

## 27. CANBERRA REGION LOCAL GOVERNMENT AWARD FOR TOURISM

This category is open to all Canberra Region councils and recognises ANY of the following: excellence in tourism planning; the provision of tourism and events services and facilities; marketing; tourism product and event development and management; and the contribution made to their local tourism and events industry.

### Notes

- Entries can relate *EITHER* to a single activity *OR* represent ALL of a council's tourism and events activities
- The qualifying period is 1 July 2016 – 30 June 2017
- In entering this category, councils are not precluded from entering other relevant Awards categories, e.g. Festivals & Events
- This Award is only offered at the Canberra Region Tourism Awards. Winners in this category will not proceed to the Qantas Australian Tourism Awards
- Maximum submission length is 6,000 words
- Total score for submission = 100 points
- Entrants to this category may require a site inspection

### 1. TOURISM OR EVENT ACTIVITIES (25 points)

- a) Provide a short **overview** of your council, and the **range** of tourism and event activities or facilities it provides to visitors (5 points)
- b) Describe the **specific** services / facilities / activities that you are making the subject of your submission for this category (5 points)
- c) What is the **rationale** behind these activities? (5 points)
- d) What **benefits** have there been for the local or regional tourism industry arising from your activities? (10 points)

### TIPS

- Consider including a map to show your council area.
- Part b) can be a single activity like a project or event or a composite of all of the council's tourism activities during the qualifying period.
- Part c) is asking for the basis of decisions taken to provide the subject tourism services and facilities.
- Part d) seeks to quantify the tourism values that resulted from council's actions, e.g. greater understanding of local history/culture, more visitors attracted to the region, visitors staying longer, etc.

## 2. TOURISM PLANNING (25 points)

- a) Outline your council's tourism strategy or tourism development plans (5 points)
- b) Describe the processes or methods you use to identify and meet the needs of tourists visiting, or passing through your region (5 points)
- c) Describe the relationships you have with the local tourism industry, visitor centres, Regional tourism industry or State Tourism Organisation in providing tourism services / facilities, or marketing (5 Points)
- d) Describe the risk issues you have identified for your council in relation to the tourism industry, and the risk mitigation strategies you have put in place (10 points)

### TIPS

- Consider including links to other relevant strategies, e.g. economic development plans at council, regional or state level.
- Detail your participation in or support for local / regional tourism bodies (including any joint activities with neighbouring / regional council bodies).
- 'Risk' can include economic (e.g. increased competition / council funding issues), natural (e.g. bushfires / seasonal factors) or other matters.

## 3. TOURISM MARKETING (25 points)

- a) Describe your target markets, and how your tourism activities align with these (5 points)
- b) What is distinctively different about the marketing activities that **your** council offer your target markets? (10 points)
- c) Again for the activities or facilities that you are entering, how are potential visitors provided with an accurate and responsible description of what your tourist product or facility is offering? (5 points)
- d) What outcomes from marketing activity have been achieved in the qualifying period? (5)

### TIPS

- How do you identify the tourism markets you are targeting with the activity / facility you are entering here?
- How does your organisation support marketing the activity / facility you are entering – money, facilities (e.g. a visitor centre) or perhaps staff?
- What processes do you have in place to understand how your customer feels about your product/service, e.g. feedback forms, monitoring social media, blogs, mystery shoppers, blogs, TripAdvisor, etc.? Explain how you respond to these communication channels.

## 4. RESPONSIBLE TOURISM (25 points)

- a) Describe how your organisation or tourism activities engages with, and brings economic and social benefits to, your local community and the region (10 points)
- b) Describe how your activities contribute to environment sustainability in your local area and the Region (10 points)

c) How do you promote your responsible tourism activities? (5 points)

**TIPS**

- Here you could detail how your product or organisation financially contributes to the local and broader Canberra region economy. For example, local purchasing, employing or training staff locally, product development, etc.
- Consider the social benefits you provide to your local community. For example, supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, working with local Aboriginal and Torres Strait Islander people.
- Explain your commitment to environmental sustainability. For example, having a sustainability policy, conserving and measuring water, waste management and energy.

**TOTAL SUBMISSION SCORE: \_\_\_\_\_/100**