



The Search for Tassie's Top Town is an opportunity to showcase what's special and unique about your town, and to celebrate the work your local community does to make your town the very destination it can be.

The inaugural Search for Tassie's Top Tourism Town in 2020 generated some truly amazing entries from every corner of the State. Each entry was a little different, but all captured the beauty, the characters and the qualities of Tassie's great destinations.

### **Program Overview**

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The Top Tourism Town Awards are designed to showcase the value of tourism to many town and communities across Australia, encourage visitor dispersal into regional Australia, and recognize those local tourism operators, visitor centers and Councils committed to making their town the very best destination it can be.

There are two categories:

- Spirit of Tasmania Small Tourism Town– those with a population under 5,000 people
- RACT Top Tourism Town Award – those with a population over 5,000 people

The Tourism Town Awards will recognize and reward Tasmanian towns that:

- Demonstrate a strong commitment and encourage tourism and increased visitation to the destination.
- Offer an excellent visitor experience.
- Exhibit collaboration with tourism operators, local businesses and the community working together to make their town the best destination it can be.

For those who entered in 2020, the entry requirements this year are essentially the same, but with some minor changes around the process for entering. In 2021 we are competing against the other states, so the rules and process are determined by National guidelines to ensure there are accurate expectations and judging across the country.

We highly encourage those who entered last year to review their submission, make some improvements and re-enter through the new online process. Last year's entrants are NOT automatically entered.

Of course, we strongly encourage first time entrants to have a go this year – and we have an entrant support program to help you through the process.

### Who can nominate?

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Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.

[Consensus data from the ABS](#) should be used to determine population size

The nomination must be made by submitting a [nomination form on the TICT Website](#)

This is an opportunity for regional tourism bodies, local councils, local chambers and other tourism organisations, committees, or groups to showcase their town as a great visitor destination, a Top Tourism Town, and to raise awareness of what is special and unique about their town.

### Key dates

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|----------------------------------|--|
| Friday 19 <sup>th</sup> February | Nominations open                                 |
| Sunday 21 <sup>st</sup> March    | Nominations close                                |
| Thursday March 25 <sup>th</sup>  | Webinar on what makes a good entry – invite only |
| Sunday 9 <sup>th</sup> May       | Submissions due - no extensions                  |
| Monday 17 <sup>th</sup> May      | Voting opened                                    |
| Sunday 30 <sup>th</sup> May      | Voting closed                                    |
| June                             | Tassie winners announced                         |
| June – July                      | National judging                                 |
| August                           | National winners announced                       |

## How to enter

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1. Entrants are required to complete an [online nomination](#) on the TICT website by 5pm, Sunday 21<sup>st</sup> March 2021. See section 'Nominations' below for further details.
2. Your nominations will then need to be reviewed and approved by the Program Manager. Please note, TICT reserves the right to determine the category a nominee may enter on the grounds of fairness and ability to be competitive in a particular category.
3. TICT aims to review and approve all applications within 3 business days – the nominee will receive a confirmation email once the nominations has been approved.
4. Accepted nominations will be provided with access to the online portal. This will be used to upload your entry, and for the judging process.
5. Entrants will then need to submit onto the portal their full submission by 5pm, Sunday 9<sup>th</sup> May 2021

## Submissions

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There are three components to your entry submission:

### 1. Editorial article

A short editorial article on why visitors should come to your town/city and what they could experience during their visit. You want to excite and entice readers to visit your town.

The article can be up to 500 +/- 10% words and should be written in the style of a feature article for a print or online newspaper or magazine.

A few examples:

[Luxury Travel Mag - Madagascar](#)

[Traveller Magazine – New Zealand South Island's North Coast](#)

## Images:

The article must be accompanied by six high-resolution images.

The images must be free of copyright and will be used during the Awards presentation, and/or on certificates among other media and events outlets. The photos must be no bigger than 10MB each, in jpeg format, 500dpi files and sized 1920 x 1080.

Tourism Tasmania have an excellent catalogue of pictures. [To view the library visit their site.](#)

You may need to email [visual.library@tourism.tas.gov.au](mailto:visual.library@tourism.tas.gov.au) to request copies of the images you require to use in your campaign.

The winner's photos will be published across RACT, Spirit of Tasmanian and TICT social media and websites, Journey Magazine, Digital Journeys, eNews along with local newspapers. **It is crucial the pictures are free of copyright with full rights to reproduce the images.**

A few examples:

[Luxury Travel Mag - Madagascar](#)

[Traveller Magazine – New Zealand South Island's North Coast](#)

## 2. Video

A promotional video no longer than 2 minutes highlighting the key attractions and experiences in your town/city.

