



Tourism Industry
Council Tasmania



ENTRANT GUIDELINES AND RULES 2020

Overview

In 2020 recognition of Top Tourism Towns will be introduced by the Australian Tourism Industry Council as a part of the prestigious Australian Tourism Awards series. This award will be presented at a national event held in August/September 2020.

There are two categories:

- Top Tourism Town Award - those with a population over 5,000 people.
- Small Tourism Town Award – those with a population under 5,000 people.

The Awards are designed to showcase the value of tourism to many towns and communities across Australia, encourage visitor dispersal into regional Australia, and recognise those local tourism operators, visitor centres, and Councils committed to making their town the very best destination the can be.

Tassie's Top Tourism Towns:

Following the long-standing model of the Australian Tourism Awards, each State and Territory Tourism Industry Council is running their own State-based Awards process to determine their State finalists in both national categories.

The Spirit of Tasmania Tassie's Top Tourism Towns is an opportunity for local tourism associations, visitor centres, chamber of commerce and Councils across Tasmania, to showcase their local town as great visitor destinations, be recognised, and raise awareness of what's special and unique about their part of Tasmania.

Who can nominate?

Nominations are open to any city or town, as defined by the Australian Bureau of Statistics Tasmania Population Estimates by Statistical Area.

Please note this specifically relates to geographical towns and population centres, not Local Government Areas. (I.e. Stanley or Smithton may nominate, but not Circular Head; Triabunna or Swansea may nominate, but not Glamorgan-Spring Bay; Whitemark, but not Flinders Island, New Norfolk or Maydena, but not Derwent Valley and so on)

Nominations will be accepted from a senior representative of the local tourism industry – Local Tourism Association President or Committee Member, Visitor Information Centre Manager, Council Tourism Officer, or a recognised senior representative of the local industry.

In the event multiple nominations are received from the same town, TICT will advise all the nominees and urge them to collaborate around their entry. TICT will have ultimate discretion to accept only one nomination from each town.

Key Dates and Entry Process:

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| 31 January 2020 | Nominations Open at TICT.com.au Entrants are encouraged to complete the nomination form as soon as possible. TICT will invoice the nominee the entry fee of \$149 (incl GST) Payment must be received prior to entry being accepted. |
| 24 April 2020 | Nominations Close Nomination forms must be received by 5pm, 24 April 2020 |
| 5 June 2020 | Entries Close Entries including Editorial Article, Itinerary and Video can be received at any time up to 5pm, 5 June 2020 |
| 6 July 2020 | Finalists Announced and Judging Begins Online Consumer Judging via the Mercury + Entry Judging by our Judging Panel |
| 5 August 2020 | Tassie's Top Tourism Town + Tassie's Small Tourism Town to be announced at an industry event on or around 5 August (Date and venue to be determined) |

Entry Requirements:

All entrants are expected to submit to TICT by 5 June 2020 a complete entry including:

1. Editorial Article

A short editorial article on why visitors should come to your town or city and what they could experience during their visit.

The article can be up to 500 words and should be written in the style of a feature article for a print or online newspaper or magazine.

It must be accompanied by six high-quality images relating to the attractions in your town or city.

2. Video

A 30-second to 2-minute promotional video clip highlighting the key attractions and experiences in your town or city. The finalists' videos will be shown via the Mercury website and social media to encourage voting, and at event where the announcement of the winners is made.

3. Visitor Itinerary

A self-drive itinerary that starts and finishes in your town or city. The itinerary should be for 3 to 4 days and can be for a couple or family (two adults and two children). As part of the

itinerary, please define your target market for the trip. The itinerary can be set-out in any format the entrant likes.

Entry Guidelines:

1. Editorial Article

The article must not be more than 500 words and entrants must submit both a Word and PDF version of the article. The article must be accompanied by six high-resolution PDF or JPEG images. These images must be free of copyright and will be used during the Awards presentation, on social media associated with the program, and on program collateral and certificates.

2. Video

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.

3. Visitor Itinerary

Entrants must submit both a Word and PDF version of the itinerary. The itinerary must clearly state and define the target market for the itinerary and include accommodation and activities for between three and four days

Judging Process:

The judging process will be split into two equal weighted parts:

Consumer/Public Vote:

In July, The Mercury Newspaper will invite Tasmanians and visitors to Tasmania to jump on their website, review the videos submitted by our finalists showcasing our entrants, and then vote for their favourite Tassie Tourism Town. This will be a popular vote. There will be no weighting for size of town. The consumer vote will be worth 50% of the judging score.

Judging Panel:

An expert panel of three experienced Tasmanian tourism professionals will review your entire entry, and score your article, video and itinerary. This expert vote will be worth 50% of the score.

The judging will be overseen by the Chair of Judges for the Tasmanian Tourism Awards and follow all the probity guidelines of the Tasmanian Tourism Awards Program.

Annexure - Tips for Entrants

- The judges or consumers may not know your town or city. Your editorial should be written so that judges and consumers are excited to visit your town/city.
- Do not use acronyms unless you include the full name in brackets following it.
- Your itinerary should always be achievable and able to be provided for visitors, not just for your submission. It should be clearly designed and to cater to your identified target market. The itinerary will be promoted as a recommended itinerary for visiting the town to consumers.
- 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/city and should include visitors enjoying those attractions and experiences