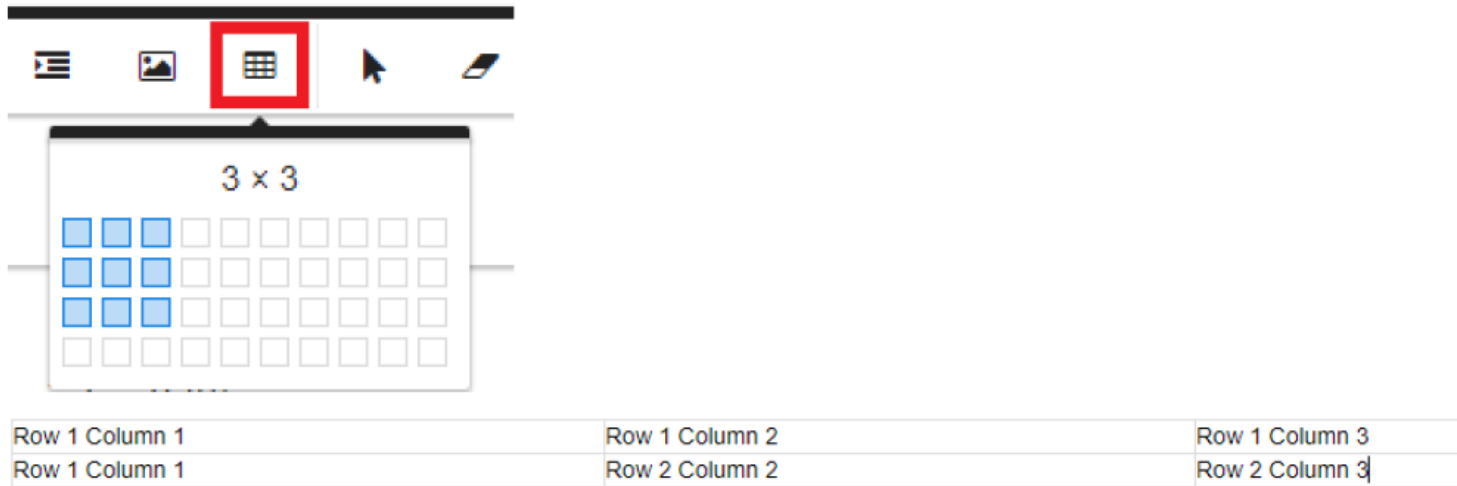
- Tables are able to be inserted into the question answer - in each text box there are format options with table insert being one of them.

- Tables can be pasted from Word or Excel.

- The words populated in the table are counted and contributed to the overall word count.

Generating a report to view entire entry
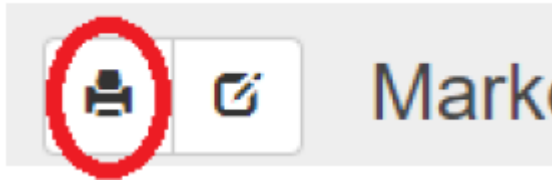
To generate a report to view the entire entry, click on Printer image – top left next to the Section name.

Please note that images and tables might appear differently in the report than online. It should be noted that the report is not used in the judging process.

Reviewing and submitting your entry

Tabs along the bottom navigation table indicate what has been completed and what still needs to be completed.

Business Planning (20) ✖   Tourism Excellence (20) ✔

Your data is saved continuously whenever you click onto another field e.g. click onto another tab, question or somewhere else on the page, or click on the Save button.

Previous Section   ☑ Save   Highlight Incomplete Questions   Next Section

Submission – finalising your entry

When you are satisfied you have completed **all questions** to the best of your ability, incorporated Entrant Support Partner feedback, you can <u>finalise</u> your entry by clicking the 'Submit' button, in the bottom right hand corner.

Rules & Requirements

Qualifying Period

Achievements or activities referred to within your entry must relate to the qualifying period: 1 July 2017 – 30 June 2018

Exceptions apply to seasonal facilities and the following categories:

3 - Major Festivals & Events

14 - Destination Marketing

4 - Festivals & Events

24 - New Tourism Business

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AWARDS
2 0 1 8

Categories

1 Major Tourist Attractions

2 Tourist Attractions

3 Major Festivals and Events

4 Festivals and Events

5 Ecotourism

6 Cultural Tourism

7 Aboriginal & Torres Strait Islander Tourism

8 Specialised Tourism Services

9 Visitor Information and Services

10 Business Event Venues

11 Major Tour and/or Transport Operators

12 Tour and/or Transport Operators

13 Adventure Tourism

14 Destination Marketing

15 Tourism Restaurants and Catering Services

16 Tourism Wineries, Distilleries and Breweries

17 Caravan & Holiday Parks

18 Hosted Accommodation

19 Unique Accommodation

20 Self Contained Accommodation

21 Standard Accommodation

22 Deluxe Accommodation

23 Luxury Accommodation

24 New Tourism Business

25 Excellence in Food Tourism

26 Outstanding Contribution by an Individual to NSW*

27 Tourism, Education & Training*

Categories not offered as direct entries to the QANTAS Australian Tourism Awards

Category Selection

Entrants must enter the category that best reflects core business

If you are entering more than one category*, a separate and complete nomination and submission must be submitted via the portal for each category

Category 8: Specialised Tourism Services - 2018 amendments to category eligibility

http://nswtourismawards.com/About-the-Awards/Categories

*refer to specific category conditions

NSW TOURISM AWARDS 2018

Category Groupings

Entrants may only enter one submission in any one of the following group of categories:

- Attractions: Enter either category 1 or 2;

- Festivals & Events: Enter either category 3 or 4;

- Tour and Transport Operators: Enter either category 11 or 12;

- Accommodation: Enter either category 17, 18, 19, 20, 21, 22 or 23.

