



# CANBERRA AND REGION TOURISM AWARDS 2021

ENTRANT WORKSHOP 1

TODD WRIGHT — THREESIDES MARKETING

# PUTTING NAMES TO FACES



**TODD WRIGHT**



**PHILLIP JONES**



**DEB BEETHAM**



# OVERVIEW

- **WHO'S IN THE ROOM**
- **WELCOME FROM CHAIR OF JUDGES — PHILLIP JONES**
- **WELCOME FROM TOURISM AWARDS MANAGER — DEB BEETHAM**
- **IMPORTANT DATES**
- **WHAT'S NEW IN 2021 (THERE'S A LOT!)**
- **REVIEW PRO AND ONLINE REVIEW PROCESS**
- **THE PORTAL**
- **GETTING YOUR PLAN TOGETHER**
- **Q+A (AS**
- **FINISH**



# IF YOU'RE HERE – AIM HIGH



# DOWNLOAD THE HANDBOOK

[HTTPS://CANBERRATOURISMAWARDS.COM.AU/WP-CONTENT  
CRTA-PRINT-ENTRANTSHANBOOK-A4.PDF](https://canberratourismawards.com.au/wp-content/crta-print-entrantshandbook-a4.pdf)



2021

## HANDBOOK FOR ENTRANTS



**YOU NEED TO NOMINATE**

**PLEASE NOMINATE YOUR  
BUSINESS BY**

**FRIDAY 23<sup>RD</sup> JULY**

# IMPORTANT DATES

\*dates subject to change

Event	Date
Launch	20 May
Nominations open/close	20 May – EXTENDED to 23 July
Program Support	June – August
Site visits	August (where relevant)
Final submission review	August
Submissions close	Thursday 9 September by 5pm
Online judging	Friday 10 September – Sunday 26 Sept
Deliberation day	Thursday 30 September
Audit	Thursday 30 September
National online judging portal opens	October
End of year event / winners announced	November
Judge feedback sessions	December
National judging day	Early December
Australian Tourism Awards Gala – Sunshine Coast	February 2022
National Judge feedback sessions	March 2022



# THE WORLD ACCORDING TO PHILLIP



- **WELCOME TO THE 2021 PROGRAM**
- **CHANGING THE GOAL POSTS IN 2021**
- **NEW SCORING PROCESS**
- **SITE VISIT PROCESS (NOT SCORED)**
- **Q+A**

# THE GOOD WORD FROM DEB



- **ENTRANT SUPPORT AVAILABLE**
- **SUBMISSION REVIEW PROCESS & DEADLINE**
- **BUSINESS STANDARDS / QUALITY TOURISM ACCREDITATION PROCESS**
- **STAR RATINGS (ACCOM ONLY)**
- **Q+A**

## Risk Management

Previous Section

Save

Highlight Incomplete Questions

Next Section

? What is the business' Risk Management Statement/Risk Management Policy? Please choose either:

☐ Please give details☐ Please attach

? My business has an OH&S policy that ensures all needs for staff and contractors are met as per State authority's requirements. If no staff, select NA

☐ Yes☐ No☐ N/A

? Does the business have a Risk Management Plan?

☐ Yes☐ No

? What are the business' Emergency and Evacuation Procedures? Please choose either:

☐ Please give details☐ Please attach

? This business has prominently displayed emergency evacuation procedure guides.

☐ Yes☐ No

The business' emergency management fighting appliances and equipment are appropriately maintained.

☐ Yes☐ No

? There is a list of emergency contact numbers that is easily accessible to staff and guests.

