

## TASMANIAN TOURISM AWARDS 2008 JUDGES' TIPS

Submissions are judged on their quality and content and are scored accordingly. Entries not fulfilling the rules such as exceeding thirty A4 pages or being in single line spacing will incur penalty points.

In addition to answering the questions in a concise and relevant manner, judges are looking for businesses that:

- \* Have proven innovation, flair and passion for the industry;
- \* Are financially viable;
- \* Have strategic business and marketing plans;
- \* Know their customers and are committed to delivering exceptional experiences;
- \* Are continually making a contribution to the tourism industry;
- \* Carefully read the question and answer accordingly.

### THE SUBMISSION

- Keep the answers concise and specific to the question. Demonstrate passion about your product, but don't waffle on. The judges look for quality not quantity.
- Support material adds credibility to your submission. Charts, graphs and tables are valuable, providing a snapshot of growth and trends. It saves you writing and it saves the judges reading. Ensure all graphs are clearly titled; all axes are labelled; material is cross referenced and presented in a logical manner.
- When describing your financial viability the first preference is to have full Profit and Loss statements. If this is not possible then you need to illustrate your successes or otherwise with the aid of graphs or tables. A statutory declaration or statement from a qualified accountant or third party endorsing your answer is required.
- When describing the key features of your business plan such as goals, strategies and outcomes consider using a table format. Avoid confusion between goals, strategies and outcomes, by making sure you clearly understand the differences and articulating them accordingly.
- The largest businesses do not necessarily win the category. Each entry is assessed against the criteria. Small operations are as likely to win as large ones – a good quality entry and an expensive one are not the same thing.
- If your entry is part of a larger organisation be careful to concentrate on your subject and not the organisation in general.
- The quality of images, photographs and slides cannot be stressed enough. It is a worthwhile investment to have your photographic collateral done by a professional. Poor quality photos or pictures scanned from a brochure do not reproduce well on the large screen, so please do not send these in. Inferior images also send the wrong message regarding your product.

- Think broadly. For example, when asked about facilities you provide, consider visitors with disabilities. Also highlight children's facilities, business facilities and facilities for families, the aged, non-smokers and those with special dietary needs.
- When asked about risk, safety and maintenance highlight your standards, ensuring you include all your specialist areas such as the pool, gym, transport, etc. Don't forget business risk – what would you do if, for whatever reason your business could not operate for a time. Ensure that your safety management plans and OH&S cover both staff and clients.
- Your involvement in the tourism industry is not simply about your participation in joint marketing activities or promotions that assist your business. Judges are also looking for a more altruistic contribution which is not always of direct benefit to your business.
- Take note of the questions and their weighting in terms of points and utilise the page space and time accordingly. Spend more time answering the questions with a higher allocation of points.
- Environmental policies should include how you care for water and power usages as well as such things as recycling.
- In order to create more text space, there is a trend to using the appendices rather than the main entry for information than as a back up. This is bad practice and the information as required in the question should be supplied in your entry's main body. Judges do have the time to continually refer to the appendix.
- Judges at the National Awards level are ruthless and dismiss weak entries immediately. Make sure you have properly described your operation or product and do not presume your product will be well known on a national scale.

## **COMMON MISTAKES**

- Word process your submission. A cover page and table of contents must be included.
- Answer the question. After you have prepared your response, go back to the question and double-check that you have actually answered it. Too frequently an entry will have a two-page response and not answer the question.
- Please do not waste time and money on elaborate packaging because the judges will not even see it. Prepare your entry as described above and put it in an appropriate Australia Post box / package. Do include a return self-addressed postage-paid box or satchel of sufficient size for your entry to be returned.
- General references to sales, revenue objectives or visitor numbers are often overlooked. Judges need to clearly see the link between marketing and business activities and the specific results and outcomes of your strategies within the qualifying period.
- Have your submission proof read to ensure that you have answered every question in all sections, that all pages are in order and that there are no spelling or grammatical errors.

## OTHER

- Plan ahead and don't leave it until the last minute to complete your submission. A rushed submission will not do your entry justice. Aim to complete your submission prior to the closing date leaving enough time to review it before sending it in. If possible, ask a colleague to also read through it for you.
- Use the packing list to ensure you have included everything.
- Clearly mark any items that may become separated from the main entry (eg. CDs or other loose items) with your business / entry name and category.
- Please write your business name and address on the reply paid envelope to enable us to post back your entry in a timely manner.
- At the conclusion of the Awards judging process, feedback is available on request.