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2018

Category 8

Category, Specialised Tourism Services is for entrants that are unable to meet the criteria of other categories. Entrants in this category are NOT permitted to enter any other additional categories.

Category 8 recognises the outstanding delivery of specialised or distinct tourism product/service that enhances the visitor experience and integrate with other tourism products.

This category is only open to those businesses who do not meet the criteria of any of the other award categories.

Entrants in this category could include – but not limited to – service providers, shopping precincts, retailers, online information and booking systems, member services, money exchange services, language and interpreter services.

* new descriptor for 2018

Category 24

Entrants that commenced operation for the first time in the qualifying period MUST enter Category 24 New Tourism Business:

Category 24 recognises new tourism businesses that have commenced trading, visitation or service delivery during the qualifying period.

This award recognises excellence in the planning and development of new tourism infrastructure and/or services.

Tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

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AWARDS
2018

Preparing and planning your submission

Word Limits

- Each entry will have a word limit

- Word limit for submissions is 12,500 with exception of Category 25 & 26

- Category 25 Excellence in Food Tourism maximum 8,000 word limit

- No word limit for Category 26 Outstanding Contribution by an Individual

NSW
TOURISM
AWARDS
2 0 1 8

Images

The submission can include up to 25 images with caption.

i. Images can include infographics, charts, graphs and pictures

ii. Any image used must be for the sole purpose of supporting the submission by providing evidence. Images cannot be used to form part of the written response to a question.

NSW
TOURISM
AWARDS
2018

Images

iii. Captions are to be a maximum of 6 words, not included in the overall word count. Any words within a caption above 6 words will be included in the overall word count.

Planning your Submission

Project Team

Capabilities / Expertise

Resources

Financial / Time

Methodology

Consultation / Research

Considerations

What are judges looking for?

- Evidence of a strategic approach
- Demonstrated flair and *innovation*
- Awareness of your marketplace & industry
- Measurable goals, outcomes with quantifiable results
- Financially, well managed sound business
- *Passion, enthusiasm*
- Sense of humour
- Structured and *easy to read* submission
- A business deserving of being recognised
- Leading best practice and an exemplary example for others
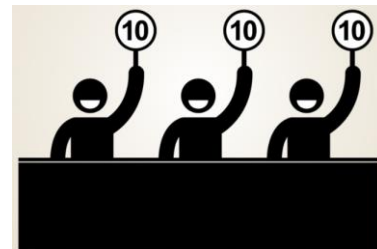
Submission content

