



**Australian
Tourism Awards**

CANBERRA AND REGION TOURISM AWARDS 2022

ENTRANT WORKSHOP 1

TODD WRIGHT – THREESIDES MARKETING

YUMA AND YUMALUNDI

DHAWURA NGUNA, DHAWURA NGUNNAWAL. YANGGU NGALAWIRI,
DHUNIMANYIN NGUNNAWALWARI DHAWURAWARI.
NGINGGADA DINDI DHAWURA NGUNNAWALBUN
YINDJUMARALIDJINYIN.

THIS IS NGUNNAWAL COUNTRY. TODAY WE ARE GATHERING ON
NGUNNAWAL COUNTRY. WE ALWAYS PAY RESPECT TO ELDERS,
FEMALE AND MALE, AND NGUNNAWAL COUNTRY.

PUTTING NAMES TO FACES



TODD WRIGHT



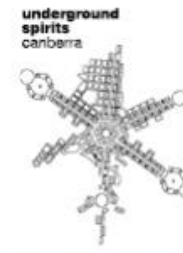
DR. PAM FAULKS



SHAE LALOR



DEB BEETHAM



actsmart®

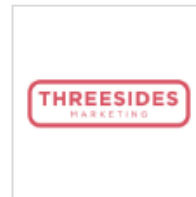


THANKYOU TO THE AWARDS SPONSORS AND VOLUNTEERS

PRESENTING SPONSOR



GOLD SPONSOR



SILVER SPONSOR



SUPPORTING SPONSOR



OVERVIEW

- HEADS UP FROM TOURISM AWARDS MANAGER – DEB BEETHAM
- REV UP. FROM CHAIR OF JUDGES – PAM FAULKS
- IMPORTANT DATES
- WHAT'S NEW IN 2022 (ONLY A FEW THINGS)
- REVIEW PRO AND ONLINE REVIEW PROCESS
- THE PORTAL
- GETTING ON THE WRITE PATH WITH SHAE LALOR
- GETTING YOUR PLAN TOGETHER
- Q+A



IF YOU'RE HERE – AIM HIGH



Australian Tourism Awards





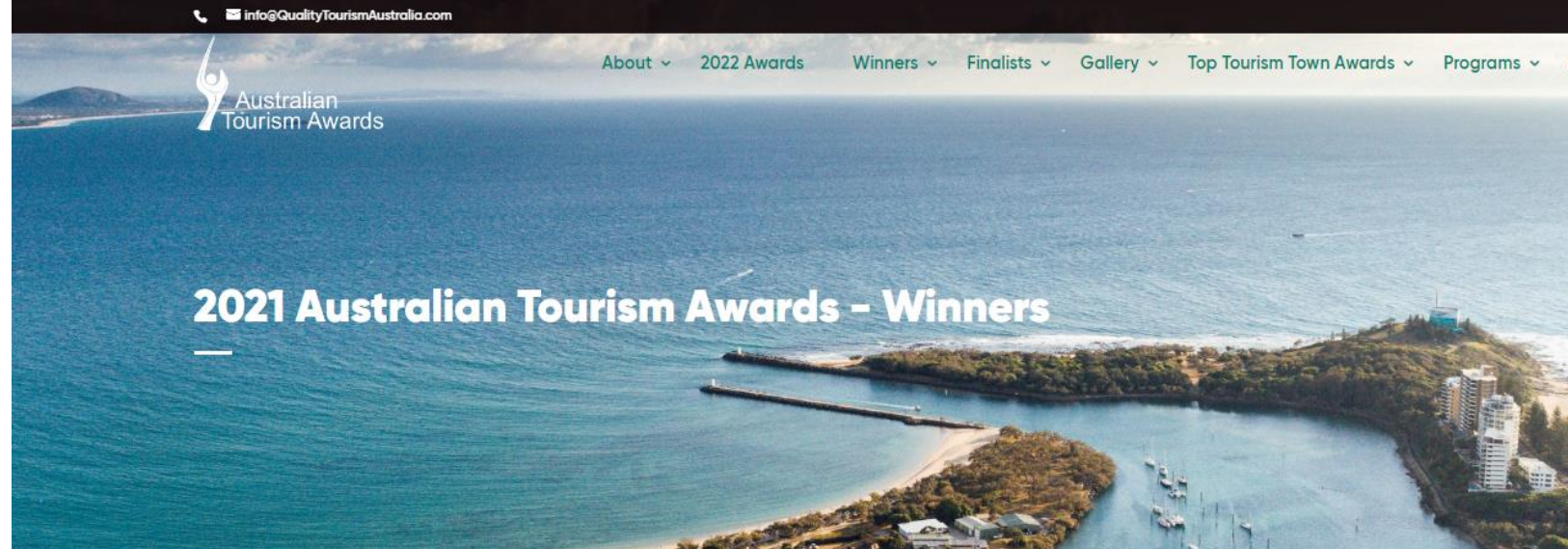
YOU NEED TO NOMINATE

25 NATIONAL CATEGORIES

3 LOCAL CATEGORIES

SEE WHO THE BEST IN AUSTRALIA ARE

2021 AUSTRALIAN TOURISM AWARDS - WINNERS - QUALITY TOURISM AUSTRALIA



Visitor Information Services

GOLD Wonders of Wynyard Exhibition and Visitor Information Centre - TAS
SILVER Bendigo Visitor Centre - VIC
BRONZE Longreach Explore Centre (Visitor Information) - QLD

Tourist Attractions

GOLD Katherine Outback Experience - NT
SILVER National Arboretum Canberra - ACT
BRONZE Oakvale Wildlife Park - NSW

Festivals & Events

GOLD Ballarat Heritage Festival - VIC
SILVER CinefestOZ Film Festival - WA
BRONZE St Lawrence Wetlands Weekend 2022 - QLD