☐ Yes☐ No

? Please provide an example of your business's incident report form template. Please choose either

☐ Use available template☐ Please attach

# MAKE IT EASY ON YOURSELF

- ACCREDITED ESTABLISHMENTS ARE NOT REQUIRED TO COMPLETE BUSINESS STANDARDS.
- IF YOU HAVE COMPLETED THE BUSINESS STANDARDS IN **2019**, YOUR RESPONSES SHOULD BE PRE-FILLED AUTOMATICALLY WITH WHAT HAS BEEN SUPPLIED IN 2019 AND YOU SIMPLY NEED TO REVIEW YOUR RESPONSES AND RE-SUBMIT.
- YOU CAN USE THESE ANSWERS TO WORK TOWARD FULL ACCREDITATION AT A LATER DATE



**WHAT'S NEW IN 2021**



# WHAT'S NEW IN 2021

1. THE QUALIFYING PERIOD WILL INCORPORATE **THE PAST 2 YEARS** FROM: 1 JULY 2019 TO 30 JUNE 2021
2. THE TOTAL WORD COUNT IS REDUCED TO **8,000 WORDS**
3. FIVE CATEGORIES HAVE BEEN RENAMED
4. AN **ONLINE REVIEW AND CONSUMER RATING SCORE** WILL NOW CONTRIBUTE TO THE FINAL SCORE
5. MANY QUESTION CHANGES REFLECT THE EXCEPTIONAL CIRCUMSTANCES OVER THE QUALIFYING PERIOD WITH A FOCUS ON RESILIENCE AND INNOVATION
6. A NEW JUDGES CHOICE AWARD WILL RECOGNISE A FINALIST WHO HAS DEMONSTRATED GREAT RESILIENCE

# **WHAT ARE SCORES WORTH**

## **FOR MOST CATEGORIES AT LOCAL LEVEL:**

- 1. SUBMISSION SCORE /70**
- 2. ONLINE REVIEW /10**
- 3. CONSUMER RATING /20**
- 4. SITE VISIT (NO POINTS)**

## **NATIONAL LEVEL**

- 1. SUBMISSION SCORE / 100**

# **THE NEW QUESTIONS**

## **COVID-19 / BUSHFIRE IMPACTS (0 MARKS)**

**1. INTRODUCTION (20 MARKS)**

**2. BUSINESS DEVELOPMENT (20 MARKS)**

**3. MARKETING (20 MARKS)**

**4. CUSTOMER EXPERIENCE (10 MARKS)**

# **CUSTOMER FEEDBACK REVIEW PRO**

**5% OF SUBMISSION SCORE\***

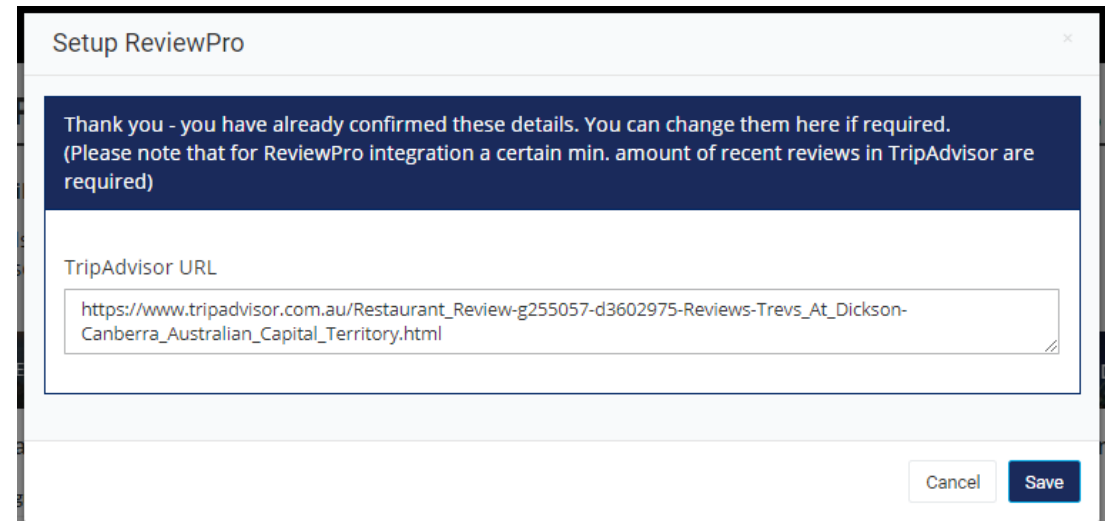
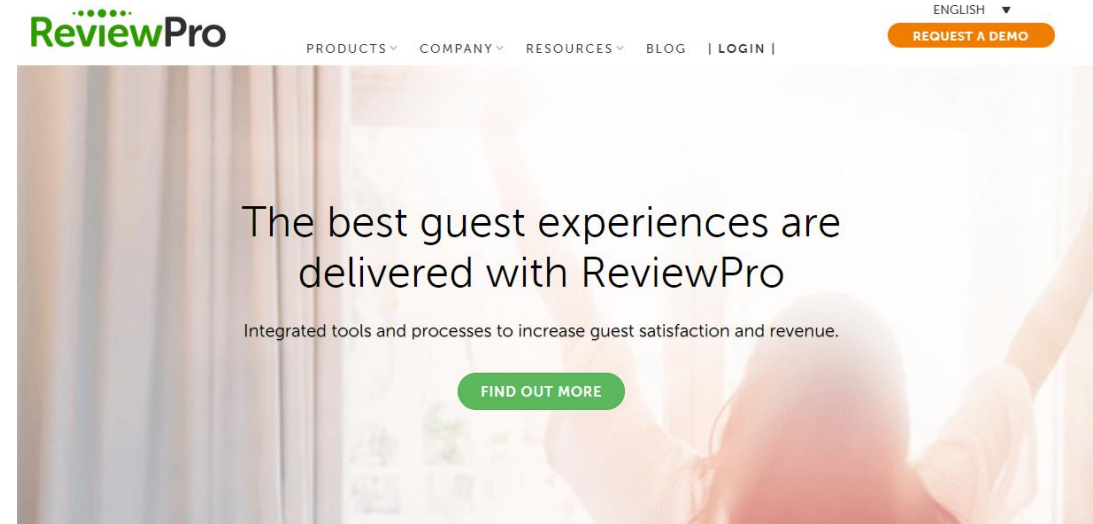
# REVIEW PRO

