

This category recognises tourism operations that foster a greater understanding of Indigenous culture, history and traditions.

Important note:

- *The numbers after each sub-question refer to the judges' weighting.*

Important reminders:

- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*
- *Consider across all questions innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine maintenance and repairs.*

Tip for all questions:

- *Prior to using an acronym, please state phrase or name in full followed by the acronym in brackets.*

Question 1. Product (20 points)

- a) Provide a general overview of the nature and history of your business. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (13)
- b) Describe your services and/or facilities and the tourism experiences offered. (7)

TIPS: Part a)

- *Consider showing where you are located geographically with a map and including images to help judges visualise your tourism operations.*
- *Describe the communities involved and how your business engages with the aspirations of the Indigenous people.*
- *Explain what components are offered to visitors by Indigenous people to promote an awareness of their culture, history and traditions eg Welcome to Country, storytelling, cultural performances, arts and crafts etc*

Part b)

- *Mention how you enable Indigenous people to share information about their culture, history and traditions as the key tourism experiences offered*

Question 2. Business Plans (20 points)

- a) Describe the key features of your business plan for example goals, strategies and outcomes. (10)
- b) Describe the risk issues you have identified for your business and summarise the risk mitigation strategies you have put in place. (4)
- c) Demonstrate your involvement in, and contribution to, the tourism industry. Explain how it contributes to the success of your business and the tourism industry as a whole. (6)

TIPS: Part a)

- *Explain what you are trying to achieve (ie your vision) and how you hope to achieve that vision (ie your mission)*
- *Consider including marketing, product development, human resources, budget, financial performance and how your business emphasises a connection to country for Indigenous people*

Part b)

- *Explain what risks, if any, are associated with maintaining relationships with the Indigenous people / stakeholders*
- *Risk management relates to all parts of your business including risk to the visiting public, specific business-related risk and Occupational Health and Safety.*
- *Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works. Also consider displaying information in a matrix form and identifying levels of risk.*

Part c)

- *Demonstrate your involvement at local, state and/or national level. Examples could include cooperation with local and state tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, involvement in trade shows etc.*
- *Explain how you facilitate Indigenous participation in industry activities*

Question 3. Marketing (20 points)

- a) Who are your target markets and how did you identify them? (6)
- b) Describe the marketing strategies used to attract each target market and detail the success/outcomes of those strategies. (6)
- c) What is your distinctive difference and how do you promote it to attract each of your target markets? (4)
- d) Demonstrate how potential visitors are provided with an accurate and responsible depiction of what to expect from the experience/product.(4)

TIPS: Part a)

- *Explain what research you used to identify target markets seeking an Indigenous tourism experience*

Part b)

- *Displaying your target markets, strategies and outcomes in a table format is recommended. Ideally there should be a strategy and outcome described for each target market listed in your answer to part a).*

Part c)

- *Explain how your connection to Indigenous people forms part of your distinctive difference and how you market that to each of the target markets mentioned in part a)*

Part d)

- *This relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping them up to date. Explain how you involve Indigenous people in reviewing and endorsing your marketing material.*

Question 4. Customer Service and Professional Development (20 points)

- a) Explain how you achieve and maintain quality customer service throughout your organisation. (8)
- b) How do you identify and provide for people with specific needs? (4)
- c) State the number of people working in the business and explain how you identify and determine professional development needs. (4)
- d) Describe the range of training/skill development programs undertaken including cultural, interpretation and protocol training specific to the region of operation. (4)

TIPS: Part a)

- *Explain how you provide Indigenous people with regular feedback on what customers are saying.*
- *Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback.*

Part b)

- *Explain how you work with Indigenous people to cater for people with specific needs*
- *Specific needs could include language, physical, intellectual, dietary and other special needs e.g. groups, special interest etc.*

Part c)

- *You should consider fulltime, part-time, casual and volunteers and explain how many Indigenous people are involved in the business.*

Part d)

- *Points to consider could include the objective of staff/self training/skill development programs, how they were measured, the extent of uptake and outcomes for the business.*
- *Where appropriate, make special mention of how you have enabled Indigenous people to access any relevant training.*

Question 5. Sustainability (20 points)

- a) Describe and demonstrate your commitment to environmental sustainability. (10)
- b) Describe how your business benefits and respects the local community values and culture. (10)

TIPS: Part a)

- *Explain how you support and use Indigenous knowledge to care for country.*
- *Other initiatives could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs e.g. Eco Certification Program (previously known as NEAP), museums accreditation, ROC (Respecting our Culture).*

Part b)

- *Explain how you include Indigenous people as an integral part of your business.*
- *Other benefits to the local community could include donations, in-kind contributions, partnerships with community-based organisations, the use of local service providers and succession plans for buy outs.*

Total score: 100 points.

Site inspection: further 20 points.