CANBERRA REGION TOURISM AWARDS 2023

ENTRANT WORKSHOP - JULY

TODAY WE BEGIN BY ACKNOWLEDGING THE NGUNNAWAL PEOPLE, TRADITIONAL CUSTODIANS OF THE LAND IN WHICH WE MEET TODAY, AND PAY OUR RESPECTS TO THEIR ELDERS PAST AND PRESENT. WE ALSO PAY OUR RESPECT TO ALL ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES THAT JOIN US TODAY.

TODAY'S PRESENTERS

ERIN MCLEOD

CHIEF EXECUTIVE OFFICER
AUSTRALIAN TOURISM INDUSTRY COUNCIL

DEBRA BEETHAM

GENERAL MANAGER
CANBERRA REGION TOURISM INDUSTRY COUNCIL

OVERVIEW

- INTRODUCTION AND SUPPORT – DEBRA BEETHAM
- PRESENTATION LED BY - ERIN MCLEOD
- IMPORTANT DATES
- WHAT'S NEW IN 2023
- REVIEWPRO AND ONLINE REVIEW PROCESS
- THE PORTAL
- GETTING YOUR PLAN TOGETHER
- QUESTION & ANSWERS

HAVE YOU NOMINATED YOUR BUSINESS YET?

NOMINATIONS CLOSE FRIDAY 28 JULY 2023

AIM HIGH ..... WRITE FOR AUSTRALIAN TOURISM AWARDS

Australian Tourism Awards

Australian Tourism Awards
2018 Finalist
Ecotourism

WINNER
Australian Tourism Awards
2018 Gold
Major Tourist Attractions

WINNER
Australian Tourism Awards
2018 Silver
Tourism Wineries, Distilleries & Breweries

WINNER
Australian Tourism Awards
2018 Bronze
Ecotourism

WINNER 2018
Australian Tourism Awards
Hall of Fame
Luxury Accommodation

TIME TO NOMINATE

26 NATIONAL CATEGORIES
3 LOCAL CATEGORIES

SEE WHO THE BEST IN AUSTRALIA ARE

[2022 AUSTRALIAN TOURISM AWARDS - WINNERS - QUALITY TOURISM AUSTRALIA](#)

Australian Tourism Awards

About | 2022 Awards | Past Results | Gallery | Top Town Tourism Awards | ATIC

2022 Australian Tourism Awards - Winners

Aboriginal & Torres Strait Island Tourism Experience

GOLD – wukalina Walk TAS
SILVER – Spirits of the Red Sand QLD
BRONZE – Angkerle Atwatye – Standley Chasm NT

Adventure Tourism

GOLD – The Hike Collective WA
SILVER – Ocean Rafting QLD
BRONZE – Bendleby Ranges SA

Tour & Transport Operators

GOLD – Fun Over 50 Holidays QLD
SILVER – The Hike Collective WA

Cultural Tourism

GOLD – Geelong Gallery VIC
SILVER – The Cedars Hahndorf SA
BRONZE – Venture North Safaris NT

New Tourism Business

GOLD – Wildcat Mackay QLD

SILVER – CENTREPIECE at Melbourne Park VIC

BRONZE – Sequoia Lodge SA SA

Major Tour & Transport Operators

SEE WHO THE BEST IN THE CANBERRA REGION ARE

HTTPS://CANBERRATOURISMAWARDS.COM.AU/WINNERS/

2022 CANBERRA REGION TOURISM AWARD WINNERS

Category	Organisation	ACT Tourism Awards	QANTAS Australian Tourism Awards
Major Tourist Attractions	National Zoo & Aquarium	Winner	Silver
Tourist Attractions	National Arboretum Canberra	Winner	Highly Commended
Major Festivals and Events	Enlighten (Events ACT)	Winner	
Festivals and Events	National Folk Festival	Commendation	
Cultural Tourism	Royal Australian Mint	Winner	
Tourism Retail & Hire Services	Gallery of Small Things	Commendation	
Visitor Information Services	Canberra & Region Visitors Centre	Winner	Highly Commended
Tour and Transport Operators	Van Du Vin	Commendation	
Adventure Tourism	Dynamic Motivation Mountain Biking	Winner	
Tourism Restaurants & Catering Services	Jamala Wildlife Lodge	Winner	
Tourism Wineries, Distilleries and Breweries	Tallagandra Hill Winery	Winner	
Caravan and Holiday Parks	Alivio Tourist Park	Winner	
Unique Accommodation	Jamala Wildlife Lodge	Winner	Gold
3-3.5 Star Accommodation	Mercure Canberra	Commendation	
4-4.5 Star Deluxe Accommodation	Little National Hotel	Winner	
Excellence in Food Tourism	Pialligo Estate	Winner	
Outstanding Contribution by an Individual	Mark Sarah | Cockington Green Gardens	Winner	
Markus Gibson-Huck Young Achiever Award	Tiina Mustonen | QPRC	Winner	
Markus Gibson-Huck Young Achiever Award	Michaela Catelin | Hotel Kurrajong	Commendation	
Canberra Region Innovation & Resilience Award	Handmade Market	Winner	
Canberra Region Innovation & Resilience Award	Pialligo Estate	Commendation	

