



# Tourism Awards Information Session 2017

WITH TRINA MANGELS, AWARDS COORDINATOR AND  
NICOLE SHERRIFF, CHAIR OF JUDGES



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**TOURISM  
AWARDS**



# Today will cover

- What are the benefits?
- What is involved in entering?
- What are the changes in 2017?
- Some tips from the Chair of Judges

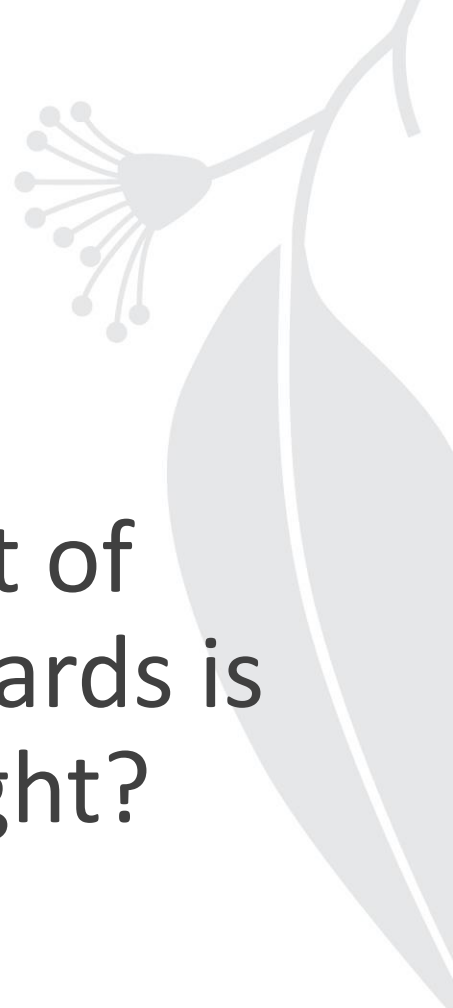


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Benefits of entering the tourism awards?



So the biggest benefit of entering the tourism awards is the trophy & logo...right?



# FORCES YOU TO INTENSIVELY REVIEW YOUR BUSINESS

*End of financial Year*

*Business quietens*

*Preparing for the year ahead*



# YOU ARE FORCED TO



## ANALYSE THE RESULTS

It requires you to look at the goals you set for the year and the results.

Consider why some things worked and why others didn't.



## CELEBRATE THE ACHIEVEMENTS

Did you not only achieve your goals but exceed them?



## UNCOVER THE WEAKNESSES

Underperforming products?  
Risks?

Poor customer satisfaction?  
Poor ROI?

