

2018 CANBERRA REGION TOURISM AWARDS



Presenting partner



Tourism Awards 2018 - Entrants Workshop

Todd Wright – Threesides Marketing

Housekeeping



Workshop Supporter – Thanks Hyatt Canberra!



Threesides Marketing

THREESIDES
- MARKETING -
EST.07

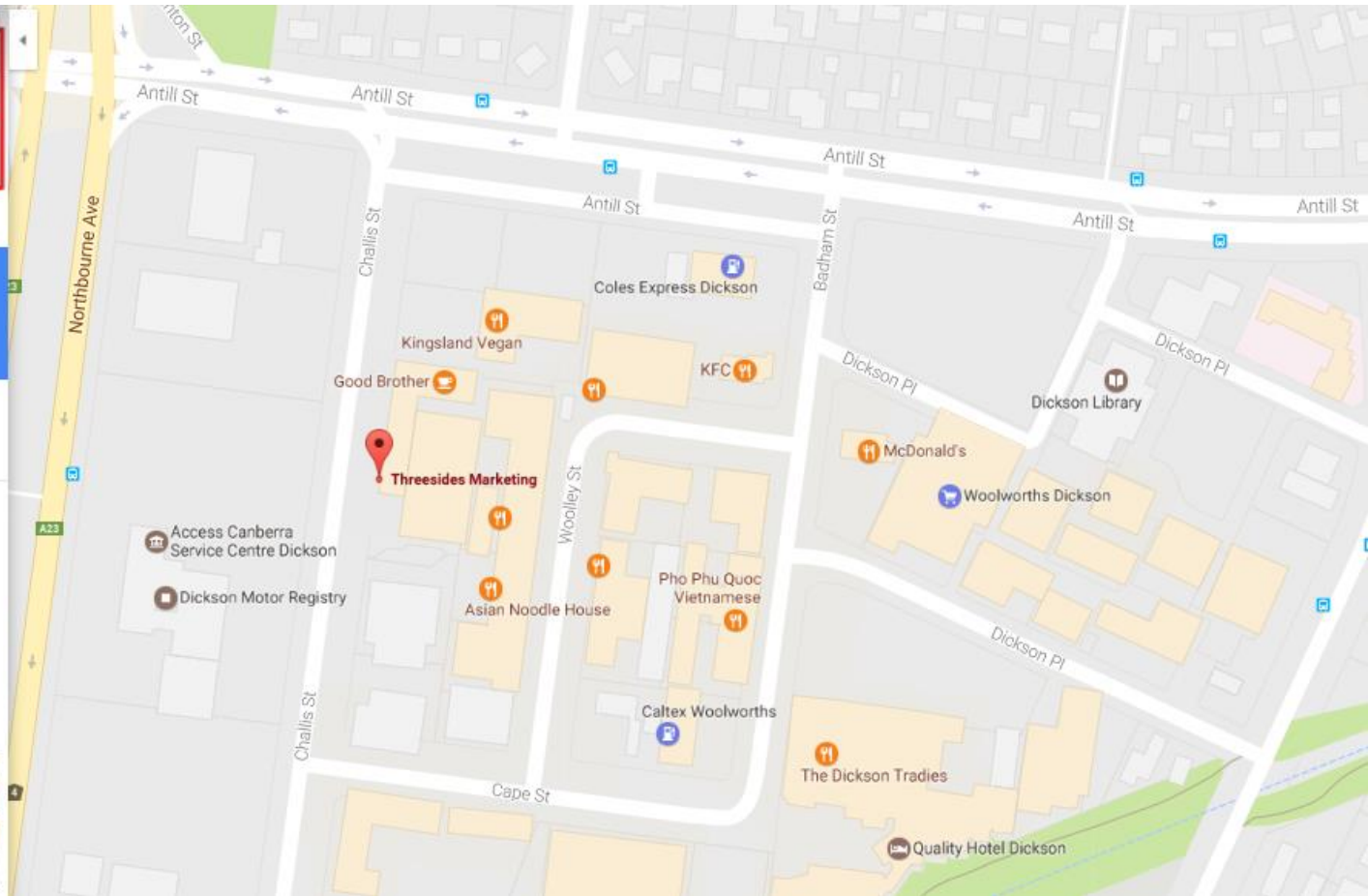
Threesides Marketing
4.0 ★★★★★ · 1 review
Marketing Agency

Directions

SAVE NEARBY SEND TO YOUR PHONE SHARE

9/20 Challis St, Dickson ACT 2602
threesides.com.au
(02) 6249 1117
Closed. Opens at 8:00 am
Suggest an edit
Add a label

6 Photos



www.threesides.com.au

www.facebook.com/threesides

We love good reviews!

Threesides + Tourism Awards

- Started working on first tourism award in 1997 (The Carrington at Bungendore)

.....

[Lots of stuff in between incl. 10 years of sponsoring]

.....

- Judging nationally in 2018

HELLO

my name is

AWESOME

1. Aims of the awards
2. The Awards process – Local & National
3. What's new in 2018
4. Important dates
5. Judging (with a guest appearance)
6. Getting top marks on your site visits
7. Tips for submissions and planning for success

I'm happy to provide advice but...