THERE'S LOTS OF ENTRANT SUPPORT ON OFFER

IMPORTANT DATES

Event	Date
Nominations open	Thursday 4 May 2023
Nominations close	Friday 28 July 2023
Entrant workshop	Tuesday 4 July 2023
ReviewPro guidance	July (TBC)
Accessibility – What you need to know	August (TBC)
Awards Masterclass	Tuesday 22 August
Site Visits	September
Submissions close	Friday 29 September 2023
Judging close	Friday 13 October 2023
Judges deliberation day	Wednesday 18 October 2023
Canberra Region Tourism Awards Gala	Friday 24 November 2023

*dates subject to change

ENTRANT SUPPORT FOR 2023

Enhanced 1:1 program support

The enhanced program support is <u>limited</u> to entrants and will be provided in consultation with Debra (who The process will be conducted in the following steps.

- Entrant to submit draft submission for review via the awards portal
- Written feedback from myself will be provided via the awards portal
- We will book a telephone consultation to work through feedback and key areas for improvement
- You as the Entrant will then review the submission and make adaptions as required and resubmit for second draft review via the awards portal
A second round of written feedback will be provided and subsequent telephone consultation if required.

Final submission review before submitting

Submission reviews have been offered the last few years and are invaluable to entrants getting the extra help prior to submitting your final version.
Depending on the number of entrants will depend on turnaround time but usually it is no more than a few days.

CONTACT DEBRA FOR FURTHER INFORMATION ON:

Debra Beetham | *General Manager*

National Capital Attractions Association

Canberra Region Tourism Industry Council

0402 912 294 | debra@nationalattractions.com.au

- ENTRANT SUPPORT

- SUBMISSION REVIEW PROCESS & DEADLINE

- BUSINESS STANDARDS / QUALITY TOURISM ACCREDITATION PROCESS

- STAR RATINGS (ACCOM ONLY)

- ACCESS TO AUSTRALIAN TOURISM AWARDS GOLD WINNING ENTRY

- ANY GENERAL ENQUIRIES

WHAT'S NEW IN 2023

OVERVIEW FOR 2023

1. THE TOTAL WORD COUNT CONTINUES TO SIT AT 10,000 WORDS

2. A CONTINUATION OF THE SUB QUESTIONS WITHIN THE SUBMISSION

3. RESPONSIBLE TOURISM QUESTION FOR MOST CATEGORIES

4. THE QUALIFYING PERIOD WILL INCORPORATE FROM 1 JULY 2022 TO 30 JUNE 2023

5. NEW CATEGORY – CATEGORY 26. EXCELLENCE IN ACCESSIBLE TOURISM

WHAT DOES SCORING LOOK LIKE .....

1. BUSINESS IMPACTS (COVID-19) QUESTION IS STILL ASKED AT THE BEGINNING (NO SCORE ALLOCATED)

2. WRITTEN SUBMISSION 70%

3. REVIEWPRO (CONSUMER RATING SCORE) 20%

4. ONLINE REVIEW – IS WORTH 10%

EXAMPLE SCORING WRITTEN SUBMISSION (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)

THE PORTAL

PORTAL USER GUIDE

https://awards.qualitytourismaustralia.com/Content/documentation/2023/AWARDS-User-Guide-2023.pdf

AWARDS ONLINE PORTAL 2023

USER GUIDE

27-03-2023

THE PORTAL

Welcome Patrick Woods

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 ▾ |

❷ More info about programs offered by ATIC

❷ _ReviewPro

90.7

Access ReviewPro

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

2022 CANBERRA REGION TOURISM AWARDS

This category recognises tourism businesses that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

WELCOME   AWARDS SUBMISSION   FINALISE

Next Section

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.