Self Contained Accommodation

GOLD Tree Chalets - WA
SILVER Pinnacles Resort - QLD
BRONZE Riverside Holiday Resort Urunga - NSW

Cultural Tourism

GOLD Fremantle Prison - WA
SILVER Venture North Safaris - NT
BRONZE Royal Australian Mint - ACT

Caravan & Holiday Parks

GOLD Ingenia Holidays South West Rocks - NSW
SILVER Julia Creek Caravan Park - QLD
BRONZE Kimberleyland Waterfront Holiday Park - WA

Excellence In Food Tourism

GOLD Green Olive at Red Hill - VIC

Tourism Marketing & Campaigns

GOLD Gippsland: All Kinds of Wonder - VIC
SILVER WAITOC Aboriginal Tours & Experiences - WA
BRONZE Mudgee Region Tourism - NSW

New Tourism Business

GOLD Wilsons Promontory Cruises - Pennicott Wilderness Journeys - VIC
SILVER Kittawa Lodge - TAS
BRONZE Eos By SkyCity - SA

Hosted Accommodation

GOLD Narrows Escape Rainforest Retreat - QLD
SILVER Heytesbury House B&B - VIC
BRONZE Ashdowns of Dover Bed and Breakfast - TAS

Major Tourist Attractions

GOLD Royal Botanic Gardens Victoria, Melbourne Gardens - VIC
SILVER Currumbin Wildlife Sanctuary - QLD
BRONZE Taronga Western Plains Zoo, Dubbo - NSW

Tourism Retail & Hire Services

GOLD Coal River Farm - TAS
SILVER Vasse Virgin - SA
BRONZE Pelican Boat Hire - QLD

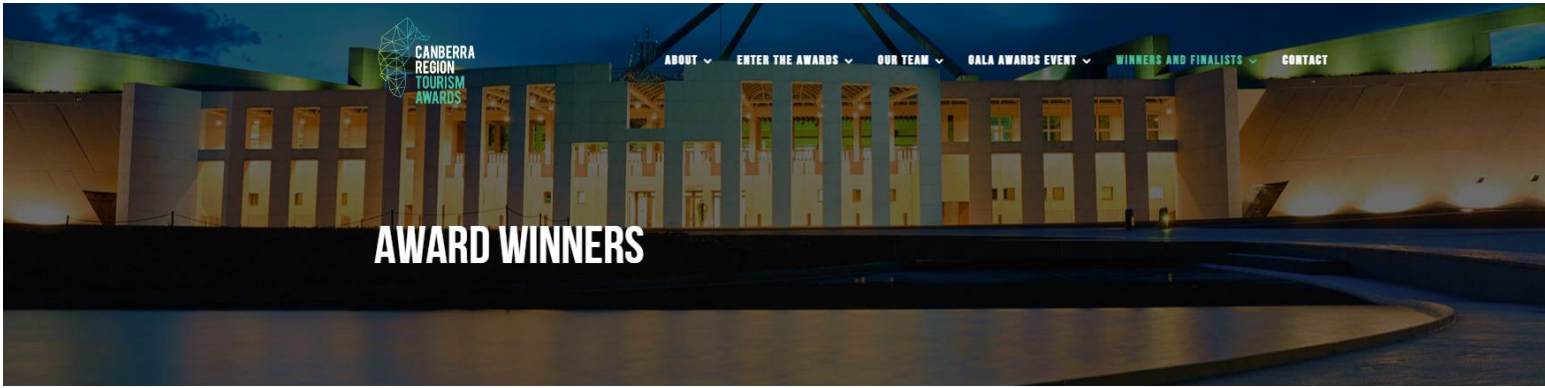
Qantas Award for Aboriginal & Torres Strait Islander Tourism

GOLD Spirits of the Red Sand - QLD
SILVER wukalina Walk - TAS
BRONZE Go Cultural Aboriginal Tours and Experiences - WA

Tour & Transport Operators

GOLD Gordon River Cruises - TAS

SEE WHO THE BEST IN THE CANBERRA REGION ARE



2021 CANBERRA REGION TOURISM AWARD WINNERS

Category	Organisation	ACT Tourism Awards	QANTAS Australian Tourism Awards
Major Tourist Attractions	Australian Parliament House	Winner	
Tourist Attractions	National Arboretum Canberra	Winner	Silver
Tourist Attractions	National Dinosaur Museum	Commendation	
Major Festivals and Events	National Gallery of Australia	Winner	Silver
Cultural Tourism	Royal Australian Mint	Winner	Bronze
Tourism Retail & Hire Services	Gallery of Small Things	Commendation	
Adventure Tourism	Dynamic Motivation	Winner	
Tourism Marketing & Campaigns	GetAboutAble	Commendation	
Tourism Marketing & Campaigns	National Capital Education Tourism Project	Winner	
Tourism Wineries, Distilleries and Breweries	Shaw Wineries	Winner	
Tourism Wineries, Distilleries and Breweries	Contentious Character	Commendation	
Caravan and Holiday Parks	Alivio Tourist Park	Winner	
Unique Accommodation	Jamala Wildlife Lodge	Winner	
3-3.5 Star Accommodation	Mercure Canberra	Winner	
New Tourism Business	A by Adina	Commendation	
New Tourism Business	Van Du Vin	Winner	
Outstanding Contribution by an Individual	Patrick Lonergan	Winner	
Markus Gibson-Huck Young Achiever Award	Jelena Bojanic	Winner	
Canberra Region Innovation & Resilience Award	Handmade Markets Canberra	Winner	
Canberra Region Innovation & Resilience Award	National Capital Education Tourism Project	Commendation	
Canberra Region Tourism Service Award	Michael Salmon	Winner	

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

**THERE'S LOTS OF HELP
ON OFFER**

DOWNLOAD THE 2022 HANDBOOK FOR ENTRANTS

[HTTPS://CANBERRATOURISMAWARDS.COM.AU/WP-
CONTENT/UPLOADS/2022/05/20210523-CRTA-PRINT-
ENTRANTSHANDBOOK-A4.PDF](https://canberratourismawards.com.au/wp-content/uploads/2022/05/20210523-CRTA-PRINT-ENTRANTSHANDBOOK-A4.PDF)



2022

HANDBOOK FOR ENTRANTS



IMPORTANT DATES

Event	Date
Nominations open	Wednesday 20 May 2022
Nominations close	extended until Friday 22 July 2022
Workshop 1	Wednesday 20 July 2022
Workshop 2	August, date TBA
Submissions close	Friday 16 September 2022
Judging close	Friday 7 October 2022
Judges deliberation day	Wednesday 12 October 2022
Presentation Night	Friday 25 November 2022

*dates subject to change

CALL ON DEB FOR EVERYTHING...