**LINKS PROVIDED AT NOMINATION WILL BE USED TO AGGREGATE YOUR ONLINE REVIEWS.**

**17 CATEGORIES ARE INCLUDED**

**REVIEW PRO SCORE COUNTS FOR 5% OF YOUR SCORE**

**IT TAKES 14 DAYS TO SETUP AN ACCOUNT**







## What score will be used?

Your Consumer Rating will be calculated based on your ReviewPro **Global Review Index (GRI)** score, obtained by aggregating scores from your online reviews received during the qualifying period (1 July 2019 - 30 June 2021).

To generate a GRI, you must have approximately 25 reviews from sources that allow ratings across consumer review platforms (like TripAdvisor, Booking.com, Expedia and many more).

# Explore your ReviewPro dashboard

Find your GRI here



See how your GRI has evolved over time

\* Select the date period you want to check...

...and select a period for comparison

\* Set goals for improvement

See what keywords are being used in reviews

\* Download tailored reports

Trends ⓘ				
↑ Trending Up	Index		↓ Trending Down	
Priceline	86.6%	+3.4	English	
Australia	87.8%	+1.4	Couple	
Family	87.3%	+6.5	Booking	
Business	80.2%	+7.8	Group	
Safe	85.3%	+1.3	Google	

Group Ranking				
Group	Ranking		Avg GRI™	Reviews
State Victoria	79 of 308	+ 25	85.5%	28
National Star Ratings...	105 of 308	+ 44	87.8%	40
National Hotels	31 of 322	+ 40	82.3%	81
National Hotels 4.5*	15 of 72	+ 17	85.6%	91
State VIC - Melbourne...	13 of 68	+ 4	81.3%	52

See where you sit compared to other businesses

# Consumer rating will apply to:

- Major Tourist Attractions
- Tourist Attractions
- Tourism Retail and Hire Services\*
- Visitor Information Services
- Major Tour and Transport Operators
- Tour and Transport Operators
- Adventure Tourism
- Tourism Restaurants and Catering Services
- Tourism Wineries, Distilleries and Breweries
- Caravan and Holiday Parks
- Hosted Accommodation
- Unique Accommodation
- Self Contained Accommodation
- 3-3.5 Star Accommodation
- 4-4.5 Star Deluxe Accommodation
- 5 Star Luxury Accommodation
- Excellence in Food Tourism\*