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

Start Media & Promotional ✖ COVID-19 Impacts (0) ✖ Introduction (15) ✖ Cultural Protection and Preservation (30) ✖ Marketing (15) ✖ Customer Experience (20) ✖ Responsible Tourism (10) ✖ Final ✔

WELCOME | AWARDS SUBMISSION | FINALISE

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

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

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

Type something

0 words

Attach graphics to support and enhance your response (0 uploaded) | Select files... | ❓ Help on images

USE OF IMAGES AND HOW TO LINK

IMAGES ARE TO BE INSERTED INTO YOUR SUBMISSION TO SUPPORT YOUR ANSWERS AS AN ATTACHMENT. YOU INSERT THEM THROUGH YOUR QUESTION AND CAN HYPERLINK WHERE YOU WANT THEM TO APPEAR.

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.

HELP ON IMAGES

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

15. Tourism Restaurants & Catering Services for **Trevs@Dickson**

This category recognises all restaurants and catering services offering a tourism experience and/or servicing the tourism industry. It is not a food award but does recognise a significant contribution to tourism through the provision of food and beverage. This category is open to hotel or stand-alone restaurants, event....

Australian Tourism Awards

CANBERRA REGION TOURISM AWARDS

WELCOME | BUSINESS STANDARDS | AWARDS SUBMISSION | FINALISE

Australian Tourism Awards

Welcome to your 2021 Awards Submission

Quality Tourism Framework

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:

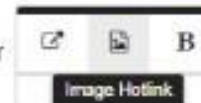Please take note of the important information (on the right of this screen) and ensure you refer to the user guide on how to best fill out the entry.

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

✉ **User Guide**

Canberra & Region Tourism Awards Information

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 ✔
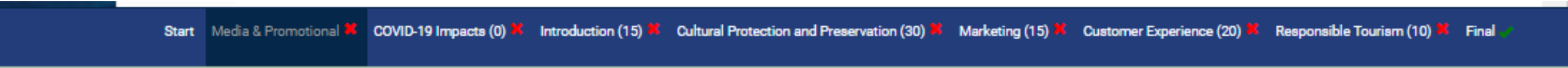
BUSINESS STANDARDS

MAKE IT EASY ON YOURSELF

- ACCREDITED BUSINESSES ==ARE NOT== REQUIRED TO COMPLETE BUSINESS STANDARDS.

- IF YOU HAVE COMPLETED THE BUSINESS STANDARDS IN ==2022==, YOUR RESPONSES SHOULD BE PRE-FILLED AUTOMATICALLY WITH WHAT HAS BEEN SUPPLIED IN 2022 AND YOU SIMPLY NEED TO REVIEW YOUR RESPONSES, UPDATE AND RE-SUBMIT.