**GENERAL MANAGER
NCAA AND CRTA**

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

MAKE IT EASY ON YOURSELF

- ACCREDITED ESTABLISHMENTS ARE NOT REQUIRED TO COMPLETE BUSINESS STANDARDS.
- IF YOU HAVE COMPLETED THE BUSINESS STANDARDS IN 2021, YOUR RESPONSES SHOULD BE PRE-FILLED AUTOMATICALLY WITH WHAT HAS BEEN SUPPLIED IN 2021 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



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

A NEW CHAIR OF JUDGES

HI PAM!



- **WELCOME TO THE 2022 PROGRAM**
- **WHAT JUDGES ARE LOOKING FOR**
- **WHO'S ON BOARD THIS YEAR**
- **ADVICE FROM THE NATIONAL AWARDS**

**DR. PAM FAULKs – CHAIR OF JUDGES
NATIONAL AND LOCAL JUDGE**

WHAT'S NEW IN '22

WHAT'S NEW IN 2022

1.THE QUALIFYING PERIOD IS BACK TO 12 MONTHS

2.THE TOTAL WORD COUNT IS INCREASED TO 10,000 WORDS

3.SUB QUESTIONS ARE BACK

4.NEW IMAGES INCLUSION PROCESS IN THE PORTAL

WHAT'S BEING KEPT KICKING

1.BUSINESS IMPACTS (COVID-19) QUESTION IS STILL AROUND

2.REVIEW PRO - CONSUMER RATING SCORE WILL STILL CONTRIBUTE TO THE FINAL SCORE

3.ONLINE REVIEW – STILL COUNTS

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

FOR SOME CATEGORIES AT LOCAL LEVEL:

1. SUBMISSION SCORE /90
2. ONLINE REVIEW /10
3. SITE VISIT (NO POINTS)

NATIONAL LEVEL

1. SUBMISSION SCORE / 100

EXAMPLE SCORING (70 POINTS)

1. INTRODUCTION (15 MARKS)

***2. BUSINESS DEVELOPMENT (15 MARKS)**

3. MARKETING (15 MARKS)

4. CUSTOMER EXPERIENCE (15 MARKS)

5. RESPONSIBLE TOURISM (10 MARKS)

SITE VISITS

VERIFICATION PURPOSES - 0% OF SCORE

SITE VISIT PROCESS (WHERE APPLICABLE)

SITE VISIT JUDGES WILL ASK TO SEE EVIDENCE OF DOCUMENTATION AND ACTIVITY IN THE FOLLOWING AREAS:

- **HR**
- **BUSINESS & MARKETING PLANNING**
- **CUSTOMER SERVICE**
- **BUSINESS OPERATIONS**
- **RISK MANAGEMENT**
- **ENVIRONMENTAL MANAGEMENT**

CUSTOMER FEEDBACK REVIEW PRO

20% OF SUBMISSION SCORE*

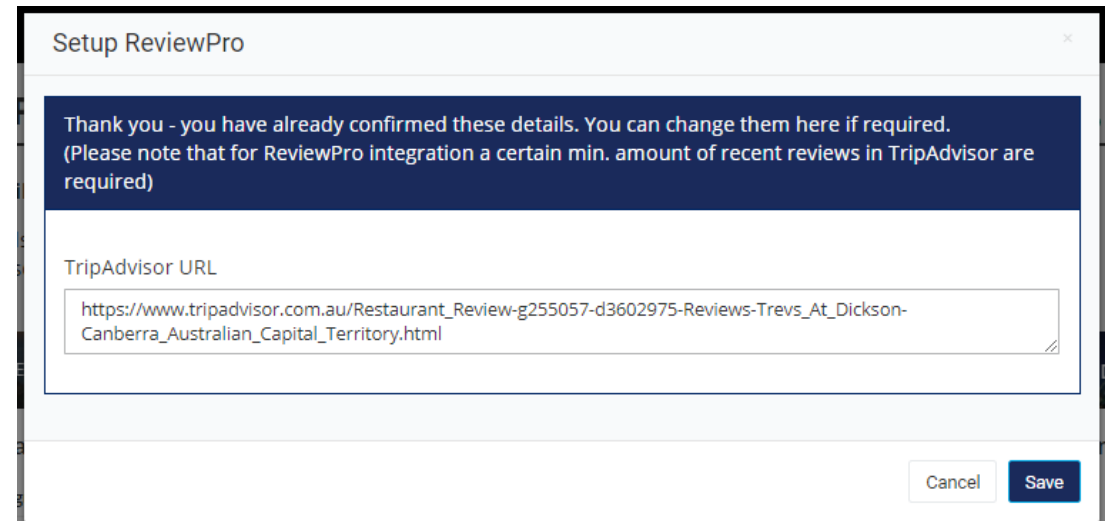
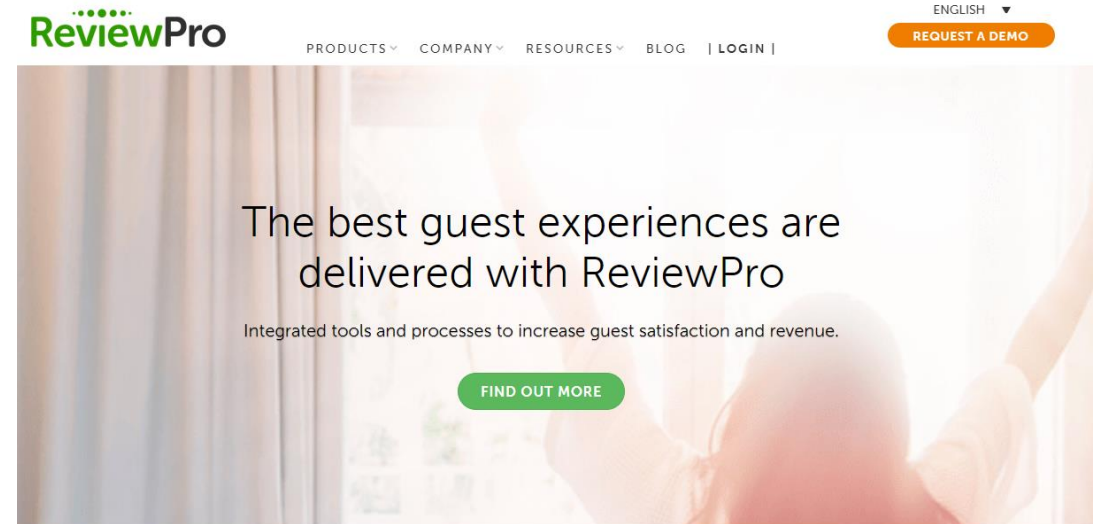
REVIEW PRO