# WHICH THEN LEADS TO PLANNING FOR THE NEXT YEAR

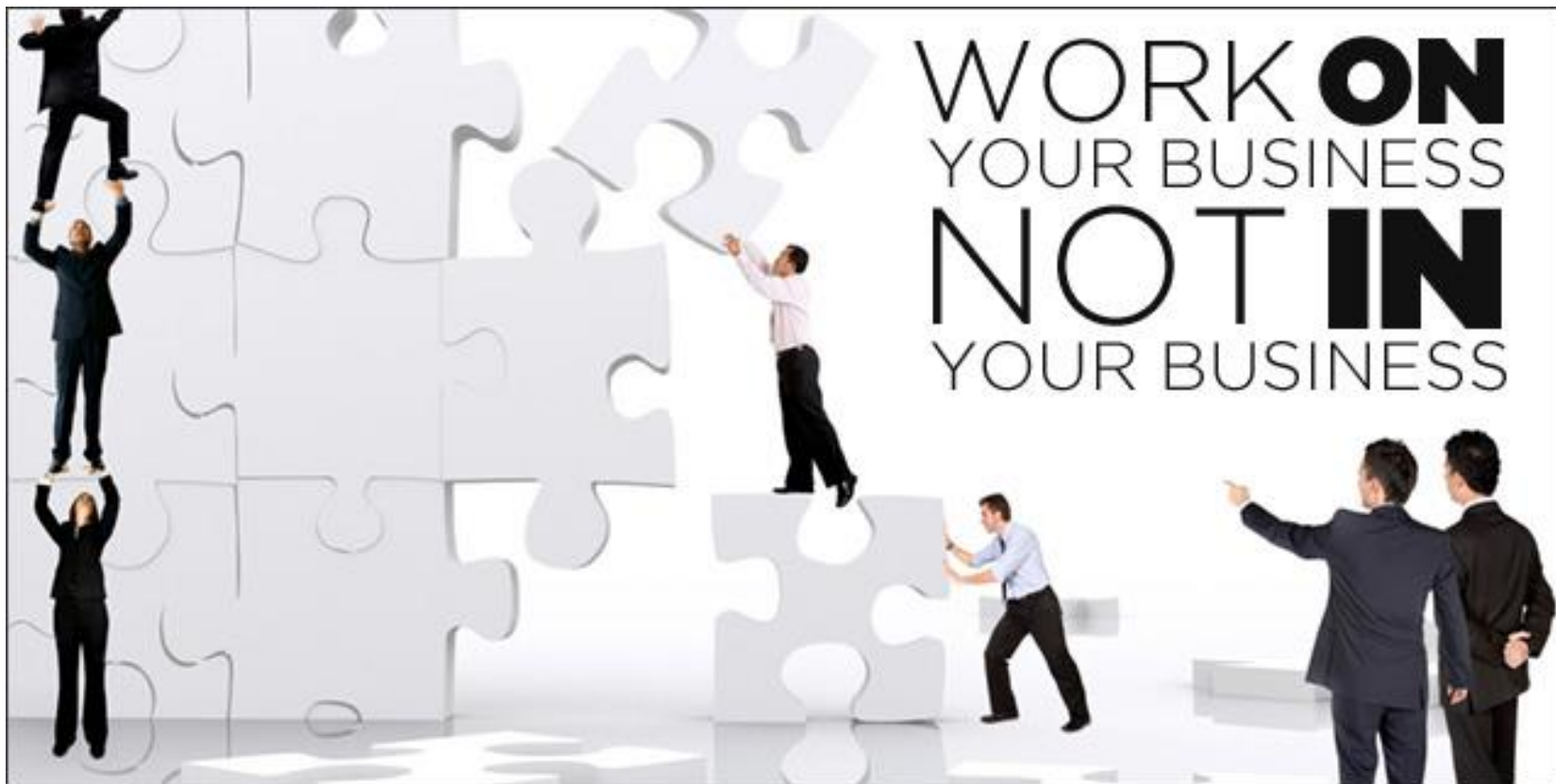
*Addressing weaknesses*

*Goal setting*

*Future Business & Marketing*

*Plans*





WORK **ON**  
YOUR BUSINESS  
NOT **IN**  
YOUR BUSINESS



Customer  
Service

Business  
Planning

## Five Core Areas

Product

Sustainability

Marketing

Business &  
Marketing  
Innovation

Marketing  
ROI

Commitment  
to Tourism  
Excellence

Unique  
selling  
points

Investment  
in staff  
training

Engagement  
with Tourism  
Industry

Clearly  
identified  
target  
markets

Local economy,  
community and  
environmental  
sustainability

Measurement  
of customer  
satisfaction

Customer  
Service  
Values

Business Goals,  
Strategies &  
Outcomes

Risk  
Analysis

# OVER A NUMBER OF YEARS



**THE PROCESS  
FORCES YOU TO  
SPEND SIGNIFICANT  
TIME FOCUSING ON  
YOUR BUSINESS**



**BRINGING  
BUSINESS  
IMPROVEMENT &  
SUCCESS**



**TROPHY**



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What's involved?



# Choose a category

- Choose a category that best suits your business
- All located on the website [www.tict.com.au](http://www.tict.com.au)
- 25 to choose from
- Important to read the category descriptor and questions
- Not sure ring the awards coordinator to discuss



# Nominate by the 1<sup>st</sup> June

Nominate for your chosen category(s) and pay the entry fee: \$180 per entry incl GST;

The fee includes entrant workshop and three hours of personal mentoring.

## Accredited?

- Entrants need to be Accredited
- Categories exempt are Festivals & Events (14/15) and New Tourism Business (24)



# Go to a workshop!

Attend the free entrant workshops with the tips and tricks to help you put together your entry;

Bicheno - Monday 5<sup>th</sup> June

Launceston – Tuesday 6<sup>th</sup> June

Burnie – Wednesday 7<sup>th</sup> June

Hobart – Friday 9<sup>th</sup> June



# Write your 1<sup>st</sup> draft for the mentor

- In June write, write, write!
- Have your first draft ready for July (date approximately 10<sup>th</sup> July TBC) to send to your mentor for feedback.
- You must register for mentoring at [www.tict.com.au](http://www.tict.com.au)
- Option to receive feedback in writing or in person (face to face, over the phone or skype).
- You must have attempted all of the questions.





Have your entry  
ready to submit by  
August 23<sup>rd</sup>!





# Timeline





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Changes?



All answers must be entered directly onto the Australian Tourism Awards Portal.



## Submission - 18. Hosted Accommodation for TAS test for beta

This category is open to owner/operator accommodation providers offering a high degree of personal contact with guests. Entry is open - but not limited to - bed & breakfast, farm stay, cottage or other intimate, boutique, colonial or heritage accommodation.



Tourism Excellence (20)

Previous Section

Highlight Incomplete Questions

Next Section

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

*Take care to ensure you have entered the right category and that your response aligns to the category descriptor. Failure to demonstrate your eligibility will be reflected in your score. Refer to the ABOUT US section of your website as this may assist with this response. Judges will want to know how and when the business started, who works in the business, where it is located and how it has developed over the years. A map will be helpful here.*

Rich text editor toolbar with icons for Bold (B), Italic (I), Underline (U), ABC, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Table, Format, (inherited font), (inherited size), Print, and Search. Below the toolbar is a large empty text area for the response.