- Consider where you can include graphs & charts as an image

- Include good quality images with a capture that help to tell your story

- Be creative

- Use the points allocated as a guide to length for each answer

- Unanswered questions will attract zero points

Three key components to a response

Evidence

Content

Structure
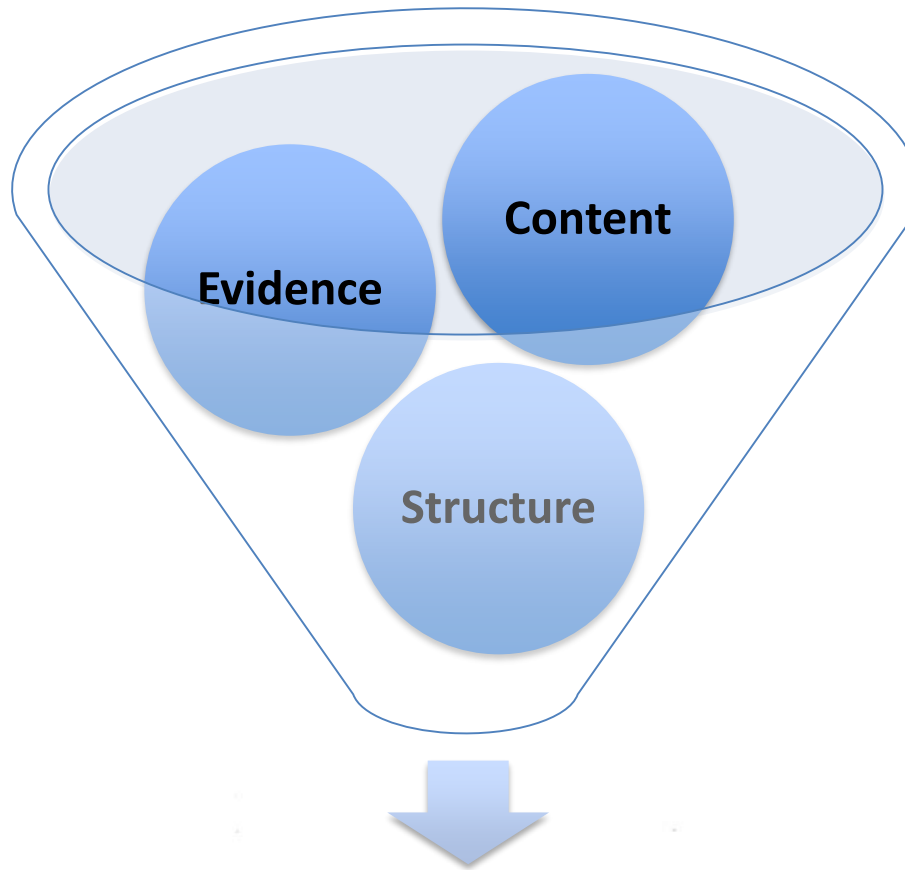
Your response

Content Formula = Question Analysis

Parts	Subject	Context	Actions
How many parts or sections are there in the question? Watch out for the word 'and'.	What is the specific subject you have to address?	What topics do you need to focus your response on? What is the context?	What is the action word or the word that indicates an action you need to take?
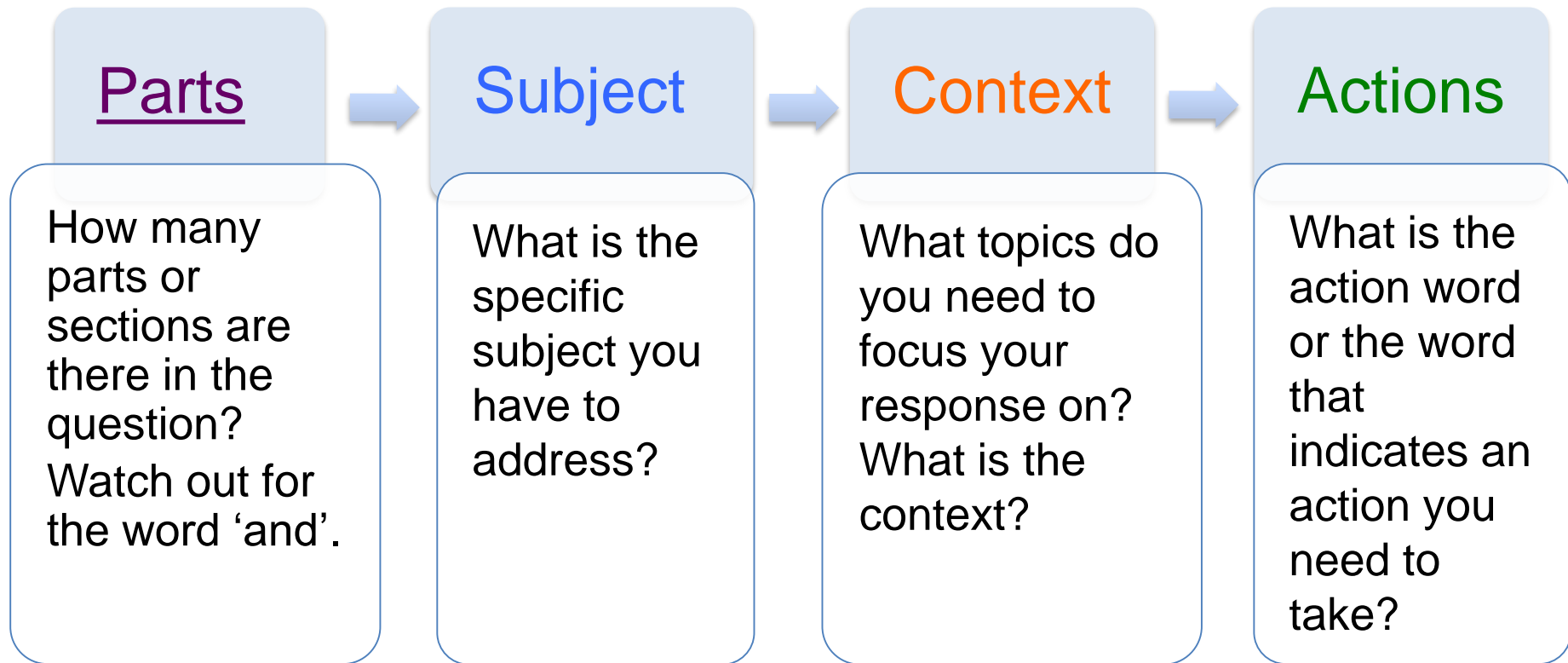
1. Describe any innovations that have taken place during the qualifying period to improve your tourism business and
2. demonstrate how these innovations enhance your tourism experiences/services.

Examples of verbs used in questions:

Describe	Give enough detail so they can understand 'paint a picture'.
Demonstrate	Clearly show with evidence and proof. Give a practical example or visual.
Explain	Provide as much detail as possible including reasons.

Examples of words within a question that indicate what is required in submission response:

What	Asking for you to provide specific in-depth detail about the topic.
How	Asking for the response to show identification; process and approach.
Who	Asking you to identify, describe and talk about.

