

27. LOCAL GOVERNMENT AWARD FOR TOURISM

This category is open to all local government authorities and recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and overall to their State/Territory's tourism industry.

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 organization. (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.*

2 BUSINESS PLANNING (20 marks)

- a) Outline your tourism strategy and Council's tourism development plan. (4)
- b) Describe council's internal structure for identifying and communicating on tourism issues and requirements. (5)
- c) Describe the processes you have in place to identify and meet the needs of tourists visiting, or passing through, your region. (4)
- d) What relationships do you have with the local tourism industry, visitor centres, regional tourism associations, your State Tourism Organisation and neighbouring councils in the provision of tourism services/infrastructure and in tourism marketing? (4)

- e) Describe the risk issues you have identified for your local authority in relation to the tourism industry and the risk mitigation strategies you have put in place. (3)

Tips:

- a) *consider including any links with other strategy formulation e.g. an economic development plan.*
- b) *Include details of council's internal communication processes concerning tourism issues e.g. regular management meetings, internal newsletters, Council meeting agendas etc.*
- c) *provide information on council's approach to tourism – is it pro-active or reactive? If your location has seasonal challenges, how do you address those requirements?*
- d) *Detail your involvement in and /or support of local tourism industry bodies. Do you work with neighbouring councils in tourism development and marketing?*
- e) *Risks can be marketing associated like increased competition from other destinations or be generated by a natural event like a cyclone that can damage infrastructure, close access and generally affect visitor numbers. Management risks associated with such circumstances as increased seasonal demand and/or a lack of accommodation facilities, adequate roadways and general funding (some councils have a low rating base) are all matters that can be addressed in this question.*

3 MARKETING (20 marks)

- a) Who are your target markets and how does your Councils' tourism activity align with them? (4)
- b) How do you know your products/services meet the needs of your target markets? (4)
- c) What are your unique selling points and demonstrate how you communicate these to your target markets? (4)
- d) What contribution does council make towards the provision of visitor information services? (4)
- e) Describe the involvement that Council has in innovative marketing strategies to encourage new and/or repeat business and demonstrate the success of these initiatives. (4)

Tips:

- a) *This question seeks to understand who you have aimed your marketing towards. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations.*
- b) *What research have you conducted or used to determine your target markets? How do you know the target market you identified in Q 3 a) is right for you?*
- c) *What makes you different from your competitors? Consider for example; size, location, exclusivity, services, facilities. What methods do you use to communicate these to the target market you have mentioned in Q 3 a).*
- d) *How does your Council contribute towards visitor information services. Do you contribute with employment, infrastructure funds, etc? Explain how that impacts/benefits tourism in your region*

- e) *What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps. The response needs to focus on innovative approaches to marketing. Remember to also answer the second part of the question and expand on how these new activities have been successful.*

4 CUSTOMER SERVICE (20 marks)

- a) Describe your customer service philosophy/values. (5)
b) Explain how you provide for visitors with specific needs. (5)
c) Describe how you measure customer satisfaction and identify areas for improvement. (5)
d) What processes do you have in place to respond to customer complaints? (5)

Tips:

- a) *Consider the systems and procedures you have in place to deliver outstanding service. How do you make an effort to understand visitor needs, welcome them, respect them, thank them and do business with them?*
b) *Demonstrate how you consider visitors' special and specific needs. Think about who your customers are and their specific requirements.*
c) *What processes do you have in place to understand how your customer feels about your product/service? For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider providing a case study/example where you have implemented a change based on customer feedback.*
d) *Consider how you receive feedback, for example, telephone, email or User Generated Content such as blogs and Tripadvisor. Explain how you respond to each of these different communication channels.*

5 SUSTAINABILITY (20 marks)

- a) Demonstrate how you contribute to the local economy. (6)
b) Demonstrate how you engage with and bring benefits to the local community. (7)
c) Describe how you care for the local environment. (7)

Tips:

- a) *Explain how your business financially contributes to the local economy in your region, for example; local purchasing, employing local people etc.*
b) *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 etc.*
c) *Explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving and measuring water, waste management and energy.*