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

17 CATEGORIES ARE INCLUDED

REVIEW PRO SCORE COUNTS FOR UP TO 20% OF YOUR SCORE (WHERE APPLICABLE)

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

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



* 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

See where you sit compared to other businesses

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	
Solo	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	81 of 322	+ 40	83.3%	81
National Hotels 4.5*	15 of 72	+ 17	85.6%	91
State VIC - Melbourne...	13 of 68	+ 4	81.3%	52

12 MONTHS IN REVIEW PRO



Google en 09 Jul 2022 5/5 100%

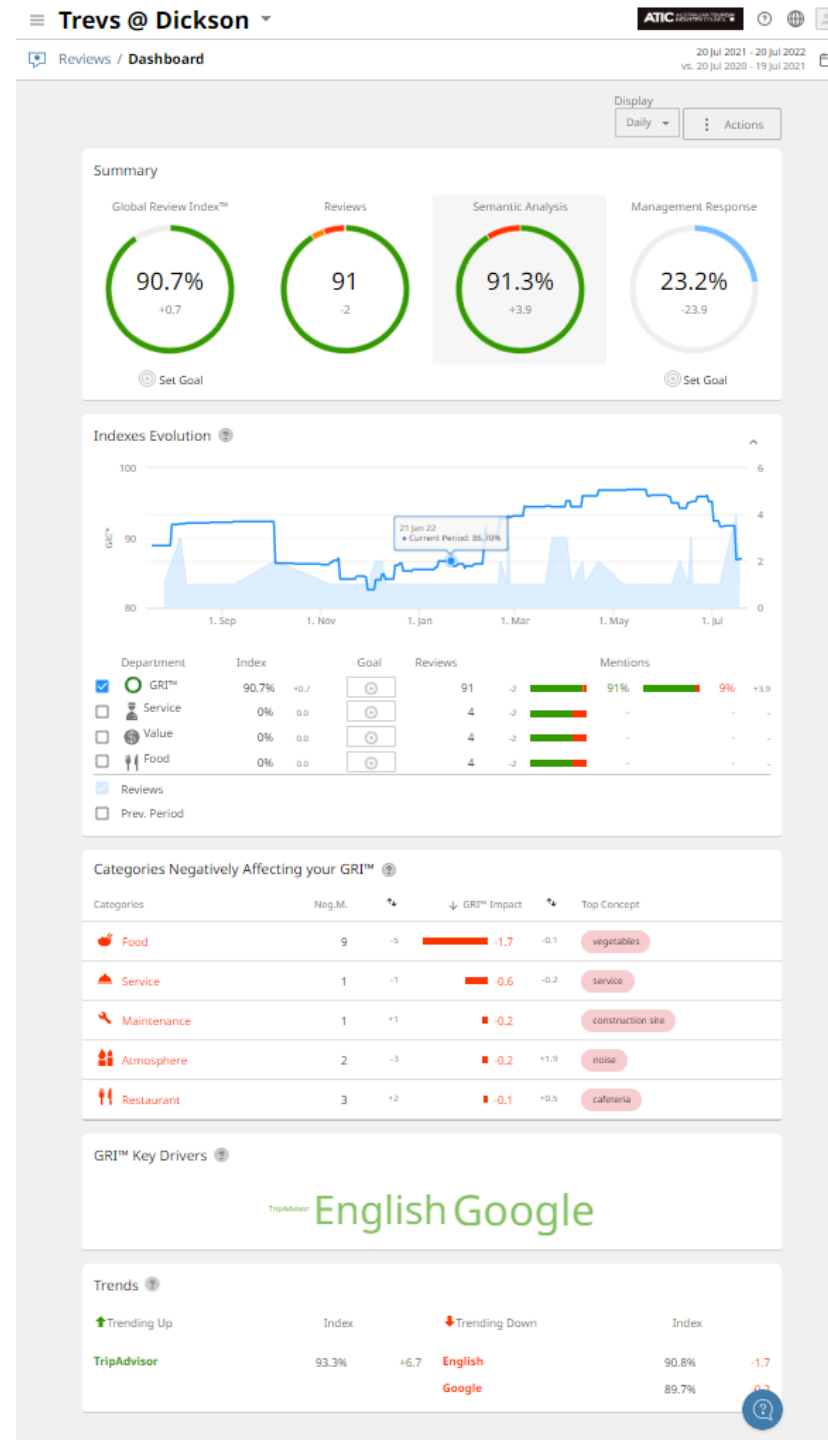
[We have been to this lovely...](#)
Haidee Blackstock

We have been to this lovely establishment a few times when visiting Canberra. Family friendly & the food is so delicious. We just cant bring ourselves to go to another cafe hahaha, coffee is nice & hot & the menu is varied, we will have to dine here for lunch & dinner next holidays.