Evidence Formula

Consider the following in both written and visual content:

Relevance	Statistics	Quotes	Examples
Make sure the evidence is directly relevant responding to the question asked and the information you provide.	Use statistics, facts and figures to support statements.	Where relevant use others to support your statements. Quotes from customers etc.	Use an example to demonstrate your point.
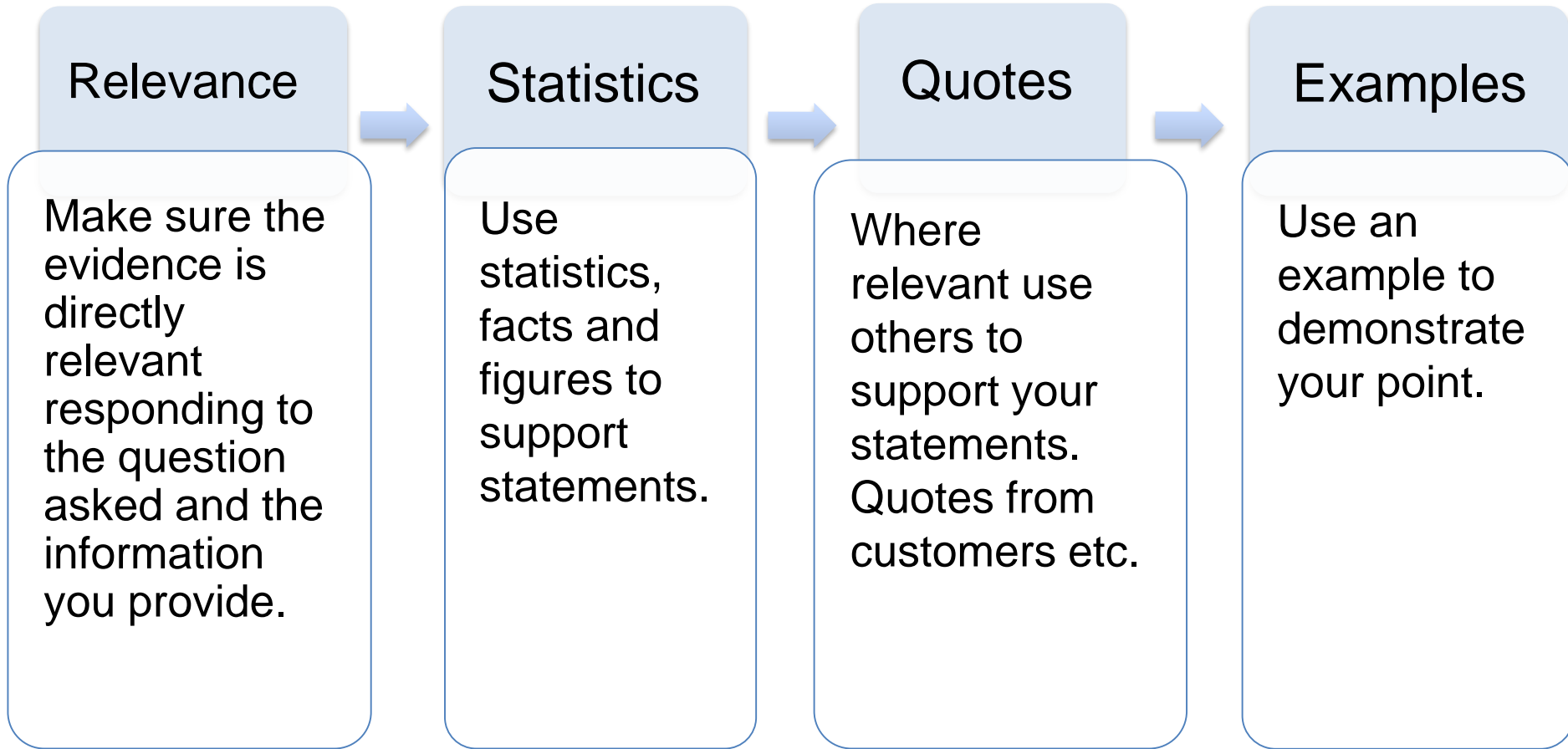
⚠ Unsupported statements and assumptions.

Structure Formula

Environment ➡ Logic ➡ Communication

Environment

The answer you are giving <u>could</u> flow on from a previous question or continue onto another question.

e.g.
3a) Who are your target markets
Asked before 3b and 3b should address those markets identified.

Logic

What is the most logical way to address the question? Sometimes it's the way it was asked and others it's the reverse.

e.g.
3b) How do you know your product/service meets the needs of your target markets?

Communication

What is the best way to present the information to communicate it clearly?
e.g. Subheadings or tables? Images or graphs?

Travel party

- ■ Alone
- ■ Friends or relatives
- ■ Adult couple
- ■ Business associates
- ■ Family group
- ■ Other

1.2%
6.6%
15.9%
13.3%
22.4%
40.6%

Visitors
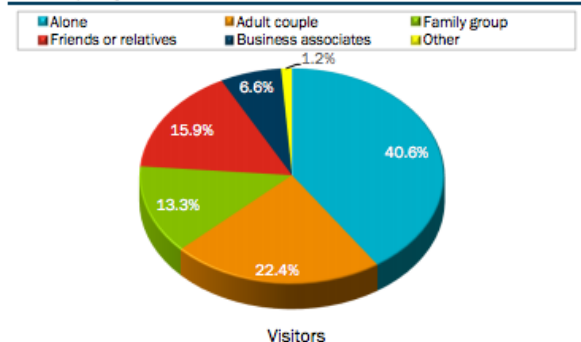
2018

Questions

1. Tourism Excellence

This question sets the tone for the submission -

give the judges a great first impression!

