



TOP TOURISM TOWN 2022

GUIDELINES AND RULES FOR ENTRY



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SECTION 1

ELIGIBILITY

The following information outlines the eligibility criteria for entrants.

- The nomination can be made by one of the following– Accredited Visitor Information Centres, or Local Councils.
- The entry must include a website that fits the following criteria:
 - Is a travel/tourism focused website that includes the town
 - Has a copy of the itinerary available on the site
 - Displays the video on the site
 - Has an online booking functionality to book tourism activities within the town
 - Where online bookings are not available, a link on the nominated tourism website to the individual business's website
- There can only be one nomination per town
 - If two nominations are received, the awards Program Manager has the right to accept which one will proceed. The hierarchy of which would be accepted would apply
 - 1. Accredited Visitor Centre
 - 2. Local Council
- Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.
 - Top Tourism Town Award - those with a population over 5,000 people
 - Small Tourism Town Award – those with a population under 5,000 people, but greater than 1500
 - Tiny Tourism Town – those with a population under 1500
 - Consensus data from the ABS should be used to determine population size
- Nominations and submissions must be made via the Quality Tourism Framework

REGION RESTRICTIONS

Entrants need to confirm that their business meets eligibility to be part of the Top Tourism Towns Awards. All entrants need to identify if you meet the distance criteria or contact the Canberra Region Tourism Awards Manager prior to nominating.

A clear boundary for the acceptance of NSW businesses within the Canberra Region Tourism Awards program has been implemented. The boundary for eligibility for the Canberra Region will be a radius within 72 kilometres from the Canberra GPO (53 Alinga Street). This boundary naturally occurs at the southernmost tip of the ACT border.

> View more details

SECTION 2

ENTRY REQUIREMENTS

The following information will be required from the entrant within their submission.

MEDIA & PROMOTIONAL

- The name/details of the person who will accept the awards at the Awards Presentation should you win the category
- The name/details of who will be corresponding with the media should you win the category
- A separate 100-word description about your town
- 2 hero images that best depict your entry

TOWN INTRODUCTION

- An overview of the town including target market and its commitment to tourism.

VISITOR ITINERARY

- An itinerary for a defined target market e.g. two adults and two children for the number of days/ nights as per your category requirements
- **Top Tourism Towns** - 4 days/3 nights
- **Small Tourism Town** - 3 days/2 nights
- **Tiny Tourism Town** - 2 days/1 night
- Entrants must submit a text and optional PDF version of the itinerary.
- Include both accommodation and activities
 - ^ Entries can use product/s from within their shire/region, however visitors must be able to reasonably access during their stay.

VIDEO

- A 30 second – 2-minute promotional video which highlights the key attractions and experiences in the nominated town or city.
- The video must be submitted in MP4 format and must be wide-screen and high-definition.

- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

EDITORIAL ARTICLE

- A short editorial article on why visitors should come to your town or city and what they could experience during their visit.
- The article must not be more than 800 words and entrants must submit both a Word and PDF version of the article.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six images. Images to be high resolution PNG files (less than 250kb)
- All images must be free of copyright and will be used during the presentation and on certificates.

ACCOMMODATION AND ATTRACTIONS

- A list of accommodation and attraction activities that can generate a GRI score via ReviewPro.
- Top Towns - 5 of each (5 x accommodation, 5 x attraction)
- Small Towns - 3 of each (3 x accommodation, 3 x attraction)
- Tiny Towns - 2 of each (2 x accommodation, 2 x attraction)

^The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI.

^Tiny Tourism nominees can use attractions within their shire/region, where a visitor is reasonably able to access the attraction during their stay

SECTION 3

JUDGING PROCESS

The following information outlines the judging process for the Top Town Awards.

The judging process will be overseen by the state/territory Chair of Judges.

There are three components to the judging process which will determine your overall score:

- Submission review
- Consumer vote
- Customer review (ReviewPro GRI)

The submission score will be combined with the consumer vote and review elements to determine your overall score.

SUBMISSION REVIEW

A panel of three experienced judges will review the written submission (including article, video and itinerary) and score individually.

These scores are combined and averaged out to determine your submission review score.

The submission review will be worth 65% of the total score available.

