

**Tourism Awards
Information Session 2018**



Tasmanian
**TOURISM
AWARDS**



Agenda:

- Benefits of entering
- What is involved in entering
- Understanding judging
- Changes in 2018





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Benefits of entering the tourism awards



Is WINNING
the biggest benefit
of entering the
tourism awards?



No!

The process forces
you to intensively
review your
business processes



YOU ARE REQUIRED TO:



ANALYSE THE RESULTS

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?

Why and why not is also important.



UNCOVER THE WEAKNESSES

Have you discovered underperforming products?

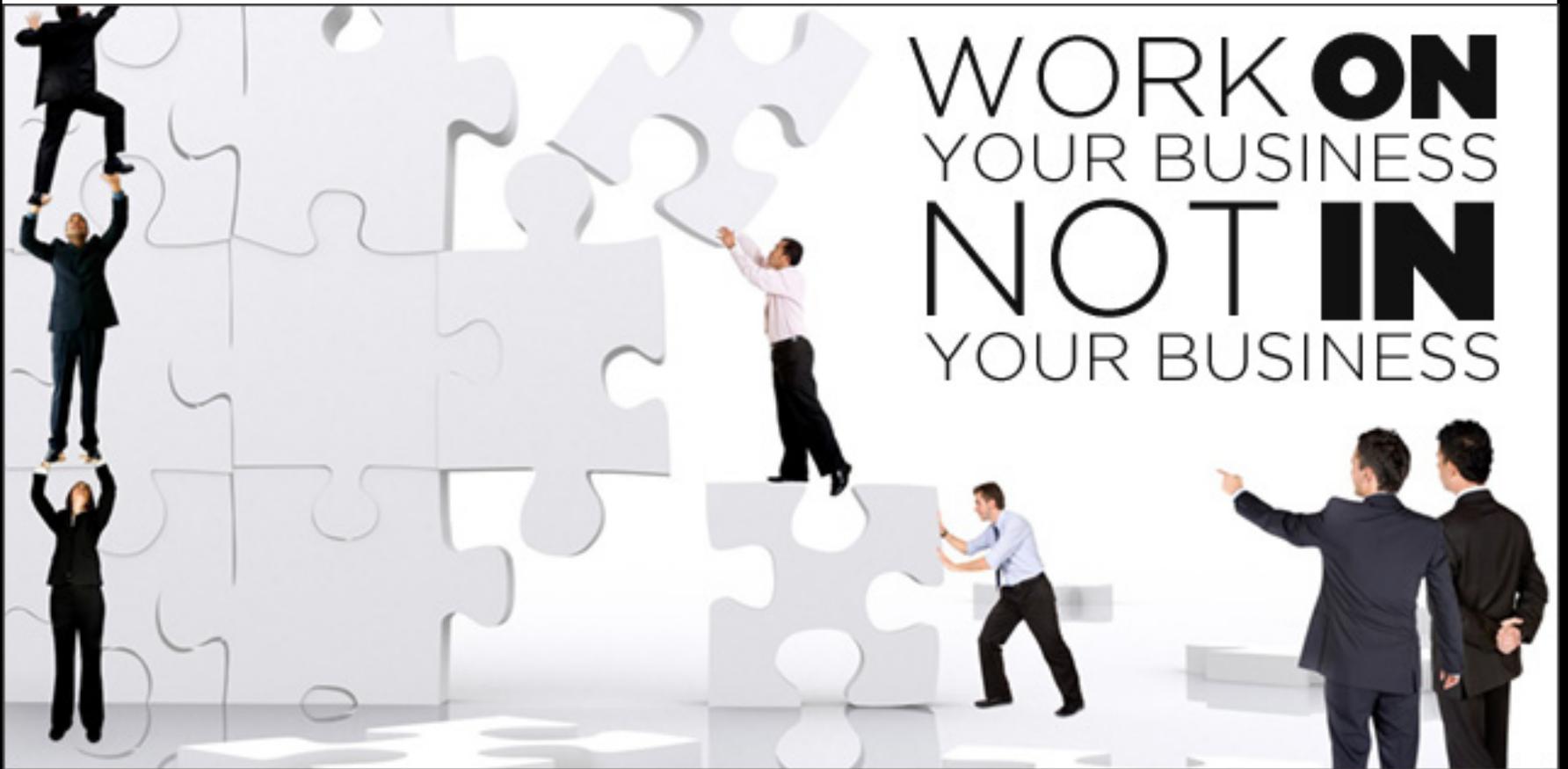
Identified new risks?

Experienced poor customer satisfaction?

Which then leads to planning for the next year

- Address weaknesses
- Goal setting
- Business Plans
- Marketing Plans
- Risk assessments
- Etc...

Use the opportunity to...