Management Response

11 Jul 2022
Verified

Hi Haidee - we are so glad you love Trevs as much as we do. Looking forward to the next time you are down in Canberra!



ONLINE REVIEW PROCESS

10% OF SUBMISSION SCORE*

WHAT WILL BE JUDGED

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

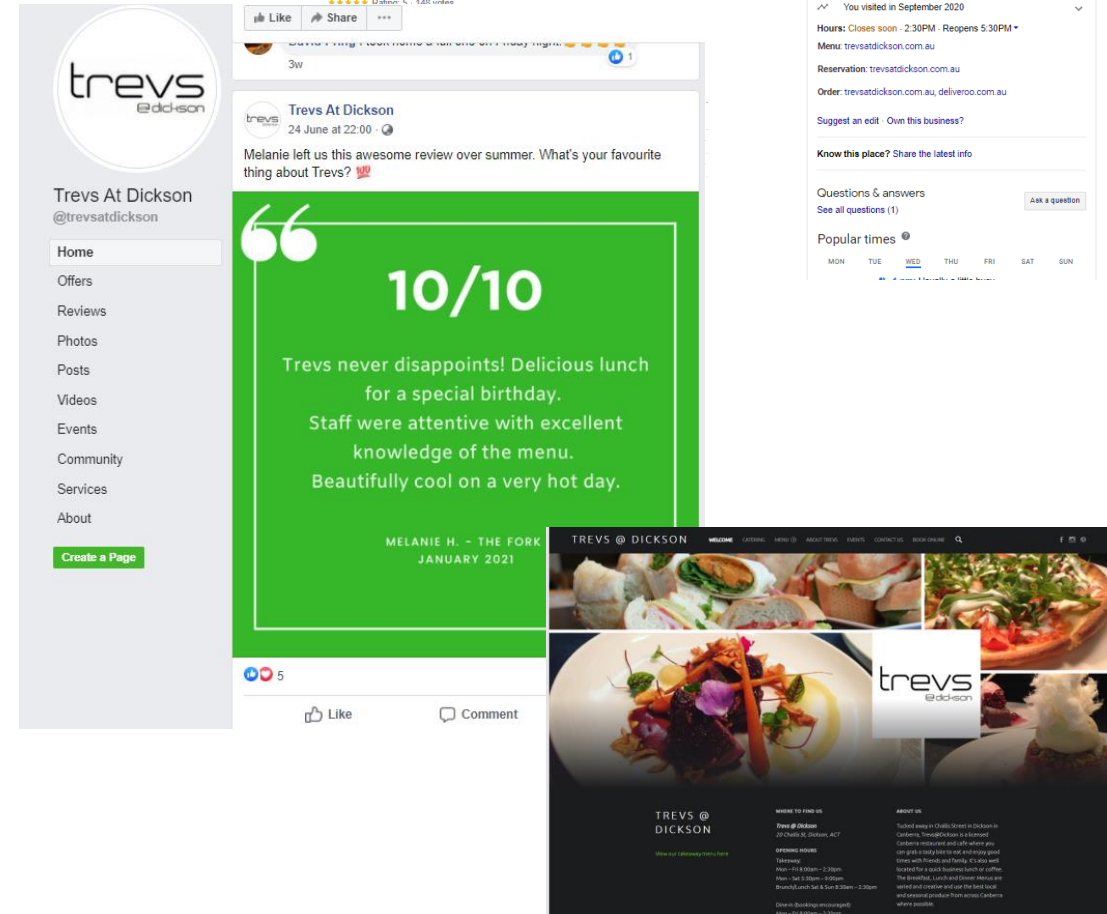
- 1. WEBSITE**
- 2. SOCIAL MEDIA CHANNELS**
- 3. SEARCH ENGINE RANKING**
- 4. EXTERNAL REVIEW AND BOOKING SOURCES**



PROVIDE YOUR LINKS

ENTRANTS WILL NEED TO PROVIDE THE FOLLOWING LINKS:

1. WEBSITE
2. FACEBOOK
3. TRIPADVISOR
4. INSTAGRAM
5. GOOGLE LISTING URL
6. TWITTER (IF APPLICABLE)
7. PINTEREST (IF APPLICABLE)
8. BOOKING.COM (IF APPLICABLE)



QUESTIONS TO BE MARKED (10%)

1. DOES THE WEBSITE PROVIDE A CLEAR OVERVIEW OF THE PRODUCT/SERVICE?
2. IS THE WEBSITE MOBILE OPTIMISED?
3. IS THE BUSINESS ACTIVELY ENGAGED ON SOCIAL MEDIA?
4. DO THEIR SOCIAL MEDIA PAGES ACTIVELY PROMOTE THE REGION AND ENCOURAGE VISITATION?
5. DOES THE BUSINESS REGULARLY RESPOND TO REVIEWS?
6. IS THE WEBSITE SEARCH ENGINE OPTIMISED?
7. IS THERE A CLEAR CALL TO ACTION ON THE WEBSITE?
8. DOES THEIR WEBSITE ACTIVELY PROMOTE THE REGION AND ENCOURAGE VISITATION?
9. IS THE BUSINESS LISTED ON THE AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)?
10. CAN THE ENTRANT BE FOUND ON AT LEAST TWO OTHER ONLINE BOOKING SITES FROM THEIR SUPPLIED LIST?

