



# CANBERRA AND REGION TOURISM AWARDS 2021

ENTRANT WORKSHOP 2

TODD WRIGHT – THREESIDES MARKETING

# OVERVIEW

- **WHO'S IN THE ROOM**
- **LOCKDOWNS, DATES AND DEADLINES**
- **HEAR FROM A PAST ENTRANT AND A JUDGE**
- **GETTING HELP – THE SUBMISSION REVIEW PROCESS**
- **TEAM UP FOR THE WIN**
- **REVIEW PRO – UNDER THE HOOD**
- **THE PORTAL – THE DO'S AND DON'TS**
- **IMAGES – PHOTOS, INFOGRAPHICS AND**
- **GETTING YOUR PLAN TOGETHER**
- **Q+A**
- **FINISH**

# PUTTING NAMES TO FACES



**TODD  
WRIGHT**



**CAROL  
CARTWRIGHT**



**SEAN  
HAYLAN**



**KARINA  
GROTH**



underground  
spirits  
canberra



actsmart



**THREESIDES**  
MARKETING



# IF YOU'RE HERE - AIM HIGH





# DOWNLOAD THE ENTRANTS HANDBOOK

[HTTPS://CANBERRATOURISMAWARDS.COM.AU](https://canberratourismawards.com.au)



2021

## HANDBOOK FOR ENTRANTS



**NEW SUBMISSION DEADLINE**

**5.00PM**

**THURSDAY 30TH**

**SEPTEMBER**

**[37 DAYS TO GO]**

# 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	September 1-16
Submissions close	Thursday 30 September by 5pm
Online judging	Friday 1 October – Sunday 10 October
Deliberation day	Wednesday 13 <sup>th</sup> October
Audit	Wednesday 13 <sup>th</sup> October
National online judging portal opens	October
End of year event / winners announced	Friday 26 <sup>th</sup> November
Judge feedback sessions	December
National judging day	Early December
Australian Tourism Awards Gala – Sunshine Coast	February 2022
National Judge feedback sessions	March 2022



**SMART PEOPLE WHO  
KNOW THINGS**

# CAROL IS QUITE A 'JUDGEY' PERSON



- **WHAT DO JUDGES LOOK FOR**
- **WHAT DO LOCAL WINNING SUBMISSIONS LOOK LIKE**
- **HOW DO NATIONAL LEVEL SUBMISSIONS COMPARE**
- **WAR STORIES FROM THE FRONT**
- **TIPS FROM THE TOP**

# SEAN HAS 'WON STUFF' BEFORE



- **TIPS FROM SOMEONE WHO'S BEEN THERE AND DONE THAT**
- **WHAT ENTRANTS NEED TO DO TO WIN**
- **IMPORTANCE OF GETTING AN USING FEEDBACK**
- **SHOULD YOU GO AROUND AGAIN**

# KARINA WILL HELP YOU PUNCH ABOVE YOUR WEIGHT



- **WHAT HAPPENS IN THE SUBMISSION REVIEW PROCESS**
- **WHAT DO YOU SEE MOST COMMONLY WITH SUBMISSIONS**
- **SHOULD PEOPLE TAKE ALL OF YOUR FEEDBACK ONBOARD**
- **WHAT SETS A WINNING SUBMISSION APART**

**(1-16 SEPT FOR SUBMISSION REVIEWS)**

**TEAMWORK**  
*makes the*  
**DREAMWORK**



# BUILD A LOCAL WINNING TEAM

- GET A TEAM TOGETHER OF OTHER ENTRANTS IN NON COMPETING CATEGORIES
- CATCHUP ON TEAMS / ZOOM FOR AN HOUR
- SWAP NOTES AND IDEAS ON HOW YOU PLAN TO ANSWER EACH QUESTION

WANT TO START A YOUR OWN TEAM?

