

24. NEW TOURISM BUSINESS

This category recognises new tourism businesses that have commenced trading, visitation, or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services. Tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

COVID-19 Impacts (0 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 only, allowing you to tell your business story in your written submission.

Bullet points are recommended. These responses should be short and sharp.

Q.1 Outline how many months in the qualifying period (1 July 2021 – 30 June 2022) you were operational for.

Q.2 Describe what the restrictions were on your business e.g., gatherings.

Q.3 Describe the impact of travel restrictions on your business e.g., border closures.

1. Introduction (10 marks)

A. Provide an overview of your business, including the tourism products, experiences, and services available. 7 marks

What products/experience/service are on offer to visitors? Your response should highlight your points of difference and what makes your business stand out from others (your unique selling points). Consider your amenities, products, services, or facilities that enhance visitor satisfaction.

This is where the judges (and auditors) will gain an understanding of how you fit into the category; therefore, it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.

B. How does your business demonstrate tourism excellence? 3 marks

Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business. This should be reflected in your policies and procedures, on how staff is inducted, incentivised and/or trained – so include details of these to show the business commitment to excellence.

How is the business actively involved with and contributed to the tourism industry (locally, regionally, and nationally) through both business and personal participation?

Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.

C. What date did the business commence? 0 marks

D. Please provide evidence of commencement date e.g., certificate of registration. (upload) 0 marks

IMAGES

Attach a minimum of two graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.

2. Business development (35 marks)

A. Describe the rationale behind the development of this new business. 10 marks

Take the judge on a journey of how the business product/service was developed.

Provide judges with an understanding of why you developed the business and how the development/creation of this business supports the growth and development of the local, regional, and state tourism industry.

Include what research was used to determine the feasibility for this development. You should consider all types of research undertaken, for example surveys, interviews, case studies, data collection/analysis.

The judges are looking for a well-considered concept that can clearly demonstrate that appropriate planning and research was undertaken to meet the needs of the industry and visitors.

B. What innovative strategies and plans have you put in place to enable you to achieve business growth and/or to provide business endurance in the wake of national and world events. What outcomes have been achieved to date? 15 marks

The judges are seeking to further understand the planning process of the development of the product/experience/service. In the previous question you would have outlined the planning and rationale in the development of the business concept. This question now seeks to understand the strategies developed to achieve success now that the product/experience/service is operational.

It also seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.

For each strategy/plan outlined, you should detail the research, planning, implementation, and specific outcomes that have been achieved to date.

C. Describe the main risks in establishing your new tourism business and the risk mitigation measures you implemented to minimise these. 10 marks

The judge is looking for thorough consideration made to the risks associated in opening a new tourism business.

You should clearly outline the risks identified and for each, the strategies that were put in place to reduce the risk and, where able, detail the outcome of these.

Consider all aspects of business risk including start up risks. However, the focus is not on risk obligations e.g., workplace health and safety, rather how the business considered the risks associated with the development of a new business.

IMAGES

Attach a minimum of two graphics to support and enhance your response provided. For example, a chart which visualises any data provided with the question response.

3. Marketing (20 marks)

A. What marketing strategies did you use to differentiate your business and attract your target markets since your commencement date. 10 marks

This question is looking for a clear understanding of how you are marketing to your target market.

You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market. 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.

Identify how the target market/s are right for your business. E.g. what research have you conducted or used to determine your target customer?

You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers since your commencement date. Consider, for example, social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.

B. Why were these strategies chosen? 5 marks

Demonstrate to the judge the rationale behind the chosen marketing strategies.

Ensure you outline why these marketing strategies were selected by aligning them with your target markets attributes as well as, where able, local, regional, or state marketing plans.

C. What was the result of these marketing strategies? 5 marks

Detail how the marketing activities mentioned in Q3A have been successful.

Use metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.

IMAGES

Attach a minimum of two graphics to support and enhance your response provided. For example, images of marketing placement (social media screen shots, website, advertisements).

4. Customer Experience (15 marks)

A. How does your business provide quality customer experiences? 7 marks

This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.

For those businesses that had significant disruption during this qualifying period, consider how you provided quality customer experiences in the alternative ways in which you operated, e.g., communicated to customers during changing restrictions, kept customers informed during closures etc.

Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems, etc.

Consider all points of customer engagement, e.g., email, phone, guest greetings/welcome and interaction during and after the experience.

Once you have provided an overview of how customer service is delivered, describe how your business monitors and assesses customer service to ensure continued quality delivery. For example, feedback forms, monitoring social media, blogs, mystery shoppers, etc.

B. Describe the inclusive practices you integrate across your business. 4 marks

As a part of your delivery of quality customer experiences you need to demonstrate how you consider visitors' special and specific needs and recognise the needs of a diverse community. This can include, but is not limited to, cultural, language, physical, intellectual, dietary, and other specific needs e.g., groups, special interest, LGBTQ, etc.

Provide examples of how you catered for customers with specific needs and explain the outcome or successes. A case study would be beneficial here.

Refer back to your target markets – consider each market and what specific requirements you offer to those guests.

C. What processes does your business have in place to communicate with guests pre and post visit? 4 marks

This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service post the experience. This could be EDMs of upcoming events or specials, responding to feedback, personalised emails, etc.

Consider how you actively encourage feedback and how feedback is used to improve the customer experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.

IMAGES

Attach a minimum of two graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

5. Responsible Tourism (10 marks)

A. How have you considered your environmental responsibilities? 3 marks

*This question requires you to outline how you have considered and acted on reducing or improving (whichever applied) your overall impact on the **environment**.*

Consider the following:

- *How have you considered your environmental impact?*
- *What have you done to be environmentally responsible?*

Some examples of how you demonstrate environmental responsibility are:

- *Water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, reuse initiatives in place.*

The inclusion of actual measurement data including the amounts saved would enhance response.

B. How have you considered your social and economic responsibilities? 4 marks

This question requires you to outline how you have considered and acted on supporting the local community and businesses.

For social responsibilities your response should consider non-monetary examples.

Some examples of how you demonstrate social responsibility are.

- *Supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups*
- *Employing locals and the impact their employment has had on the person, mentoring other businesses, speaking at schools*
- *Work experience opportunities that are offered*
- *Offering gifts for the school raffle that allowed the school to raise money for an item they wouldn't have otherwise been able to afford*

For economic responsibilities, detail how you support the local economy.

Your response should include metric examples when possible. Determine the percentage of total contribution. E.g., '75% of all our expenses were spent in X region.'

Some examples of how you can demonstrate economic responsibility are:

- *Local purchasing, % of employment of local people.*
- *Operators who stock and sell a local artisan's products, or stock local produce in minibars/hampers/outlets and how the business has boomed because of it for the manufacturer/producer (or something similar)*
- *Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going*

C. How have you considered your ethical responsibilities? 3 marks

This question requires you to outline how you have considered and acted on your business ethical responsibilities.

Some examples of how you demonstrate ethical responsibility are:

- *The engagement and representation of Aboriginal and Torres Strait Islander people*
- *Cultural or historical representation,*
- *Animal welfare*
- *Accessibility, etc.*

IMAGES

Attach a minimum of two graphics to support and enhance your response.

Submission Score /90

Online review /10