Videos may be featured in social media channels and will be shown at the event where the announcement of the winner is made along with upcoming TICT events as well as other media and events outlets as mentioned.

You will need to provide a YouTube (or any other platform of your preference) link to your video.

The video must be submitted in MP4 format and must be wide-screen and high definition. It should be suitable for public viewing and cannot infringe on the

intellectual property, privacy, publicity, ownership or any other legal or moral right of any third party.

Check out last year's [winner for inspiration](#).

### 3. Visitor Itinerary

A self-drive itinerary that starts and finishes in your town or city and showcases your local and nearby attractions, experiences, accommodation, and dining options.

Outline a fun and engaging itinerary that highlights the best of the destinations – this may include well-known places but also hidden secrets.

The itinerary should be for 3 to 4 days. As part of the itinerary, please define your target market for the trip, for example, a middle-aged couple on a self-drive holiday; a family with children; campers etc.

Entrants must **submit both** a Word and PDF version of the itinerary.

If entering the Small Tourism Town Award, itineraries can include experiences in neighbouring towns or the broader region, but the itinerary must start and finish in the nominated town.

#### Examples

[Luxury Travel mag – Self Drive Tasmania](#)

[Intrepid Travel – Sydney to Cairns Itinerary](#)

### Judging and consumer voting

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There are two components to the judging process which will determine your overall score:

- Score determined by a panel of industry judges
- Score determined by general public votes

The state/territory Chair of Judges will oversee the judging process.

## Submission review

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A panel of three experienced judges will individually review each submission (including article, video and itinerary) against a criteria (to be provided to each entrant) and score individually.

The scores will be combined to determine a ranking.

## Public vote

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Between 17<sup>th</sup> -30<sup>th</sup> May, the general public will be encourage to jump on the Tassie's Top Tourism Town voting page hosted through the RACT site, review the videos, editorials and itineraries submitted by our entrants showcasing our all entries, and then vote for their favourite Tassie Tourism Town.

This will be a popular vote and each person will be able to cast one vote. There will be no weighting for size of town. The vote will be hosted by RACT and will be available for anyone to vote (not just RACT members).

The public vote will be merged with the judges votes to determine an overall winner in each competition.

In the Tassie competition we will also be announcing RACT People's Choice winner, solely based on the town who receives the greatest number of votes.

The RACT People's Choice winner will receive publication and promotion from RACT in Journeys magazine, Digital Journeys, ENews, RACT Website and Social Media. The RACT People's Choice is not a national category the winner of this award will not be entered into national judging unless the town is awarded the winner of either Top Tourism Town category.

## National Judging:

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The winners from each of the two categories at the state level will automatically progress to the National Top Tourism Town Awards.

The same submission will be used and judges in the Australian Top Tourism Town Awards. Please note, there will be no consumer voting on the national level.

## Tips for Entrants

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- 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 be achievable and able to be always provided for visitors, not just for your submission. Only include operating businesses or attractions. Please do not include any operations which are being built with a future opening date or currently closed.
- You can use any means available to you to create your video, whether it is with a video camera, webcam, iPhone or Go Pro or engage a professional videographer. You may also create a slide show using high-quality images and voice over or music. No budget is required, just your imagination. You may already have something suitable to submit, just make sure it fits the criteria and makes sense to the overall submission.
- 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.

## Winners receive

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This year we are excited to partner with RACT who are providing an excellent opportunity to expose our Towns entries to a wide audience.

The winners of Tassie's Top Tourism Town, Tassie's Top Small Tourism Town, and People's Choice will receive:

- Publication in the August/September issue of Journey magazine which is distributed to over 118,00 Tasmanian house holds
- Publication in the August/September edition of digital Journey which is sent to 97,000 members
- Publication in an edition of RACT eNews which is sent to over 104,00 members
- Content uploaded to the RACT website with over 63,000 sessions every month



- Content shared on RACT social media accounts with over 19,000 Facebook followers, 3,300 following on twitter and Instagram.
- Content shared on Spirit of Tasmania website
- Content shared on Spirit of Tasmania social media accounts
- Dedicated EDM to Spirit of Tasmania newsletter subscribers

The winners of Tassie's Top Tourism Town, Tassie's Top Small Tourism Town will also receive

- Signage to display at entry point of town – size and style to be negotiated, similar to St Helens - winners in 2020.



## Prize money

- Spirit of Tasmania Top Small Tourism Town Winner will receive \$2000 to put towards promoting their win.
- RACT Top Tourism Town Winner will receive \$2000 to put towards promoting their win.

For ANY questions please contact Grace Keath – Industry Adviser at Tourism Industry Council on 0467 818 438 or email [grace.keath@tict.com.au](mailto:grace.keath@tict.com.au)