CHAT TO DEB (OR GARRY)





**QUALITY BUSINESS  
STANDARDS +  
REVIEW PRO**



**Quality  
Tourism**

Accredited  
Business

**MAKE IT EASY ON YOURSELF**

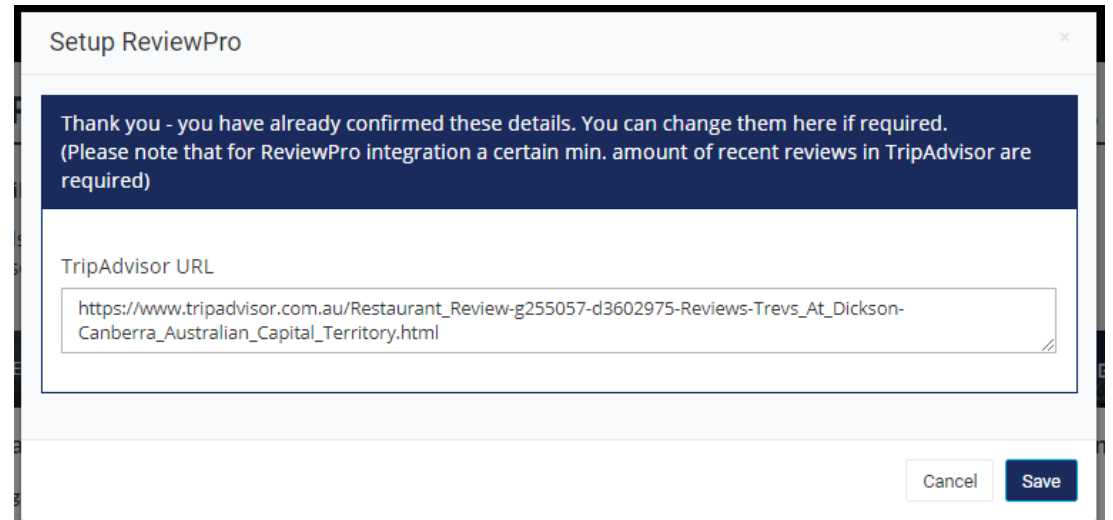
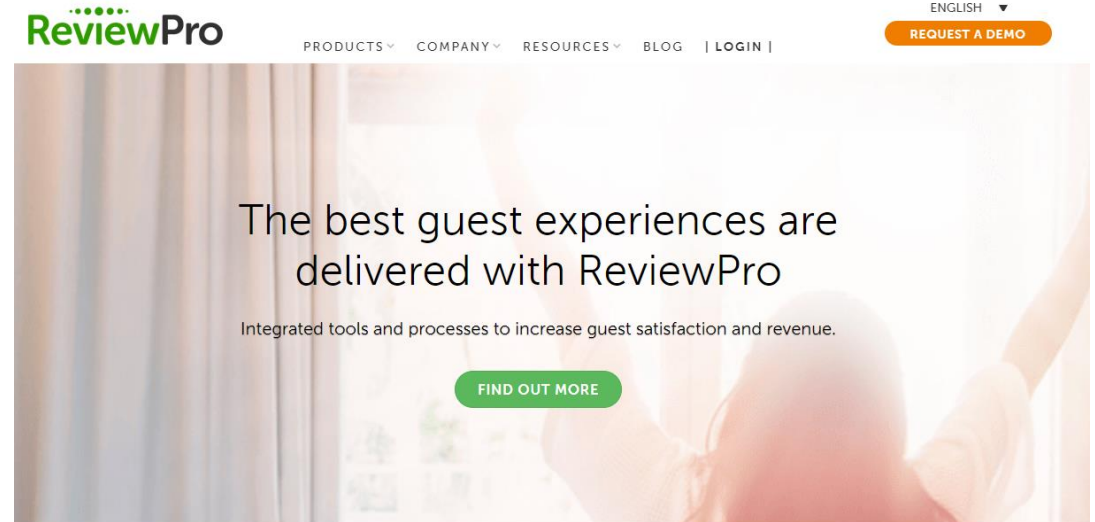
**DON'T FORGET TO COMPLETE YOUR  
BUSINESS STANDARDS  
QUALIFICATION EARLY**