ONLINE REVIEW QUESTIONS & GUIDANCE

1. DOES THE WEBSITE PROVIDE A CLEAR OVERVIEW OF THE PRODUCT/SERVICE?

Additional support of providing a clear overview may include a selection of high-quality images, a FAQ page, relevant images and logos e.g. QTAB, Star Ratings, Industry Membership, Tourism Awards.

2. IS THE WEBSITE MOBILE OPTIMISED?

Your website should be fully responsive in design when used on a mobile phone or tablet.

3. IS THE BUSINESS ACTIVELY ENGAGED ON SOCIAL MEDIA?

The business should regularly (at least weekly) post content to one or more social media channels. This must include at least one of the accounts you have supplied your account name for in the above list.

4. DO THEIR SOCIAL MEDIA PAGES ACTIVELY PROMOTE THE REGION AND ENCOURAGE VISITATION?

There should be links to relevant destination and complementary product tourism sites on social media pages.

5. DOES THE BUSINESS REGULARLY RESPOND TO REVIEWS?

The business should respond to online reviews in a timely manner. A guide is: within 4 business days of negative feedback made, within 7 days for positive feedback made. No comment is required if just a rating is made. Review sites include TripAdvisor, Booking.com, Google and Facebook.

SCORING: Yes = 1 point No = 0 points N/A = 1 point Total: /10 points

6. IS THE WEBSITE SEARCH ENGINE OPTIMISED?

Your website should appear on the first page of Google if you search xxx (product type) xxx (region). If there are a high number of online booking agencies that fill the first page, then you should appear on the second page.

7. IS THERE A CLEAR CALL TO ACTION ON THE WEBSITE?

There should be a 'book now' button or detailed contact information or booking enquiry information that is easy to find and clear.

8. DOES THEIR WEBSITE ACTIVELY PROMOTE THE REGION AND ENCOURAGE VISITATION?

There should be links to relevant destination and complementary product tourism sites on the website.

9. IS THE BUSINESS LISTED ON THE AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)?

An N/A option will be available here. If a business cannot list on ATDW then a N/A would apply and the full points for this question will be applied.

10. CAN THE ENTRANT BE FOUND ON AT LEAST TWO OTHER ONLINE BOOKING SITES FROM THEIR SUPPLIED LIST?

There should be at least two other external sites that the business has a product listing on. This can include, but is not limited to online booking sites, destination pages, RTO and/or visitor centre websites. A N/A can apply if online bookings are not relevant to the business type.

THE PORTAL

PORTAL USER GUIDE

[HTTPS://AWARDS.QUALITYTOURISMAUSTRALIA.COM/CONTENT/DOCUMENTATION/2022/AWARDS%20USERGUIDE%202022V1-1.PDF](https://awards.qualitytourismaustralia.com/content/documentation/2022/awards%20userguide%202022v1-1.pdf)