*\*Will only account for 5% of the overall score.*

# ONLINE REVIEW PROCESS

10% OF SUBMISSION SCORE\*

## ONLINE REVIEW PROCESS

**THE 2021 TOURISM AWARDS PROGRAM WILL INCLUDE THE INTRODUCTION OF AN ONLINE REVIEW COMPONENT WORTH 10% OF AN ENTRANTS OVERALL MARK, WITH THE EXCEPTION OF SOME CATEGORIES.**

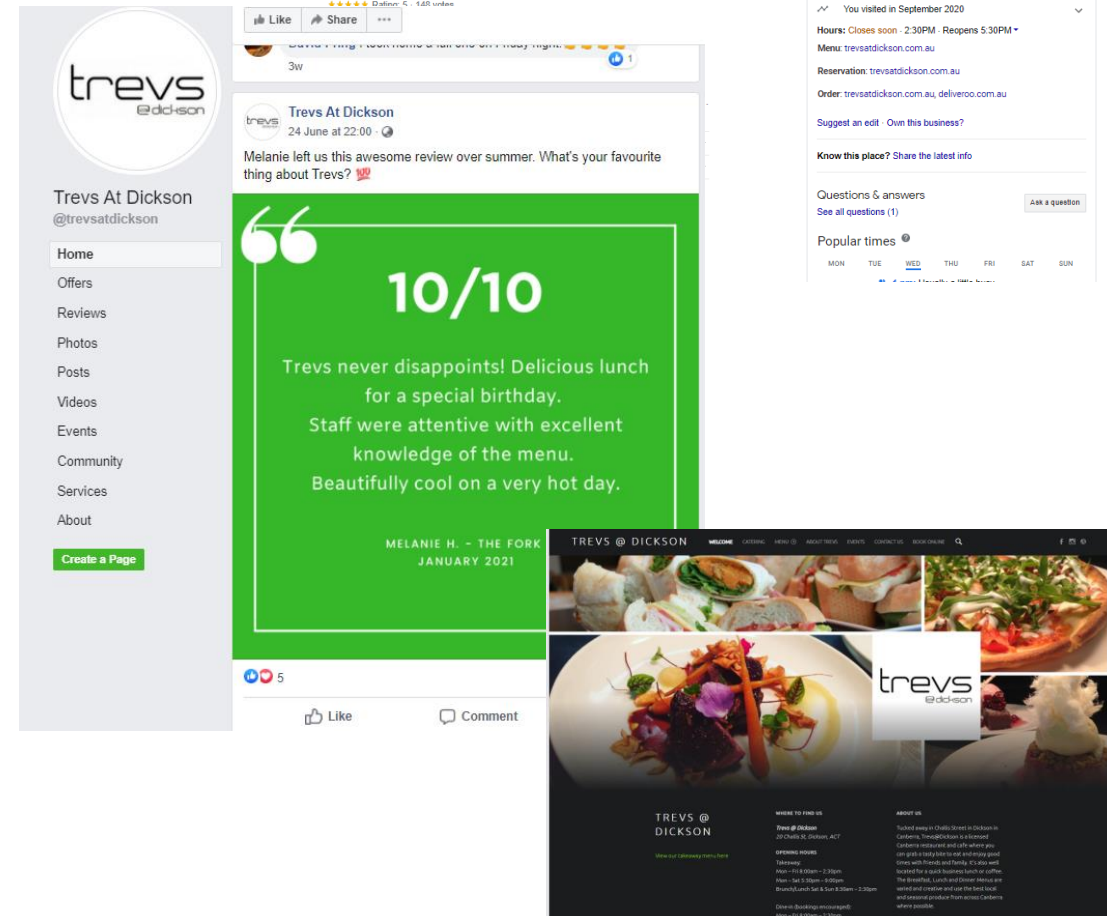