- YOU CAN USE THESE ANSWERS TO WORK TOWARD FULL ACCREDITATION AT A LATER DATE

Quality Tourism Accredited Business

Risk Management

❓ 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

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 REVIEWPRO

20% OF SUBMISSION SCORE

▶▶▶▶

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

Monitor performance across departments with insights pulled from reviews

See how your GRI has evolved over time

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

12 MONTHS IN REVIEWPRO
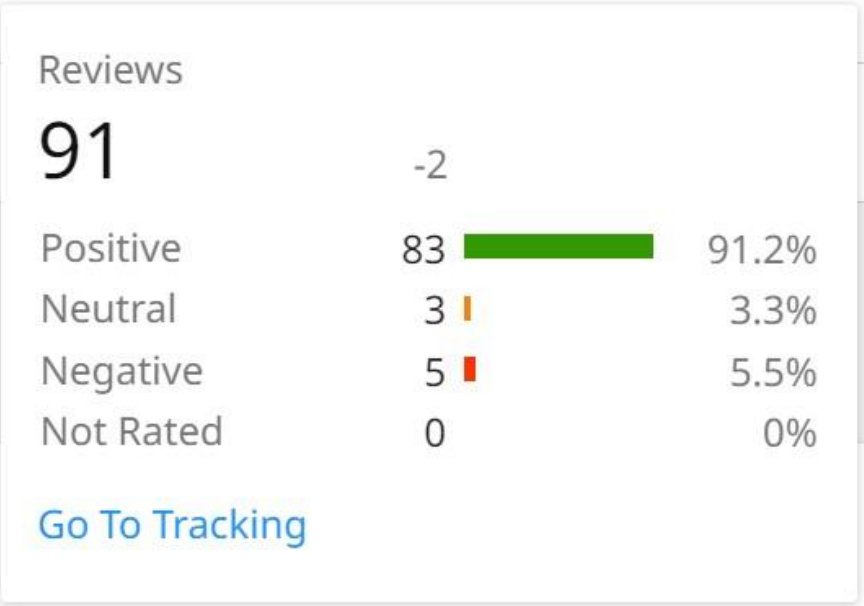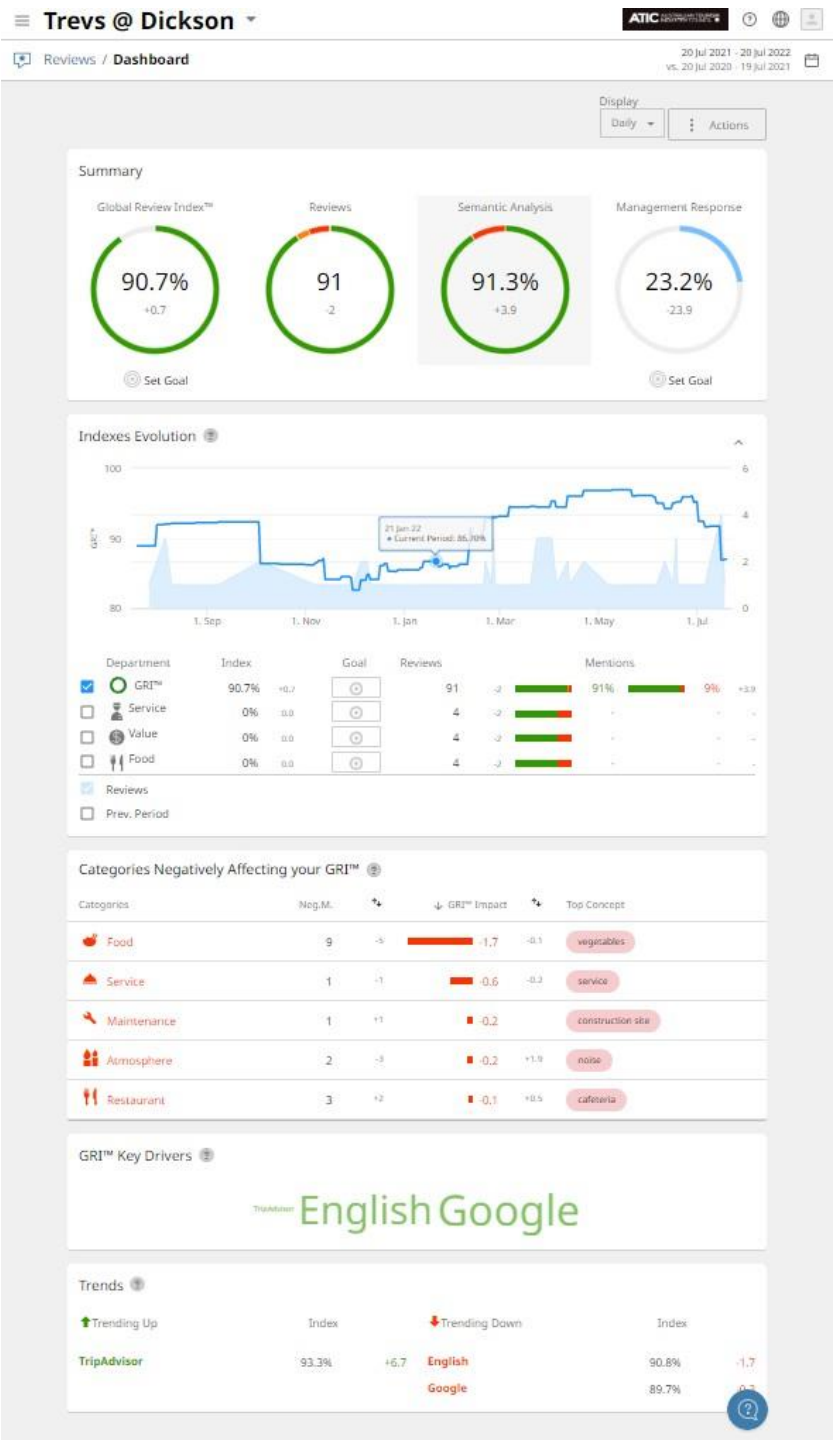
ONLINE REVIEW PROCESS