Word Count: 0 (942 max)

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

*The focus of this question is tourism.*

Rich text editor toolbar with icons for Bold (B), Italic (I), Underline (U), ABC, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Table, Format, (inherited font), (inherited size), Print, and Search. Below the toolbar is a large empty text area for the response.



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**Tourism Excellence (20)** Previous Section Highlight Incomplete Questions Next Section

Demonstrate your eligibility for this category as related to the business. (6)

Take care to ensure you have entered the right category and that you have provided the correct information to ensure your score. Refer to the ABOUT US section of your website as to how to provide a brief overview on the nature and history of the business, where it is located and how it has developed over time.

Failure to demonstrate your eligibility will be reflected in your score.

What tourism products, experiences and services do you offer? The focus of this question is tourism.

Word Count: 0 (942 max)

**Table Wizard**

Table | Cell | Accessibility

Width: [ ] px

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Columns: 4

Rows: 4

Cell Spacing: [ ]

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Border Style: [ ]

Collapse borders

Ok Cancel



Word limit not page limit

No formatting rules or  
penalty points



Max 25 images in the  
whole entry

But...you can weld  
images together..





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Nicole Sherriff

Tasmanian Tourism Awards Chair of Judges

# How do the judges assess your submission?



## 20. SELF CONTAINED ACCOMMODATION

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This category recognises accommodation providers that offer quality self-contained accommodation including cabins, lodges and houses, excluding serviced apartments and resorts.

### 1 TOURISM EXCELLENCE (20 marks)

- 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)
- b) What tourism products, experiences and services do you offer visitors? (6)
- c) Describe your commitment to tourism excellence. (4)
- d) Describe your involvement in the tourism industry. (4)

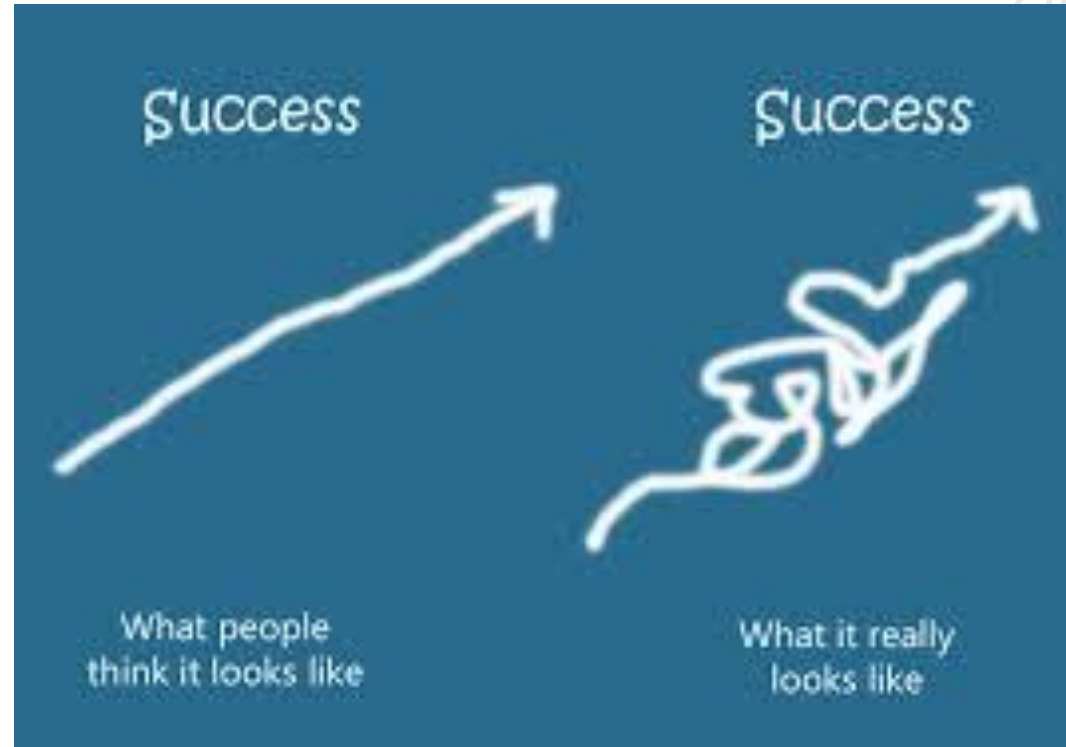
#### TIPS:

- a) *Take care to ensure you have entered the right category and that your response aligns to the category descriptor. Failure to demonstrate your eligibility will be reflected in your score. Refer to the ABOUT US section of your website as this may assist with this response. Judges will want to know how and when the business started, who works in the business, where it is located and how it has developed over the years. A map will be helpful here.*
- b) *The focus of this question is tourism.*
- c) *Explain your values, philosophy and commitment to excellence and what makes you stand out. This may include but not be limited to accreditation and recognition in award programs.*
- d) *Explain how you have been actively involved with and contributed to the tourism industry locally, regionally and nationally.*

# What makes a business stand out?



# Measure and report



- Be specific to the qualifying period
- Comparisons
- Goals, plans and outcomes
- Employees

# Culture of Innovation





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Questions?



# New Tourism Awards Coordinator

Sam Denmead

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