# WHAT WILL BE JUDGED

## LIST OF QUESTIONS WITH YES/NO FOR Q'S LINKED TO THE QUALITY AND CONSISTENCY OF YOUR ONLINE PRESENCE:

- WEBSITE
- SOCIAL MEDIA CHANNELS
- SEARCH ENGINE RANKING
- EXTERNAL LISTING SOURCES

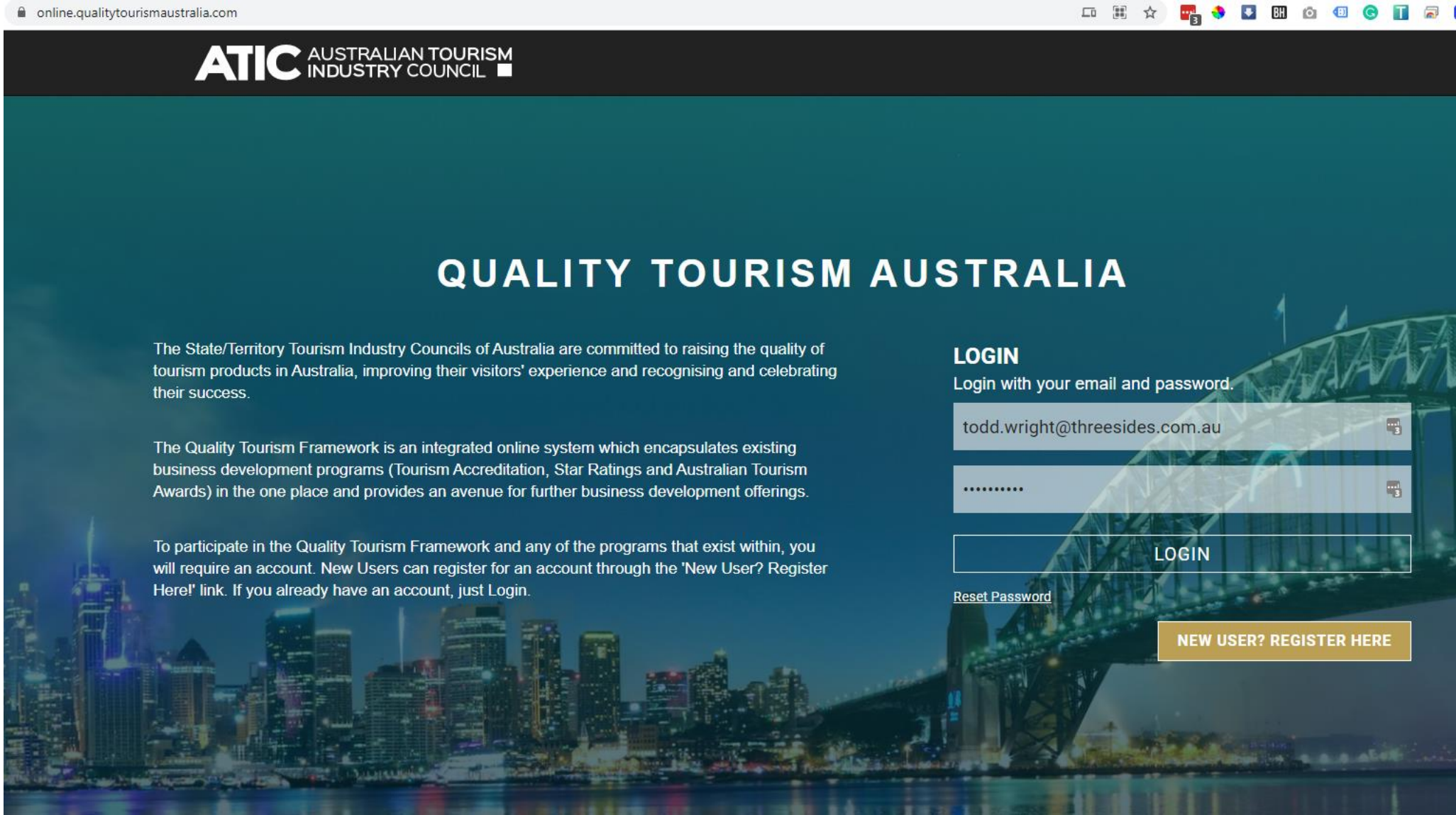
ADD YOUR LINKS THROUGH THE NOMINATION PORTAL



# THE PORTAL

# THE PORTAL

[HTTPS://ONLINE.QUALITYTOURISMAUSTRALIA.COM/](https://online.qualitytourismaustralia.com/)