10% OF SUBMISSION SCORE

REVIEWPRO

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

17 CATEGORIES ARE INCLUDED

REVIEWPRO SCORE COUNTS FOR 20% OF YOUR SCORE (WHERE APPLICABLE)

IT TAKES UP TO 14 DAYS TO SETUP AN ACCOUNT (DO NOW)
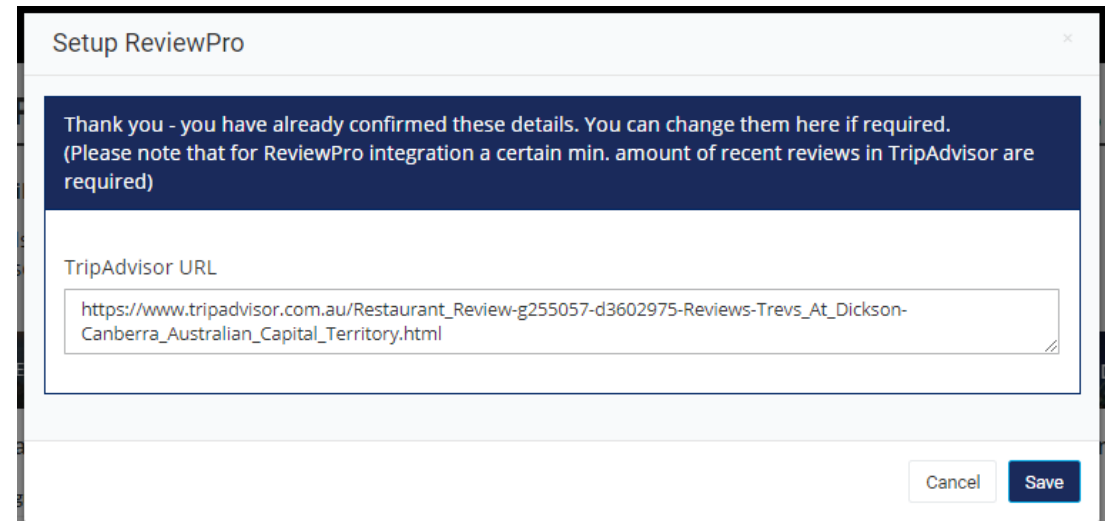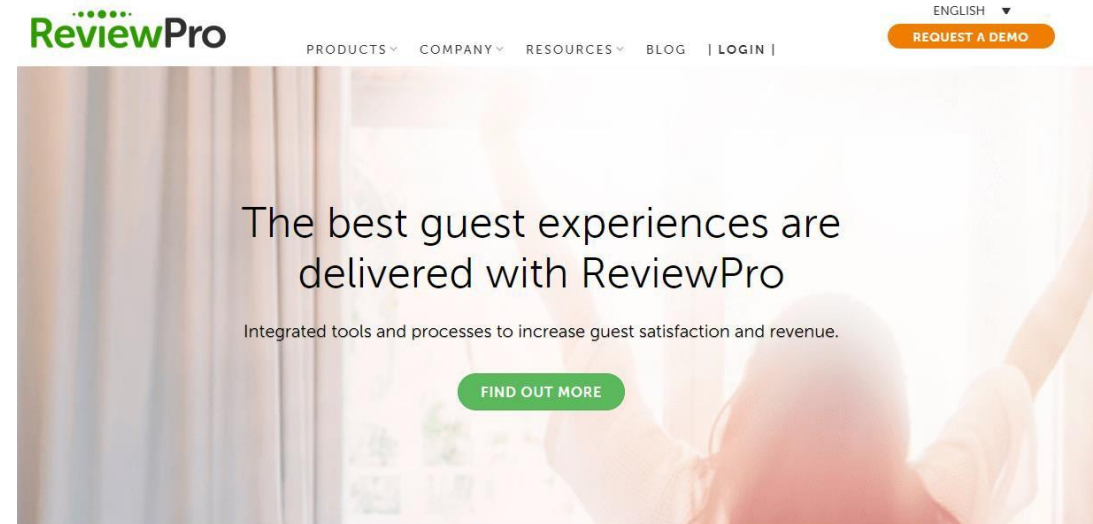
WHAT WILL BE JUDGED