# REVIEW PRO

**YOU NEED TO HAVE SETUP YOUR REVIEW PRO ACCOUNT NOW**

**REVIEW PRO SCORE COUNTS FOR 5% OF YOUR SCORE (FOR 17 CATEGORIES)**

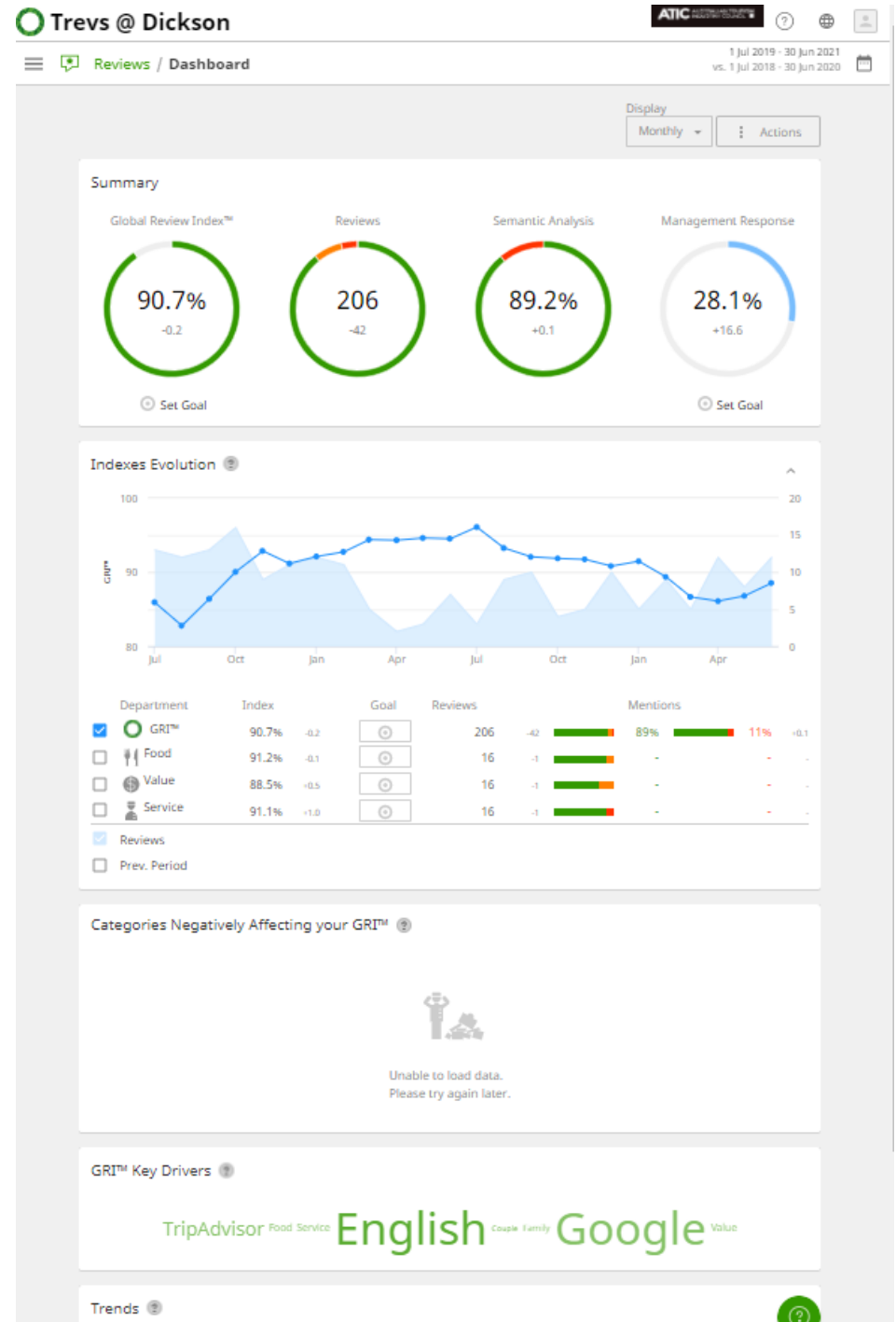
**IT TAKES 14 DAYS TO SETUP AN ACCOUNT**



# REVIEW PRO Q'S

- **ADDING NEW SOURCES – EMAIL DEB OR THE SUPPORT EMAIL AND REQUEST SOURCES TO BE ADDED**
- **THERE ARE ISSUES WITH THE FACEBOOK REVIEWS LINK**
- **SETTING GOALS – YOU CAN'T IN A BASIC ACCOUNT**

**FOR MORE QUESTIONS PLEASE SPEAK TO DEB.**



# SITE VISITS

# **SITE VISITS**

- **BEING USED AS VERIFICATION ONLY**
- **NO POINTS FOR SITE VISIT SCORES**
- **DETAILS STILL TO BE CONFIRMED BASED ON CHANGING JUDGING ENVIRONMENT**



# 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](#)



## 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](#)

# FOLLOW THE BLUE BAR

Start Media & Promotional ✘ COVID-19 Impacts (0) ✘ Introduction (20) ✘ Business Development (20) ✘ Marketing (20) ✘ Customer Experience (10) ✘ Final ✔

**WRITTEN SUBMISSION**



# **THE 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)**



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?