Each category focuses
(equally) on FIVE core areas:

1. Product
2. Business Planning
3. Marketing
4. Customer Service
5. Sustainability

You'll need to respond to questions about:

Business &
Marketing
Innovation

Marketing
ROI

Commitment
to Tourism
Excellence

Investment
in staff
training

Engagement
with Tourism
Industry

Unique
selling
points

Local economy,
community and
environmental
sustainability

Measurement
of customer
satisfaction

Clearly
identified
target
markets

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 in a submission...



Choose a category

- Choose a category that best suits your business
- All located on the website www.tict.com.au
- 25 to choose from
- Important to read the category descriptor and questions
- Unsure? Contact the awards coordinator to discuss



Nominate by 30 May

Nominate for your chosen category(s) and pay the entry fee: \$190 per entry

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

Accreditation

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



Rules of entry

<https://tict.com.au/awards/2018-tourism-awards/rules-and-regulations/>



Go to a workshop

After you've nominated, attend the free entrant workshops with the tips and tricks to help you put together your entry;

- Burnie - Tuesday 5 June 10am – 12pm
- Launceston – Wed 6 June 10am – 12pm
- Hobart – Thursday 7 June 10am – 12pm



Write your first draft for the mentor

- Have your first draft ready for July (appointments will be set closer to the date) to send to your mentor for feedback
- You must register for mentoring (Sam will email you when this becomes available)
- Feedback will be supplied (you choose):
 - in person (face to face) OR
 - written report OR
 - over the phone/skype)



Submissions due:

Wednesday 22 August





2018 Timeline





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Judging



To ponder...

Tourism award submission are a little like job applications and school assignments - your success depends on many variables;

- competition
- judges
- have you addressed the question with evidence

Ultimately, you have to convince the judges that yours is the most relevant submission to the category you have decided to enter.



Judges

- Each category is judged by three independent judges.
- This year, one of those judges will also undertake a site visit to your business.
- Judges put in MANY volunteer hours to determine the winner of each category.



Judges cont.

- Judges sign a confidentiality agreement and declare any conflicts of interest.
- They are guided and advised by the Chair of Judges.
- Scores and final results are assessed by independent and qualified auditors.
- Three of the most experienced state judges are selected to become National judges.



How do the judges assess your submission?



Judges carefully follow the exact question including the tips

20. SELF CONTAINED ACCOMMODATION

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.*



Judges are looking for a business that stands out, and is open about challenges and opportunities.





The winner is NOT necessarily the one that has made the most profit or has the most visitors.

The winner is the submission that clearly demonstrates responses to all questions.

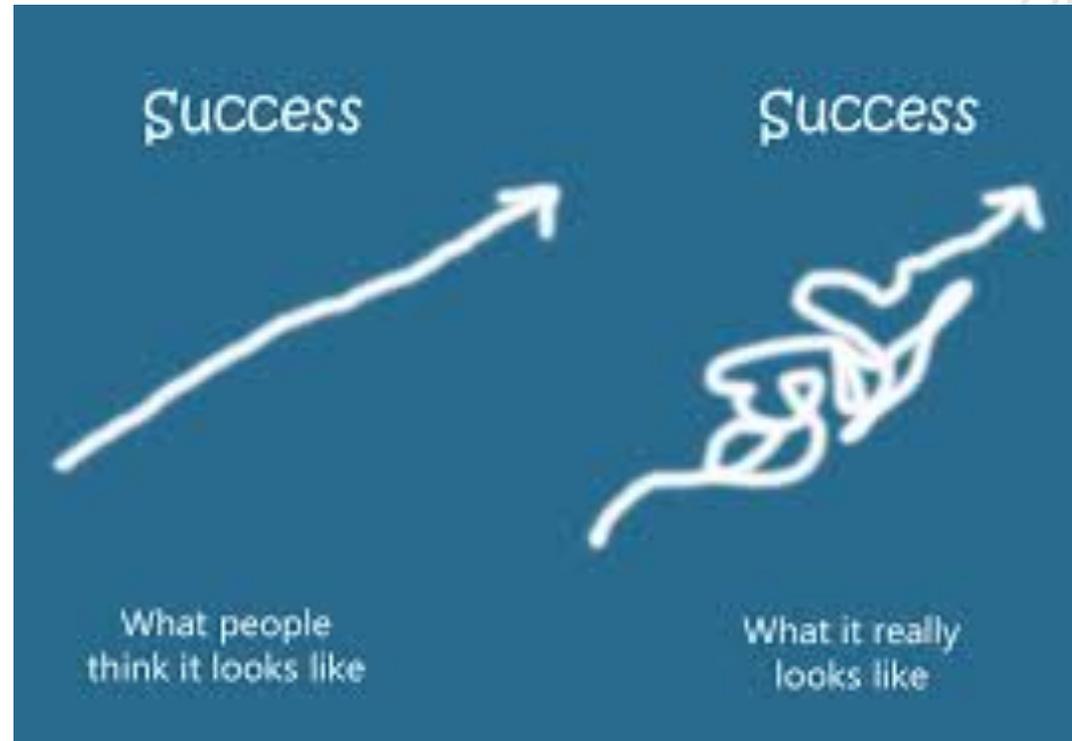




The awards criteria guide judges to recognise businesses and business owners that are passionate about what they do, that work collaboratively to achieve results, and most importantly provide evidence to support challenges overcome and successes achieved.