online.qualitytourismaustralia.com

**ATIC** AUSTRALIAN TOURISM  
INDUSTRY COUNCIL ■

## QUALITY TOURISM AUSTRALIA

The State/Territory Tourism Industry Councils of Australia are committed to raising the quality of tourism products in Australia, improving their visitors' experience and recognising and celebrating their success.

The Quality Tourism Framework is an integrated online system which encapsulates existing business development programs (Tourism Accreditation, Star Ratings and Australian Tourism Awards) in the one place and provides an avenue for further business development offerings.

To participate in the Quality Tourism Framework and any of the programs that exist within, you will require an account. New Users can register for an account through the 'New User? Register Here!' link. If you already have an account, just Login.

### LOGIN

Login with your email and password.

todd.wright@threesides.com.au

.....

LOGIN

[Reset Password](#)

**NEW USER? REGISTER HERE**

## User Account Details:

Name: Patrick Woods  
Email: patrick.woods@threesides.com.au

## Organisation:

Trevs@Dickson ▼

### ACCREDITATION [🔗](#)

#### Accreditation Summary

Date	Program	Status
20/07/2021	QTAB - Sustaina...	Business Standa...

[View more detail \[🔗\]\(#\)](#)

### TOURISM AWARDS [🔗](#)

#### Awards Summary [👤](#)

Year	Category
2021	15. Tourism Restaurants & Catering S...

[View more detail \[🔗\]\(#\)](#)

### STAR RATINGS [🔗](#)

#### Star Ratings Summary [★](#)

Organisation is not star rated.

[View more detail \[🔗\]\(#\)](#)

## Useful Links

[ACCESS CERTIFICATIONS \[🔗\]\(#\)](#)

[LOGOS AND RESOURCES \[🔗\]\(#\)](#)

[UPDATE ATDW \[🔗\]\(#\)](#)

## Apply For...

[Accreditation](#)

[Awards \[🔗\]\(#\)](#)

[Star Ratings \[🔗\]\(#\)](#)

Select the program(s) from the list and click the "Apply" button.

APPLY

Choose programs ▼



[More info about programs offered by ATIC](#)

## ? \_ReviewPro

You will receive an email once we have successfully integrated your ReviewPro account. Please note, account set up is not instantaneous. Your account will be processed and verified by ReviewPro and may take longer than expected.

[VIEW](#)



## 2021 Tourism Awards Information

Before you nominate, please ensure you read the category questions and criteria carefully and read the 'Rules for Entry' documents found on your State/Territory Awards websites.

The Australian Tourism Industry Council are embarking on new, integrated system for Australia's business development programs which incorporates the Tourism Award program.

This year the awards judging will encompass various elements to provide a more robust judging process. Awards will be judged on the written submission and some categories may include an online review and a consumer review element.

[State / Territory Award Information](#)
[Nominate Now](#)
[Pay Now](#)
[User Guide](#)
[Nominations](#)
[Company Profiles](#)
[Invoices/Charges](#)
[Past Submissions](#)

## Your Nomination(s)

Nominated	Category	State/Region	Paym...	GRI/G...	Status	
<a href="#">Trevs@Dickson</a> Trevs@Dickson	15. Tourism Restaurants & Catering Services	ACT - Canberra Region Tourism Awards Australian Capital Territory	PAID		INCOMPLETE ★ Business Standards Required Online Unassigned	<a href="#">View Entry</a> <a href="#">Details</a>



WELCOME

BUSINESS STANDARDS

AWARDS SUBMISSION

FINALISE



Welcome to your 2021 Awards Submission



The Australian Tourism Awards is a program that recognises best practice and quality businesses/experiences across the nation.