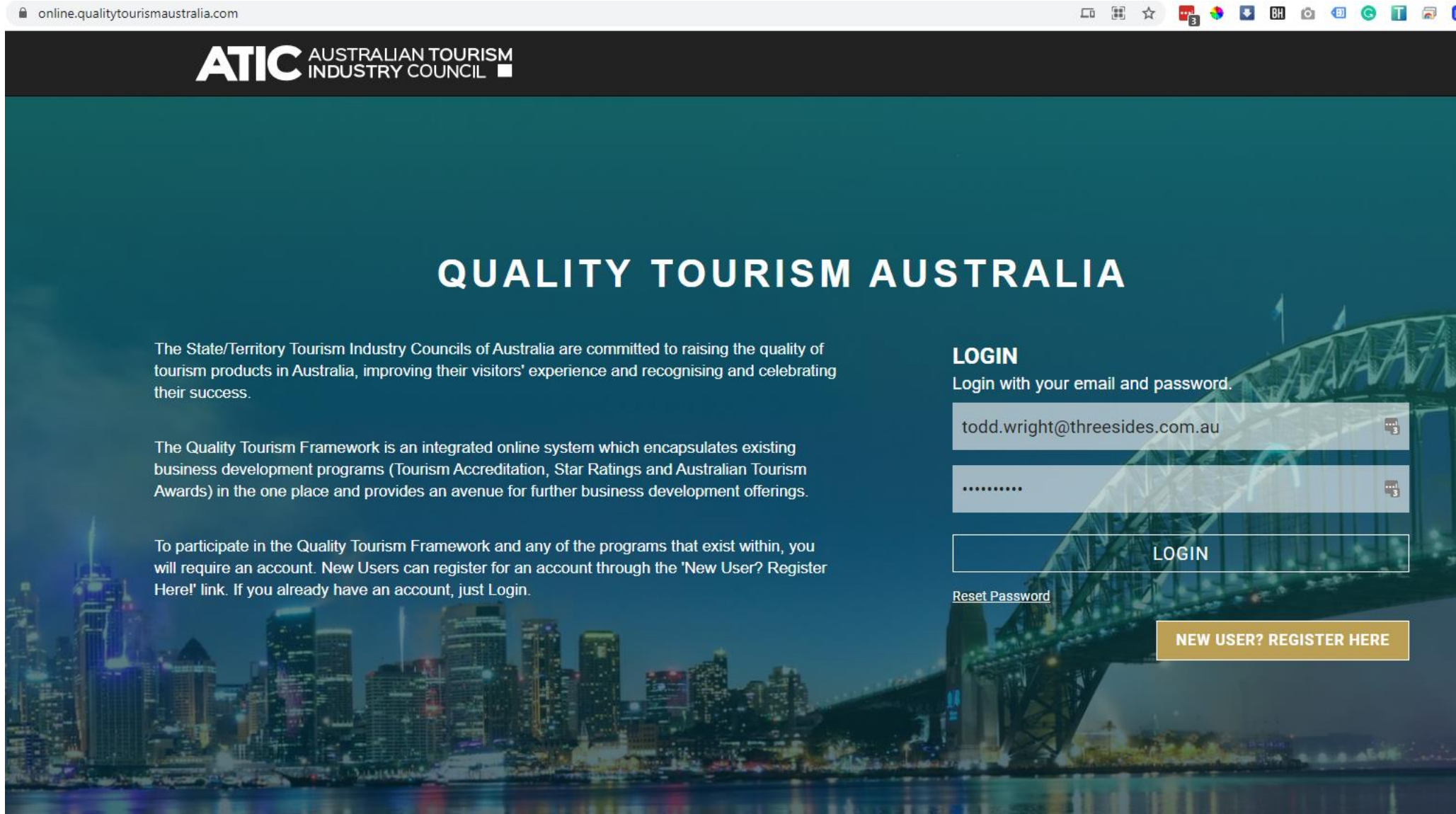
**AWARDS ONLINE
PORTAL 2022**

USER GUIDE

24-03-2022, V1-1

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

Welcome Patrick Woods

[User Guide](#) [Organisation Details](#) [Account Details](#) [Add Organisation](#)

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 / TOP TOWN AWARDS

2022 Nominations

Year	Category
2022	15. Tourism Restaurants & Catering S...

[View more detail](#)

Click here to make a Top Tourism Town Award
or Australian Tourism Awards nomination

STAR RATINGS

Star Ratings Summary

Organisation is not star rated.

[View more detail](#)

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

90.7

[Access ReviewPro](#)

Trevs@Dickson
ReviewPro ID: (580159)
GRI: 90.7 / GRS: 89.7
(20 Jul 21 - 19 Jul 22)



Australian Tourism Awards

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

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.

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.

[Next Section](#)

Please note

Saving your responses

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

The system will automatically save your data as you progress through the application, but you can also save using the blue "save" button (top right)

Images and Word Count

Image and word count limits are in place. These are indicated where applicable. Your question word count for each question is displayed underneath each question as you type.

[✉ Tourism Awards User Guide](#)
[Canberra & Region Tourism Awards Information](#)



Introduction (15)

Previous Section

Save

Next Section

A. Describe the nature and history of your tourism business as well as key features of your business plan. (4 marks) [More Info](#)

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Type something

0 words

Attach graphics to support and enhance your response (0 uploaded)

Select files...

[Help on images](#)

B. Provide an overview of your tourism products, experiences, and services available. (7 marks) [More Info](#)

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Type something

0 words

Attach graphics to support and enhance your response (1 uploaded)

Select files...

View Gallery

[Help on images](#)

maori-.png (No caption)

C. How does your business demonstrate tourism excellence (4 marks) [More Info](#)

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Type something

0 words



Attach graphics to support and enhance your response (0 uploaded)

Select files...



























[Help on images](#)

NEW WAY TO INSERT IMAGES

IMAGES ARE **NO LONGER** INLINE (INSERTED INTO THE SPOT WHERE YOU WANT THEM) – THEY JUST SUPPORT THE ANSWER AS AN ATTACHMENT. YOU INSERT AFTER EACH QUESTION AND CAN **HYPERLINK** WHERE YOU WANT THEM TO APPEAR.

 Introduction (20) Previous Section Save Next Section

A. Describe the nature and history of your tourism business as well as key features of your business plan. (5 marks)

**B** *I* U **T**                        

HELP ON IMAGES







[HTTPS://AWARDS.QUALITYTOURISMAUST
RALIA.COM/CONTENT/DOCUMENTATION/
2022/IMAGEUPLOADING2403.PDF](https://awards.qualitytourismaustralia.com/content/documentation/2022/imageuploading2403.pdf)

Help on images

Select files...

Click this button to choose images to upload to your submission from your local device

Once you have uploaded image(s) the following features are available:

	View image in new browser tab
	Download image to your local machine
	Apply a caption (label) to your image
	Remove image

View Gallery

This will display all your uploaded images as a strip of thumbnails.
Clicking on any thumbnail will open the image in gallery view.

From within the text response area

You can create a link to an uploaded image from within your text response, for example:
"We are seeing year on year growth of visitors, see [this graph](#)"

by using the "Image" button on the toolbar






Image Hotlink

For more information, [see this document](#)

Close

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 & 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 (15) ✖

Cultural Protection and Preservation (30) ✖

Marketing (15) ✖

Customer Experience (20) ✖

Responsible Tourism (10) ✖

Final ✔

WRITTEN SUBMISSION

SHAE ALWAYS KNOW THE RIGHT THING TO WRITE.



SHAE LALOR
THE WRITE PATH

- **AWARD WINNING TOURISM AWARDS WRITER**
 - Australian Tourism Award (silver 2021) for the National Arboretum Canberra
 - Australian Tourism Award (silver 2018; bronze 2019) for the Canberra and Region Visitor's Centre
 - Canberra Region Tourism Award commendation for 3inFun Canberra (2019)
- **PROFESSIONAL FREELANCE EDITOR AND WRITER**
- **A TOURISM STUDENT FROM WAY BACK**

THE BIG QUESTIONS

**WHAT ARE YOUR TOP TIPS FOR
WRITING A WINNING SUBMISSION?**

THE BIG QUESTIONS

**WHAT'S YOUR USUAL WRITING
PROCESS?**

JUDGE FEEDBACK

- **PLAYFUL AND LIGHT STORYTELLING MAKES THIS SUBMISSION CAPTIVATING FROM THE BEGINNING!**
- **GREAT VOLUNTEER QUOTE!**
- **GOOD TO SEE THE ENTRANT UNDERSTANDS HOW THE CUSTOMER JOURNEY STARTS BEFORE VISITATION! A VERY GOOD RESPONSE AND EXCELLENT USE OF GRAPHICS TO SUPPORT THE CASE BEING MADE.**
- **WELL DONE ON A FANTASTIC SUBMISSION! THE TONE WAS CONSISTENT THROUGHOUT WHICH KEPT IT EXCITING FOR THE READER.**
- **WELL-WRITTEN IN FIRST-PERSON, CREATING AN INTIMACY THAT BRINGS THE READER ALONG ON THE JOURNEY, WITH COMMON THREADS MAKING A COHESIVE SUBMISSION.**
- **YOUR ANSWER CAPTURES THE FEEL OF THE CENTRE AND YOUR PRIDE AND PASSION IN IT.**
- **PROVIDING EXAMPLES OF HOW YOU DO THIS ADDED TO THE QUALITY OF YOUR RESPONSE.**
- **USING HEADINGS THROUGHOUT THE SUBMISSION ASSISTED IN BOTH PRESENTATION AND READABILITY/UNDERSTANDING.**

ADDING EMOTION.