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

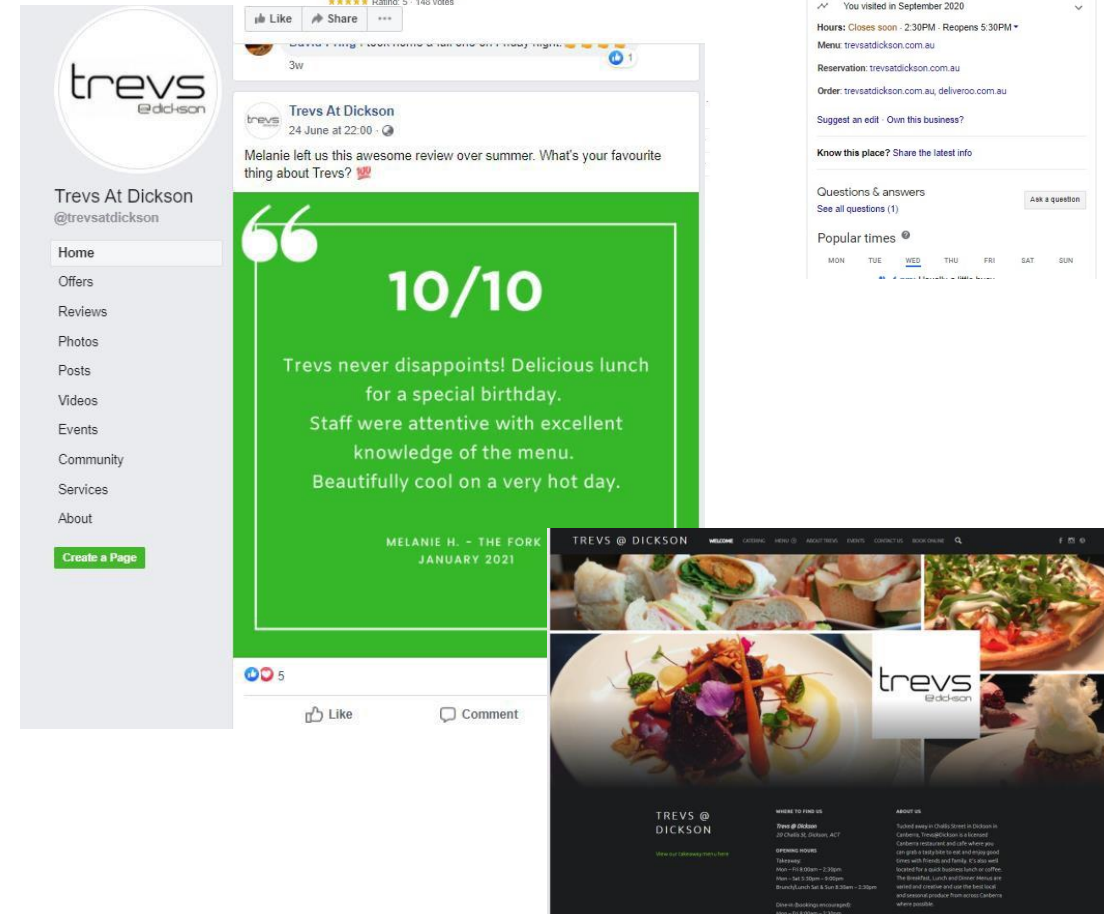**1. DOES THE WEBSITE PROVIDE A CLEAR OVERVIEW OF THE PRODUCT/SERVICE?**
Additional support of providing a clear overview may include a selection of high-quality images, a FAQ page, relevant images and logos e.g. QTAB, Star Ratings, Industry Membership, Tourism Awards.

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.

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.

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

TOP TIPS FOR WRITING A WINNING SUBMISSION!

HOW DO YOU WRITE?

SETTING THE TONE AND WRITING STYLE FOR YOUR SUBMISSION

- BE CONSISTENT WITH YOUR WRITING STYLE
- SHARE YOUR STORY
- TAKE JUDGES ON A JOURNEY
- LET THEM FEEL YOUR BLOOD, SWEAT AND TEARS, THE GOOD AND THE BAD
- MAKE SURE YOU ANSWER ALL THE QUESTIONS AND SUB – SECTIONS
- UTILISE NEW HANDBOOKS FOR 2023
- IT IS NOT A CORPORATE DOCUMENT

WHAT JUDGES FEEDBACK LOOKS LIKE

- 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.