Over recent years the awards have undergone significant review and adaptations to ensure a contemporary awards program is delivered. It is important that you ensure you are referring to current user guides and rules of entry.

**To complete your submission:**

Please take note of the important information (on the right of this screen) and ensure you refer to the user guide on how to best fill out the entry.

You can Navigate and respond to the different sections of the entry by clicking the menu items listed on the bottom of this page or simply click 'next section' to progress through.

**Rules of Entry:**

You must comply with the maximum word count and image quota per category. Please refer to the Rules for Entry to ensure your entry is eligible for judging. If you have exceeded either maximum, the system will not allow you to submit.

In some states for selected categories you can submit your entry for Draft Review by the program manager and then have the opportunity to take the feedback into consideration.

Finally, when you've completed all required questions - use the "Finalise" tab to accept the terms and conditions and submit your entry. If no SUBMIT button is visible, it means you have missed completing a question. You must click on this button and submit your entry by the due date, no late entries will be accepted.

**? Important Information****Scores**

The total score achievable for your entry is split across the written submission, online review, consumer score and site visit (subject to state and category requirements). Refer to the rules of entry for a breakdown of the score available.

**Saving your responses**

We recommend that you use **Chrome** or **Safari (Mac/iOs)** as your browser for the best experience.

The system will SAVE your data every time you click onto another field on the page and every few seconds while you are online. It will warn you if you have