Type something

0 words

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

Type something

0 words

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

Type something

**IMAGES**

# INFOGRAPHICS

- **ARE ALLOWED**
- **THE ANSWER MUST BE IN THE BODY OF THE ANSWER AND WITHIN WORD COUNT**
- **IMAGES SHOULD SUPPORT THE ANSWER NOT BE THE ANSWER**
- **DON'T TAKE THE PISS**

## TRAVEL INFOGRAPHIC

### TRANSPORT

60% AEROPLAN



25% BUS



15% CAR



### TRAVEL PLACE



### ACCOMMODATION



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed metus mauris, tempus eget cursus eu, ultricies et orci. Proin eu nisi mattis, interdum mauris eget, egestas lacus. Phasellus eget eros eu est lectus.

### CASH



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed metus mauris, tempus eget cursus eu, ultricies et orci. Proin eu nisi mattis, interdum mauris eget, egestas lacus. Phasellus eget eros eu est lectus.

# IMAGES

1920 X 1280 – HIGH RES (10 MB MAX)

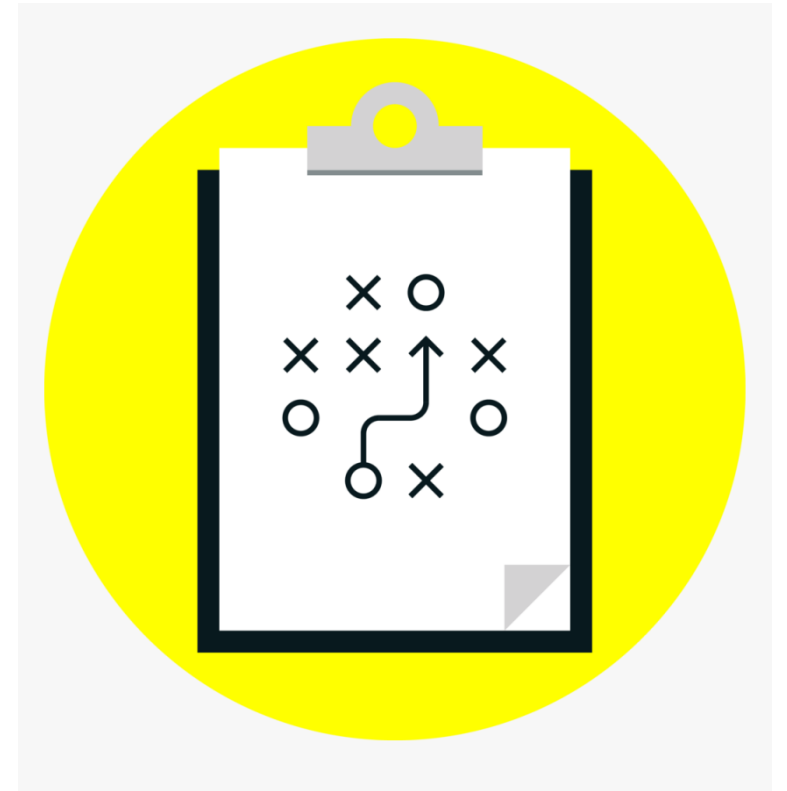
1920 X 1080

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.

**THE PLAN FROM HERE**

# GETTING YOUR GAME PLAN TOGETHER

1. SET YOUR REMAINING TIME BUDGET ACCURATELY
2. LOG INTO THE PORTAL EARLY AND SEE WHAT'S INVOLVED
3. GET YOUR BUSINESS STANDARDS DONE
4. GET YOUR SUBMISSION REVIEW DONE
5. FINALISE WRITING
6. START UPLOADING INTO THE PORTAL





**Q+A**

**ASK US ANYTHING.**

**Q+A**



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