



## **28. CANBERRA REGION RESILIENCE & INNOVATION AWARD**

This award is new in 2021 and is to recognise that businesses have been impacted by COVID-19, bushfires, storms, border closures and other restrictions on operations. The award is way for your business to show how it adapted and demonstrated resilience and initiatives during this period.

\*No Accreditation or pre-assessment is required for this category.

### **Important Notes:**

- This will be done as a case study.
- The qualifying period for this award is 1 July 2019 – 30 June 2021.
- This category is awarded at the Canberra Region level only.
- The criteria and rules for entry for the Australian Tourism Awards DO NOT apply to this category.
- This award will be presented at the discretion of the judges, based on the submissions received.

### **WORD COUNT**

Approximately 1000 words (two pages equivalent)

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Focussing on your tourism products and services please provide an example of how you managed to operate during the various challenges over the reporting period in 2020-21, such as COVID-19, hail-storm, bushfires, financial challenges and lockdowns.

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

We're seeking a case study approach and examples of how you were able to make it through, perhaps create a new product or service, stay engaged with your customers and market, and survive as a tourism business.

Make sure you include some data points like revenue, visitation numbers, or any supporting information about what you did, and the outcomes.

Also include up to five images, social media comments or examples, links to any relevant videos, and feedback from customers to illustrate the case study.

### **INTRODUCTION (10 marks)**

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Please provide an overview your tourism products, experiences and services.

### **CASE STUDY (60 marks)**

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Tell your story as to what transpired during this time (1000 words)

### **SUPPORTING EVIDENCE (30 marks)**

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Provide data and images, including social media links and customer feedback