 **User Guide****Canberra & Region Tourism Awards Information**

Start

Media &amp; Promotional ✖

COVID-19 Impacts (0) ✖

Introduction (20) ✖

Business Development (20) ✖

Marketing (20) ✖

Customer Experience (10) ✖

Final ✔

# FOLLOW THE BLUE BAR

Start

Media & Promotional ❌

COVID-19 Impacts (0) ❌

Introduction (20) ❌

Business Development (20) ❌

Marketing (20) ❌

Customer Experience (10) ❌

Final ✔

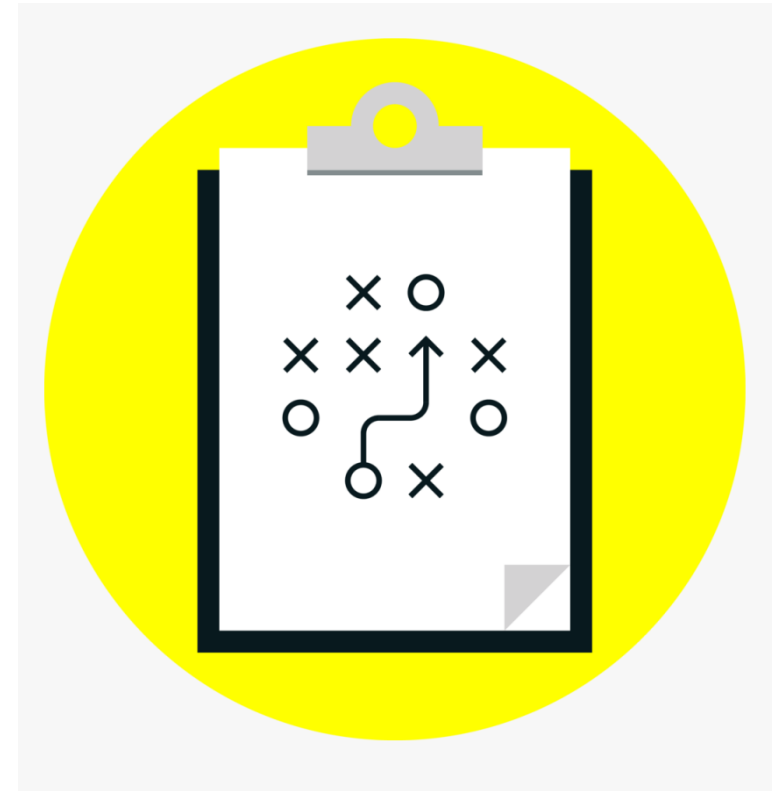
# WRITTEN SUBMISSION

80-100% OF SUBMISSION SCORE\*



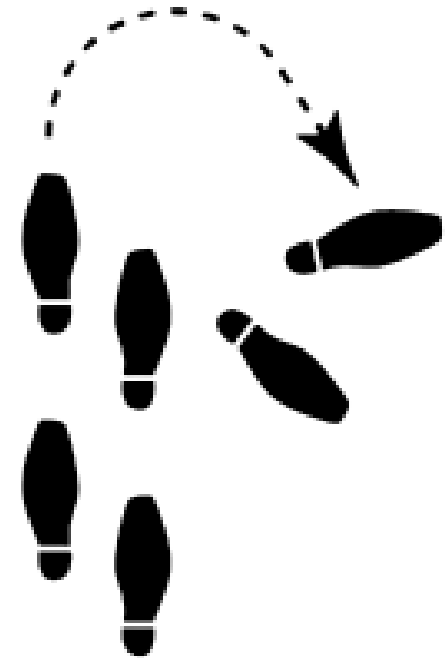
# GETTING YOUR GAME PLAN TOGETHER

1. REVIEW LAST YEAR(S) SUBMISSION (IF THEY EXIST)
2. PUT TOGETHER YOUR IMPORTANT DATES AND MILESTONES
3. SET YOUR TIME BUDGET ACCURATELY
4. LOG INTO THE PORTAL EARLY AND SEE WHATS INVOLVED
5. LINK UP REVIEW PRO (IT WILL TAKES DAYS FOR APPROVAL)
6. GET YOUR BUSINESS STANDARDS DONE
7. COLLECT YOUR ASSETS
8. GET WRITING



# CREATE YOUR OWN SUBMISSION REVIEW STEPS

1. **PULL TOGETHER YOUR BACKGROUND AND DOT POINT ANSWERS**
2. **WRITE YOUR FIRST DRAFT**
3. **HAVE SOMEONE ELSE REVIEW IT**
4. **WRITE YOUR SECOND DRAFT**
5. **SUBMIT FOR JUDGING REVIEW (UP TO 1 WEEK TURNAROUND)**
6. **FINALISE YOUR SUBMISSION DRAFT WITH FEEDBACK**
7. **SUBMIT TO PORTAL**



# INSIDER TIP: RUN A TEAM WORKSHOP

- GET EVERYONE IN A ROOM FOR **2 HOURS**
- PRINT OUT EACH SUBMISSION QUESTION ON AN A3 PIECE OF PAPER
- GET EVERYONE AROUND THE QUESTION TO CONTRIBUTE IDEAS, ANECDOTES AND THOUGHTS
- CREATE A CONTENT CAPTURE LIST OF ALL THE IDEAS TO FOLLOW UP

**TEAMWORK  
MAKES THE  
DREAM  
WORK**

**HOW ABOUT THOSE  
BUSHFIRES AND PANDEMIC  
HEY?**



Please provide the judges with an understanding of your business's situation resulting from national and world events during the qualifying period.

E.g. COVID-19, natural disasters (fire)

*NOTE: These responses do not contribute to your overall score but provide a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.*

Outline how many months in the qualifying period (1 July 2019 – 30 June 2021) you were operational for?

**B***I*U

T1 ▾



?



Type something

0 words

Describe what the business restrictions were on your business e.g. gatherings.

**B***I*U

T1 ▾



?



Type something

0 words

Describe the impact of travel restrictions on your business e.g. border closures.

**B***I*U

T1 ▾



?



Type something

# IMAGES

**1920 X 1280 – HIGH RES (10 MB MAX)**

**1920 X 1080**

1920x1080 px	HDTV format, presentations, social media cover images. 16:9 ratio.
1280x720 px	HD format, seen in photography and film. 16:9 ratio.
1080x1080 px	Social media posts and profile pictures. 1:1 ratio.

**SO, YOU MUST HAVE A FEW  
QUESTIONS?**



# CANBERRA AND REGION TOURISM AWARDS 2021

ENTRANT WORKSHOP 1

TODD WRIGHT — THREESIDES MARKETING