- We suggest you answer this question last
- Clearly show your products, services & experiences
- Focus on 'Tourism Excellence'

Tourism Excellence

*a) **Demonstrate** your **eligibility** for this **category** as related to the descriptor above and provide a **brief overview** on the **nature** and **history** of the business.* (6)

- Focus on the category and demonstrate how you fit

- Second part of the question asks you to tell us <u>briefly</u> about the history of your business; why did it start, who operates it, how long have you been operating, how has your business developed etc.

- Where are you located – include a map (don't assume the judges know where you are)

- Include a hero image/s of your business

Tourism Excellence

b) *What tourism products, experiences and services do you offer visitors?* (6)

- This question is about the actual products & services you provide

- We want specific information on all three focus areas

- The focus is on tourism

- Don't waste space, time and energy telling us about non-tourism related products, experiences and services when you won't get points for them

Tourism Excellence

c) *Describe* your **commitment** to **tourism excellence**. (4)

- What is tourism excellence to you? In order to describe this you first need to set the scene. Do you have standards or principles?

- What is your commitment to attaining; maintaining or improving your business to achieve this?

- Explain your business values & philosophy

- Include details of accreditation and recognition in award programs

Tourism Excellence

d) *Describe your involvement in the tourism industry.* **(4)**

- This is not just about having a business in the industry, this is about what you do to be involved in the industry beyond your own business interests

- How are you involved, what specifically does your involvement include?

- Talk about all the levels of involvement if applicable

- How does your involvement benefit the industry?

National

State

Regional

Local
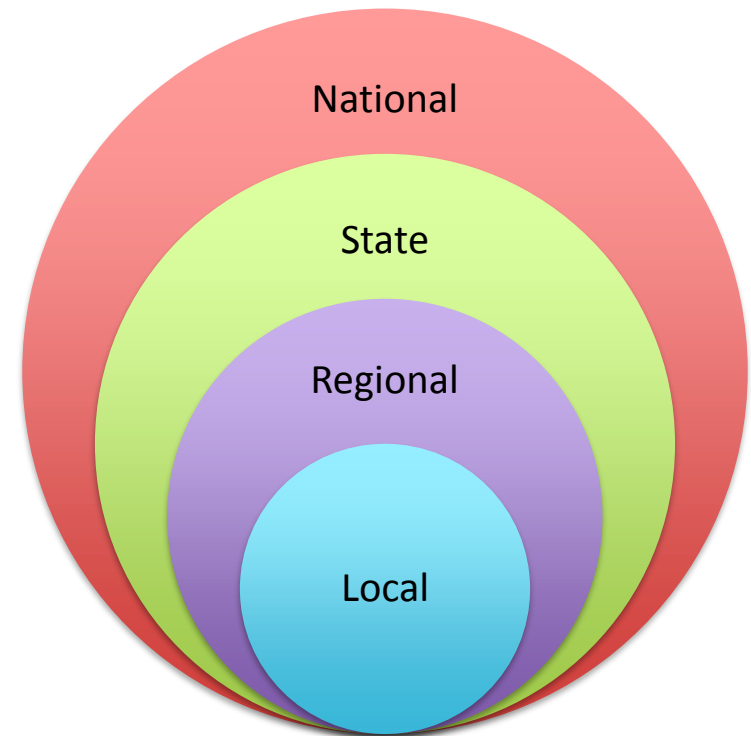
2. Business Planning

Demonstrates that you are thinking strategically about your business; what you want to achieve in your business and how you are doing this.

- We suggest you answer this question first
- Keep your answers succinct
- Evidence and structure are particularly important for these questions
- Show measurable outcomes

Business Planning

a) *Provide an overview of the **key features** of your **business plan** including **goals**, **strategies** and **outcomes**.* (6)

- Introduce this section with your mission and/or vision statement & an overview of your planning process

- Use measurable goals and outcomes

- Include 5 -7 key goals

- Your answer here should flow through the rest of the submission

Goal: Financial Viability: Increase revenue by 5% in 17/18	
Strategies	Outcomes
1. Increase repeat client rates.	1. Repeat visitation represents $10,000 in revenue and 20% of overall business in 17/18.
2. Increase the average spend per guest.	2. The average spend increased by 8% to $95 pp in 17/18.
3. Control expenditure through account management, cash flow analysis, debtor control.	3. Expenditure maintained at $25,000 or 50% of gross revenue.
4. Diversify tourism product to attract new markets and new revenue streams.	4. Repackaged products increased new clients by 12% and revenue by 4%.

Business Planning

b) *Describe* *any* *innovations* *that have taken place during* *the* *qualifying period* *to* *improve* *your* *tourism business* *and* *demonstrate how* *these* *innovations enhance* *your* *tourism experiences/services.* (6)

- This is a 2-part question make sure you answer both parts

- What new things have you implemented to improve your business?

- Focus on the word 'innovation'. How is it different from what you have done before or what others are doing?

- What has the impact been? Think about how it has impacted across all areas of the business – tourists; staff etc.

Business Planning

c) *What investment has been made in staff training and development and how has this improved the services provided to your visitors? (4)*

- Another 2 part question

- What training and development do staff undertake?

- What was your investment in that? Note: Investment does not need to be financial

- How did this improve your services specifically for your visitors?