“

**WE ENVISIONED OUR VISITOR
EXPERIENCES AND PRODUCTS WITH A
NEW LENS: AS HELPING TO ALLEVIATE,
OR PROVIDE AN ESCAPE FROM, THE
WORRIES OF THE DAY.**

”

“

WE LIVE AND BREATHE ALL THAT CANBERRA HAS TO OFFER – ITS BEAUTY, VITALITY AND PERSONALITY – EVERY SINGLE DAY. WE UNABASHEDLY SING CANBERRA’S PRAISES; NOT BECAUSE WE HAVE TO, BUT BECAUSE WE WANT TO. WE’RE LOCALS DELIVERING HOME-GROWN KNOWLEDGE AND EXPERIENCE.

”

“

**WE KNOW THE JOURNEY OFTEN BEGINS ON OUR
SOCIAL MEDIA PAGES OR OUR WEBSITE, VIA A
CONVERSATION WITH A LOCAL, OR A BEAUTIFUL
SUNSET IMAGE SEEN ON A FRIEND'S INSTAGRAM
PAGE.**

”

“

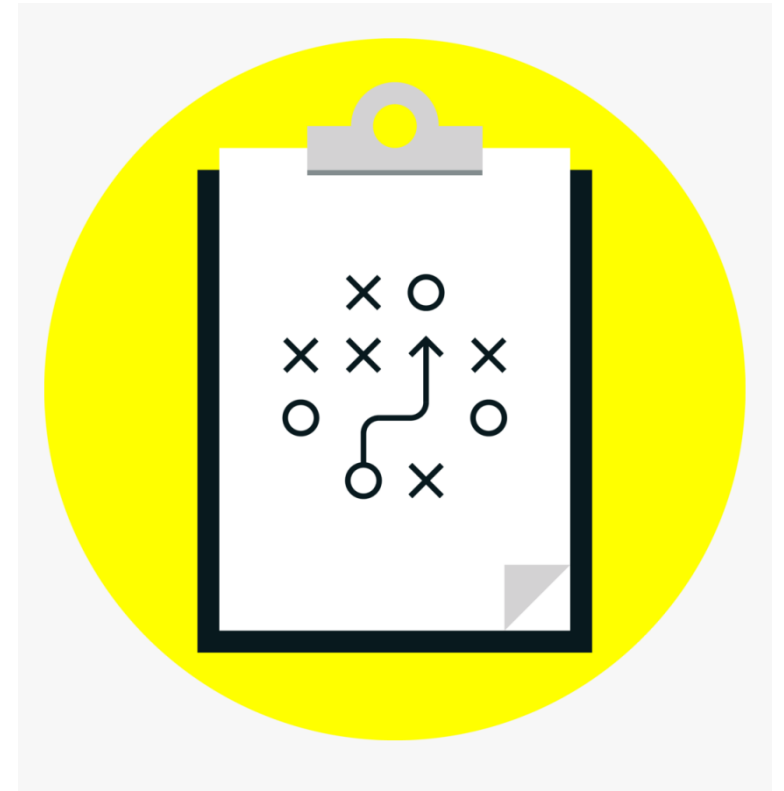
**IT'S ALL WORTH THE EFFORT WHEN WE RECEIVE
AN AUTHENTIC THANK YOU FROM A VISITOR, OR A
POSITIVE ACKNOWLEDGEMENT VIA TRIPADVISOR.
AN EXTRA BONUS IS WHEN WE RECEIVE A
PRESTIGIOUS AWARD (HINT HINT...) FOR ALL OUR
EFFORTS.**

”

**GETTING YOUR
PLANNING RIGHT**

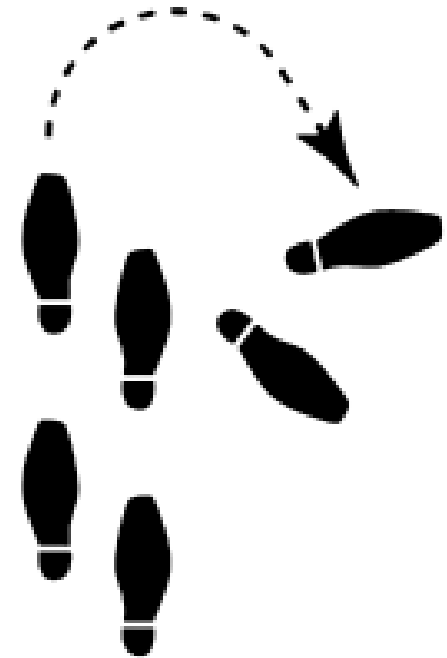
GETTING YOUR GAME PLAN TOGETHER

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**

**LUCKY THE PANDEMIC IS
OVER, AM I RIGHT?**



COVID-19 Impacts (0)

Previous Section

Save

Next Section

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/flood).

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 (max. 200 words)

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

B *I* U **T**

Type something

0 words

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

B *I* U **T**

Type something

0 words

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

B *I* U **T**

Type something

0 words

IMAGES (25 MAX)

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?**



**Australian
Tourism Awards**

CANBERRA AND REGION TOURISM AWARDS 2022

ENTRANT WORKSHOP 1

TODD WRIGHT – THREESIDES MARKETING