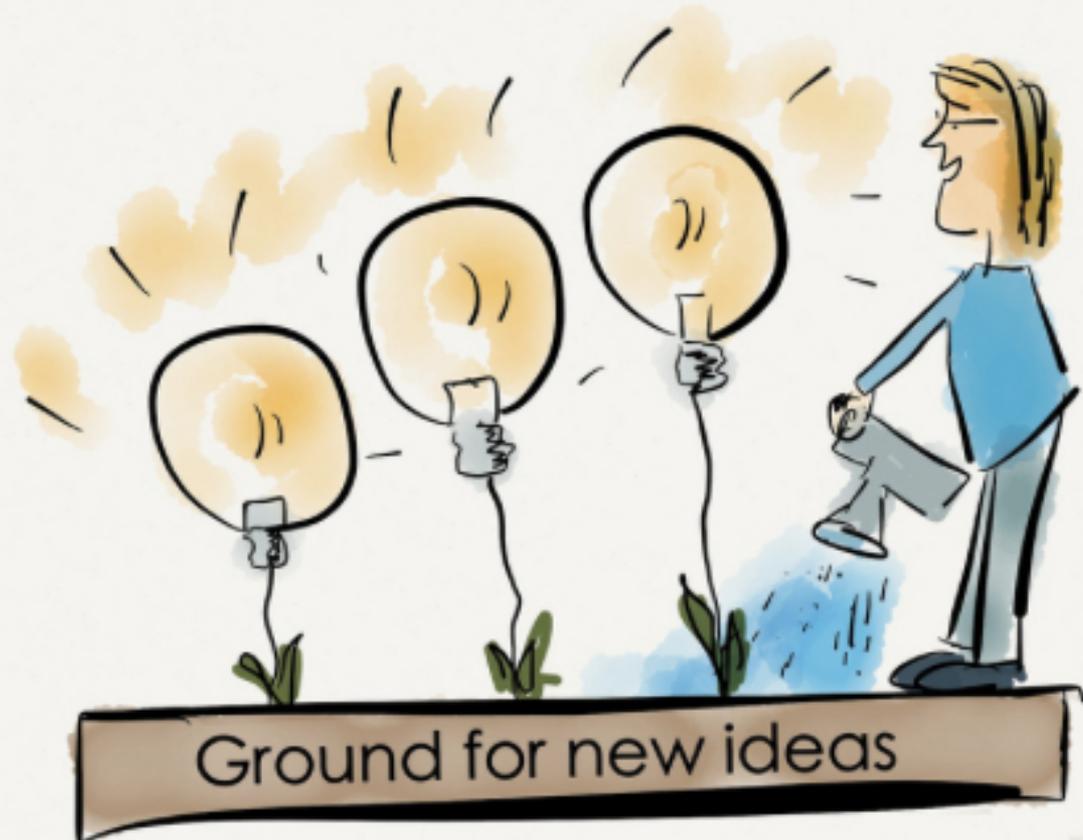
Measure and report



- Be specific to the qualifying period (1 July 2017 – 30 June 2018)
- Comparisons between this year and previous years
- Don't ignore the miss/challenge
- Goals, plans and outcomes

Demonstrating innovation and thinking outside the box is highly regarded

Culture of Innovation





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Changes for 2018



If you entered in 2017,
there are no huge changes
to be concerned about.





If you have entered prior to 2017, there are plenty of changes you need to be aware of.

Listen up.



The big one:

No longer a 30 page PDF,
all answers must be
entered directly onto the
Australian Tourism Awards
Portal.

(which makes it much fairer as the focus is on the
CONTENT, not how pretty you can make it look)

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.

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

The focus of this question is tourism.

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- You can enter and alter text and tables easily
- Add images with captions
- 12,500 total word limit
- No formatting rules or penalty points



Max 25 images in the whole entry

But...you can create collages to demonstrate your answer which counts as one image.



Eg. you might create a collage of your media articles which would count as one image



Or you can use a selection of images that tell a story as a collection, as long as it supports what you've written in your submission.



Nominations are
now OPEN

www.tict.com.au/awards

and close 30 May 2018





Tourism Awards Coordinator

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