Business Planning

d) ***Describe*** *the **main risks** for your **tourism business** and the **risk mitigation measures** you have **implemented**.* (4)

- What's your risk identification; management and monitoring process?

- What are the most important risks you face and what are the potential impacts?

- What have you done to minimise these impacts?

- Consider all aspects of business risk not just workplace health and safety

- Case studies and examples can be useful here

Consider all aspects of business risk not just workplace health and safety
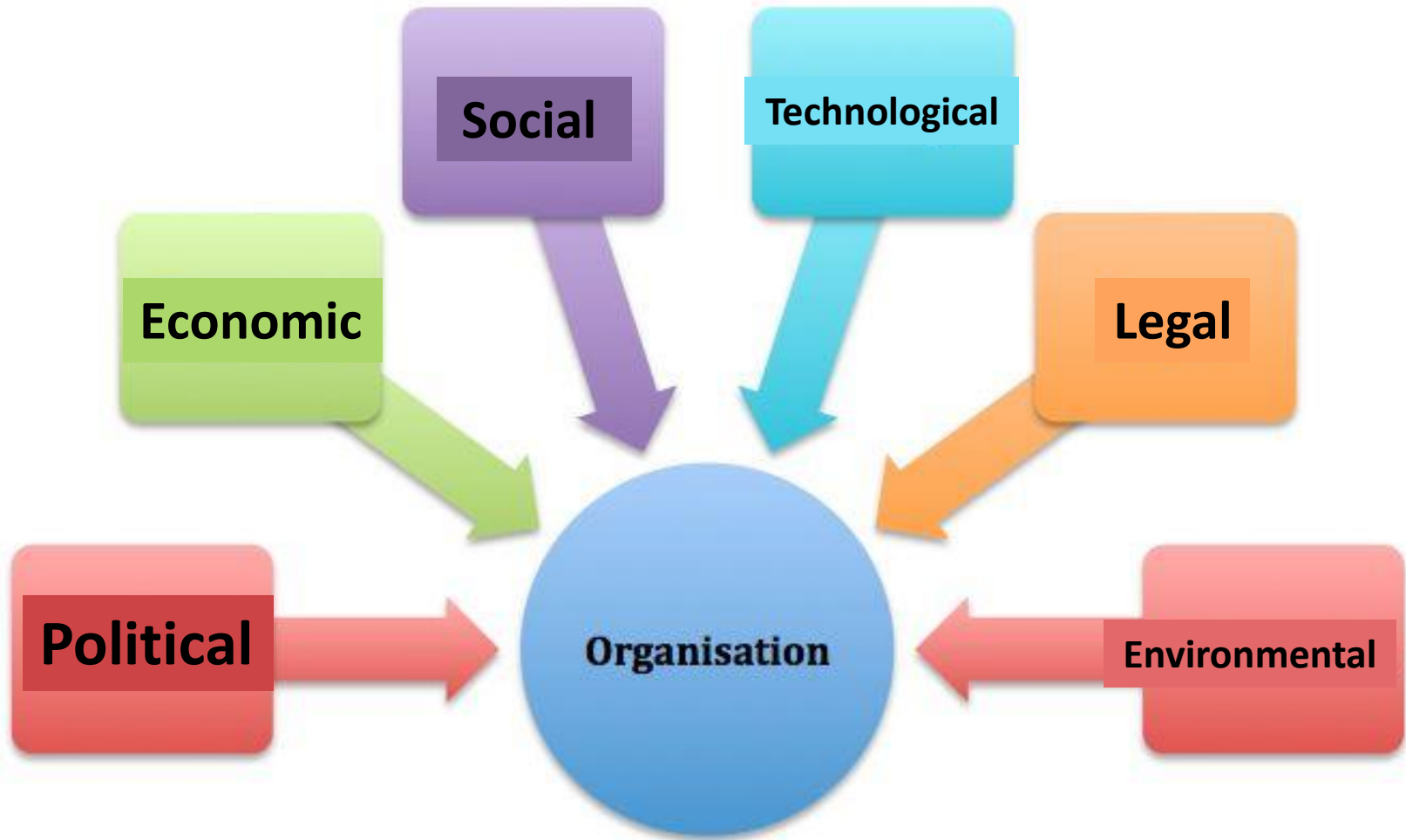
Standard example of a risk assessment table

Risk Category: Strategic				
Principle Risk	Level of Risk	Impact	Mitigation Strategy	Review
Owner incapacity to run business	Medium	Severe	Support staff on contract including relieving Manager. Comprehensive personal insurance.	Bi-annual (Jan/Jul)
Double booking of accommodation	Low	Medium	Utilise 'Roamfree Distribution Manager' technology to block availability to all other third party booking sites on confirmation of a reservation.	Annual contract review (Dec)
Marketing risks – Increased competition with new operator	High	High	•Conduct regular competitor analysis •Partner with like operators to package and market together. •Secure contracts with key wholesalers and inbound operators •Review product offering, deciphering from competition	

3. Marketing

Shows that you understand who your customers are, what their needs are and how you communicate and market to them

- Review your answer to Question 2a) and expand on your marketing goals

- Take care not to contradict yourself

Marketing

a) *Who* *are your* *target markets?* (4)

- Who are your customers?

- Where they are from?