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 TIMELINE ACCURATELY
4. LOG INTO THE PORTAL EARLY AND SEE WHATS INVOLVED
5. LINK UP REVIEWPRO
6. GET YOUR BUSINESS STANDARDS DONE
7. COLLECT YOUR ASSETS
8. GET WRITING
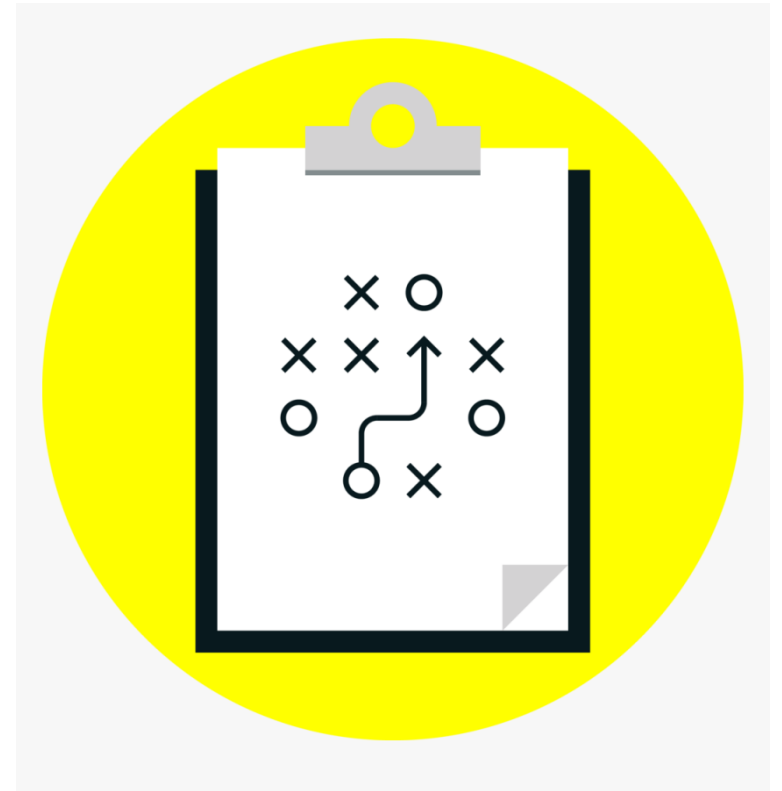
CREATE YOUR OWN SUBMISSION REVIEW STEPS

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 PROVIDED
7. SUBMIT TO PORTAL
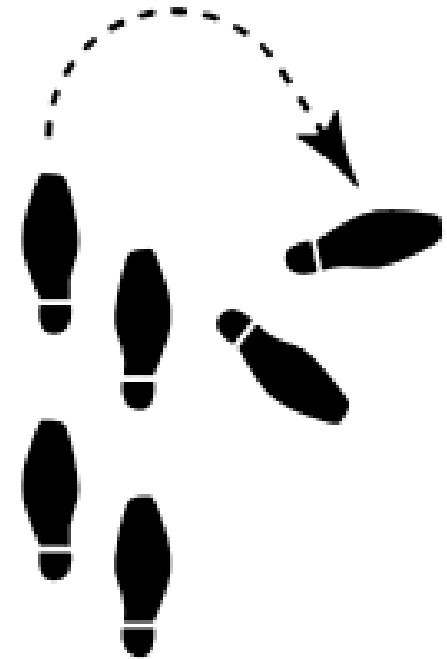
INSIDER TIP: RUN A TEAM WORKSHOP

- GET EVERYONE IN A ROOM FOR <mark>2 HOURS</mark>

- 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

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 | TI ▾ | 🔲 | ☰▾ | ≣ | ≣ | ≣ | ≣ | ▦ | ➤ | ✎ | ? | ↺ | ↻ |

Type something

0 words

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

| B | I | U | TI ▾ | 🔲 | ☰▾ | ≣ | ≣ | ≣ | ≣ | ▦ | ➤ | ✎ | ? | ↺ | ↻ |

Type something

0 words

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

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ANY QUESTIONS?

CANBERRA AND REGION TOURISM AWARDS 2023

ENTRANT WORKSHOP

THANK YOU FOR ATTENDING