CONSUMER VOTE AND REVIEW

Consumer Vote

In July, we will invite people in the Canberra Region and visitors to the Canberra Region to jump on a website (TBC), review the videos submitted by our finalists showcasing our entrants, and then vote for their favourite Canberra Region Tourism Town. This will be a popular vote. There will be no weighting for size of town.

The consumer/public vote will be worth 25% of the total score available.

REVIEWPRO GRI

In order to gain a perspective from visitors that have visited and experienced the town a GRI from ReviewPro will form part of the entrant's score. A GRI is an online reputation score based on review data collected from over 175 online travel agencies. Businesses will offer a number of accommodation and attractions within their town (dependent on which category they are entering) and the GRI from each will be combined then averaged to determine the entrants GRI score.

The ReviewPro GRI will be worth 10% of the total score available.

SECTION 4

WEIGHTING

The following information provides a guide for entrants on what the judges will be looking for within their review, and how each section is weighted.

INTRODUCTION (5)

- The town was able to demonstrate that they have a commitment to growing tourism
- Target market is clearly identified, and rationale of target market is clear and sound

EDITORIAL & PHOTOS (20 MARKS)

- Thought, style and theme of the writing is of high quality and in the style of a feature article.
- Writing has been directed to the visitor
- Theme is consistent with specified target market and the video and itinerary supplied.
- The theme reflects the brand and values of the town
- A compelling and enjoyable proposition for specified market
- Photos
 - Photos are shot in a creative and interesting way to evoke an emotional response.
 - Photos and editorial are connected.

VIDEO (20 MARKS)

- The video concept is creative and interesting to evoke an emotional response
- Theme reflects the brand and values of the town and connects to the editorial and itinerary
- Narrative and imagery are connected e.g. the story/description/voice over is connected to what is being viewed throughout the video

- Key attractions and experiences are shown.
- Production of the video is of high quality.
- The town is at the centre of the concept

ITINERARY (20 MARKS)

- Theme of itinerary is consistent with specified target market
- Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial
- The itinerary is achievable
- A range of experiences/attractions are presented, with seasonality noted, if applicable
- A compelling and enjoyable proposition that entices the reader to visit

CONSUMER VOTE (25 MARKS)

- State/territory level only
- Consumers can vote for one town in each category

REVIEWPRO (10 MARKS)

- The ReviewPro GRI score for the experiences and accommodation are combined and averaged to provide a town GRI

SECTION 5

TIPS FOR ENTRANTS

TIP 01

Your three elements must all relate back to this target market.

TIP 02

The various components (itinerary, video, editorial, photos) must be aligned in theme, tone and who they are targeting.

TIP 03

The judges or consumers may not know your town or city. Your editorial should be written so that judges and consumers are excited to visit your town/city.

TIP 04

Your itinerary should be achievable and able to be provided for visitors at all times, not just for your submission.

TIP 05

Do not use acronyms unless you include the full name in brackets following it.

TIP 06

The itinerary submitted will be suggested to the winners of the consumer promotion so ensure that you are able to provide this.

TIP 07

The video should show some of your major attractions or experiences that visitors can experience in your town/city and should include visitors enjoying those attractions and experiences.

TIP 08

You can use any means available to you to create your video, whether it is with a video camera, webcam, iPhone or Go Pro. You may also create a slide show using high-quality images and voice over or music. No budget is required, just your imagination.

SECTION 6

TERMS AND CONDITIONS

By entering the Tourism Awards in the Canberra Region, you authorise the use and/or reproduction of images and the 100-word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

Your contact details may also be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes. Under no circumstances will judges be held responsible for any comment, viewpoint, or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.

By ticking the terms and conditions box, you agree not to bring a claim against any Judge, or state/territory Award owner in relation to feedback on your submission.

By ticking the terms and conditions box, you agree that you have read the rules and entry requirements and agree to abide by these.

SECTION 7

HALL OF FAME

The Hall of Fame is awarded to a town that has won the same category over 2 consecutive years.

The Hall of Fame rules are:

RULE 1

Town that are inducted into the National Hall of Fame are precluded from entering that specific category at the state/territory for a period of two years.

Note: The town may enter other eligible categories

RULE 2

If a town is inducted into the State/Territory Hall of Fame, and do not win Gold at the National Awards in the same year, then they are precluded from entering that specific category at the state/territory awards for a period of two years.

If the town does win Gold at the National Awards, but are not inducted into the Hall of Fame, they are eligible to enter the State/Territory awards in the next year.