- How old are they?

- What do they need when they travel?

- How do they purchase travel?

- What are they interested in?

- What inspires them and motivates them to choose you?

Marketing

b) *How do you **know** your **product/service meets** the **needs** of your **target markets**?* (4)

- This question flows on from the previous question. Be sure to reference the same target markets you talked about in a) and talk about their needs.

- To be able to meet a need for those target markets, you first need to know what needs they have. How have you found out those needs? What research have you done? What evidence do you have?

- How does your product/service meet those needs? What do you do to meet those needs?

Marketing

c) *What are your **unique selling points** and **demonstrate how** you **communicate** these to your **target markets**?* (6)

- Make sure you answer both parts of the question.

- What makes you different from your competitors? What is unique, has to be different. Not what the majority also do.

- Consider including a competitor analysis (otherwise how can you convince someone you have a unique selling point unless they can see your competitors don't!)

- How do you communicate these differences to your customers (link back to target markets in 3a)

Marketing

d) *Describe* the *innovative marketing strategies* you have *implemented* to *encourage new* and/or *repeat business* and *demonstrate* the *success* of these *initiatives*. (6)

- What have you done differently to market and communicate to new or repeat target markets?

- Focus on new marketing strategies – online, social media, bloggers or how you have used traditional channels in a different way

- Show measurable outcomes

Target Market: Fishing Enthusiasts		
Strategy	**Activities**	**Outcomes**

• Grow midweek business from by 5%	• Targeted fishing bloggers and influencers
	
	• Enhanced Website – added BOOK NOW button
	
	• Developed mobile responsive website
	
	• Increased use of Facebook to engage with previous clients and attract new ones
		• 7 media groups resulting in $197,000 publicity
		
		• 5 group bookings
		
		• 23% bookings online
		
		• Facebook fans – 3,500
		  – 28% increase from 16/17
		  – 55% previous customers
		  – 45% potential customers

4. Customer Service

How do you want to make your customers feel?

How do you achieve this?

- Explain your customer service philosophy, how do you surprise and delight your customers (link to target markets in Q3a)

- Have you introduced any new customer service initiatives?

Customer Service

a) *Describe* your **customer service philosophy/ values.** (5)

- Link to values described in Q1c

- Consider the systems and procedures you have in place to deliver outstanding service.

- How do you make an effort to understand visitor needs, welcome them, respect them, thank them and do business with them?

Customer Service

b) *Explain* *how you* *provide for visitors* *with* *specific needs*. (5)

- What specific needs do your target markets have? How do you know these are needs?

- Demonstrate how you consider visitors' special and specific needs

- What do you do to accommodate them?

Customer Service

c) *Describe how you measure customer satisfaction and identify areas for improvement.* (5)

- What processes do you have in place to understand how your customer feels about your product/service?

- What do you do with guest feedback?

- Consider providing a case study/example where you have implemented a change based on customer feedback.

- What process do you have in place to identify areas for improvement?

- Make sure you answer both parts of the question

Customer Service

d) *What processes do you have in place to respond to customer complaints?* (5)

- Is there a complaints handling policy and/or procedure?

- Who is responsible?

- Consider all avenues for feedback – in person, phone, email, social media, TripAdvisor. How do you respond to each channel

5. Sustainability

What is your commitment to ensuring that your business & the environment, community and economy you operate in will continue to grow and prosper.

- Do you have a sustainability policy
- Focus on innovative new activities
- Use testimonials, case studies & measurement data

Sustainability

a) *Demonstrate how your business contributes to the local economy*. (6)

- How do you contribute to the local economy?

- Use actual dollar figures where possible e.g.; how much do you pay in wages to local staff, how much do you spend with the local butcher etc.

- How many visitors do you attract to the region each year? How much do they spend across the region during their stay?

Sustainability

b) *Demonstrate **how** your **business engages** with and brings **benefits** to the **local community**. (7)*

- How do you support your community?

- How you you engage and get involved with the local community?

- Think about all the social benefits you provide; employing local staff, supporting local businesses, product packaging/ bundling, engaging community groups, donations, working with local Aboriginal and Torres Strait Islander people etc.

- Link activities to benefits to the local community (not also or just how your business benefits)

Sustainability

c) *Describe how* your *business cares* for the *local environment.* (7)

- What is your commitment to environmental sustainability?

- Detail your activities in relation to conserving and measuring water, waste management and energy, showing measurements where possible

- Have you introduced any new environmental initiatives – big or small

Submission Judging

In summary the reasons submissions lose points is judges don't get the information they need!

- The question isn't addressed at all

- Only some components of the question are addressed

- There are no supporting facts, statistics or evidence

- They can't understand what you are trying to say – it's confusing; illogical and not well presented

Successful submissions

- ✓ Tell a great story with evidence of facts
- ✓ Answer the question
- ✓ Answer every question
- ✓ Use the word limit
- ✓ Focus the message
- ✓ Consider the sub-question point value

BRONZE SILVER GOLD

Assessment of Submissions

- Your submission will be judged by a panel of 3 judges

- Each will mark your submission independently

- Results are reviewed and endorsed by an Independent Auditor

- Judges come together to discuss scores and agree on the winner

- All judges sign confidentiality agreements & are required to declare any conflicts of interest

Site Verifications

Site Verifications

Site visits apply to every category except:

- Destination Marketing

- Individual category

The purpose of site verifications is to:

• Verify business practices

• Sight documents not able to be included in submission

• Gain judges qualitative feedback on the business

Site Verifications

A judge will be in touch to organise a suitable time for your site verification.

They may ask to see:

- ✓ Customer Service Policies
- ✓ WHS policies and Risk management procedures
- ✓ Human Resources Policies
- ✓ Sustainability Policies
- ✓ Marketing Plans
- ✓ Business Plans
- ✓ Memberships or Awards

Entrant Support Program

DRAFT SUBMISSION REVIEW

NSW Tourism Awards
- FREE professional mentoring opportunity for all entrants
- Feedback offered providing advice and guidance on submission content prior to close date
- Entrant support via draft submission review process will open on Tuesday, 1 May 2018
- Entrants must provide a final draft of submission.
- Closing date is *5:00pm, Monday 09 July*
- *Entrant Support Partner feedback will be provided within 10 business day and no later than 23 July*
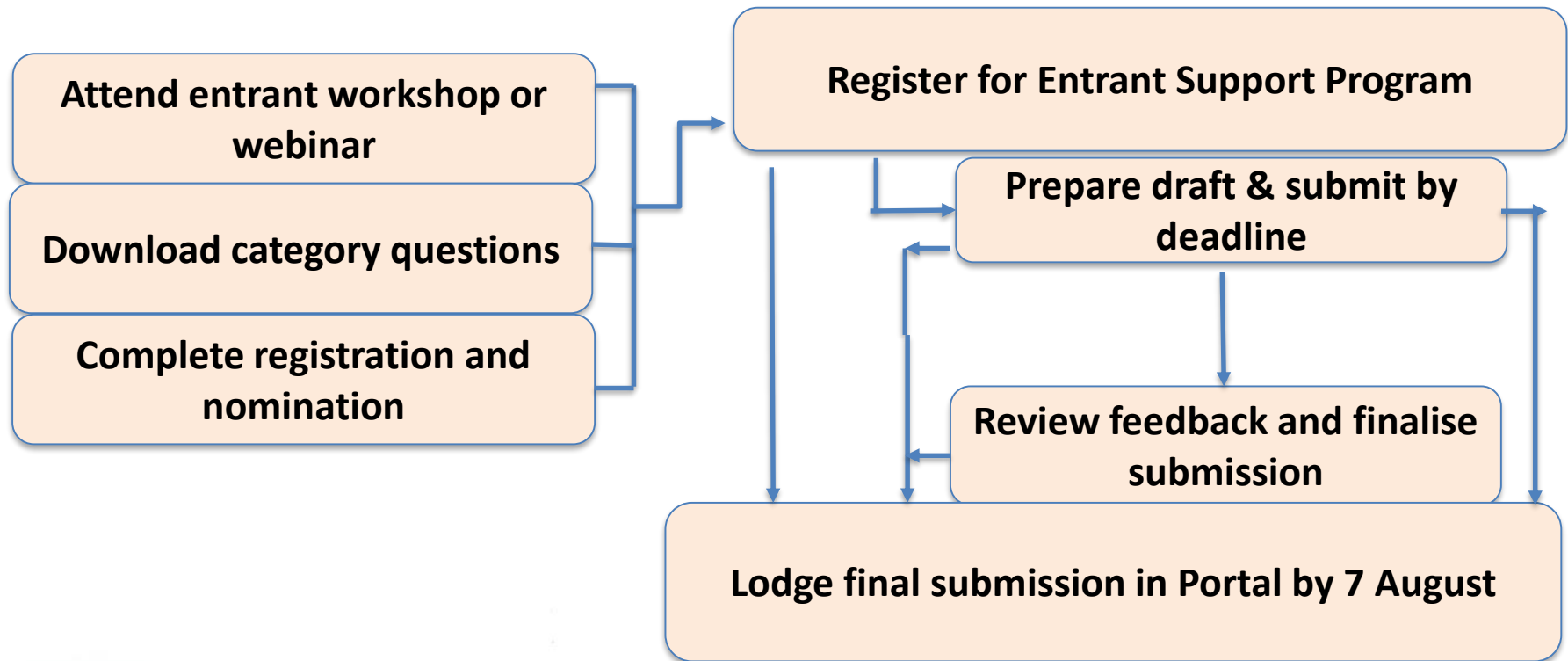
DRAFT SUBMISSION REVIEW

Support Partners include:
- ✓ *Tourism Industry professionals*
- ✓ *Past judges at Regional, State & National level*
- ✓ *Experience with submission writing*
- ✓ *Backgrounds in Tourism, Event Management, Marketing, Business Development and Communications*

If you would like to access the Entrant Support Program register your interest NOW by email to:
admin@nswtourismawards.com

NSW TOURISM AWARDS 2018

In summary: overview of process

Attend entrant workshop or webinar

Download category questions

Complete registration and nomination

Register for Entrant Support Program

Prepare draft & submit by deadline

Review feedback and finalise submission

Lodge final submission in Portal by 7 August

GALA EVENT

The 2018 NSW Tourism Awards will be held on Thursday 22 November at Luna Park Sydney.

NSW TOURISM AWARDS 2018

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Thank you
&
Good Luck!