2018
CANBERRA
REGION
TOURISM
AWARDS

HANDBOOK FOR ENTRANTS



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The Awards Process

Regional awards (Not including CBR awards)

Written submission, Site Visit



start here



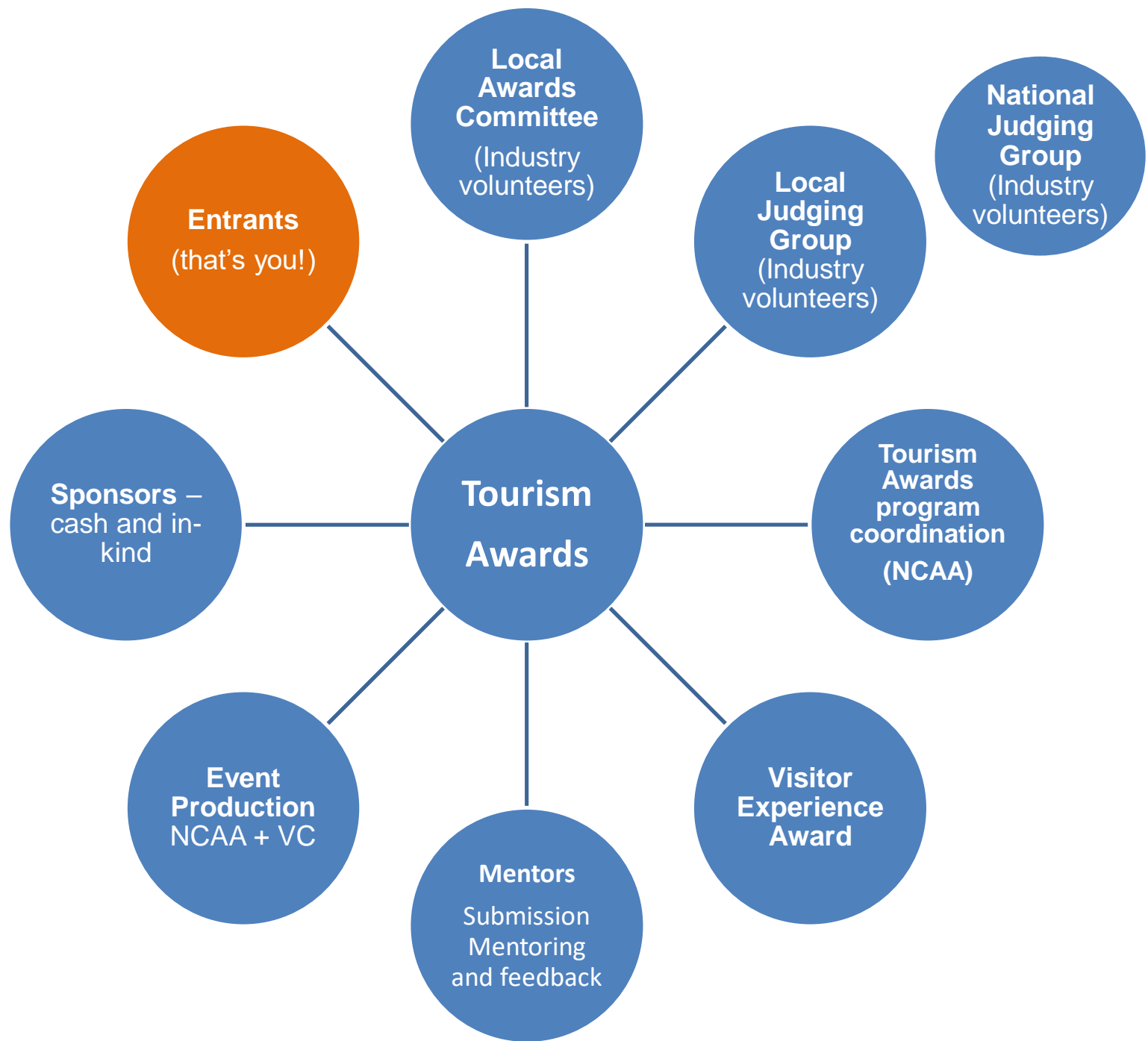
State and Territory awards (Categories 1-31)

Written submission, Site Visit, Visitor Experience (CBR only)



Australian Tourism Awards (Categories 1-25)

Written Submission



What's new in
2018

HELL'S KITCHEN

THURSDAYS FOX

#hellskitchen

Actually...

- The portal has improved
- 3 categories have minor description updates
- The awards have a new logo
- NCAA is now solely running the awards program

Rules for Entry

The written submission is up to 12,500 words in length.

National Exceptions

- ▶ Cat. 25 Excellence in Food Tourism = 8,000 words

Local Exceptions

- ▶ Individual categories 26 and 30 = 2,500 words
 - ▶ Categories 27–29 = 6,000 word limit.
- ▶ A word limit is not applicable to category 31.

Images

The submission may include up to 25 images with captions.

- ▶ Images include the use of charts, graphs and pictures.
- ▶ Captions are allowed for each image, with a maximum of 6 words and will not be included in overall word count.

Hello Portal.



Welcome to the Australian Tourism Awards 2018

The Australian Tourism Awards are the tourism industry's premier awards program. The awards recognise and encourage tourism businesses that strive for excellence in every area of their operation.

Each state/territory manages their own awards program, with winners from categories 1-25 becoming finalists in the Australian Tourism Awards – there is no direct entry into the Australian Tourism Awards.

In order to nominate and enter the state/territory awards you require an account. New Users can register for an account through the 'New User? Sign Up Here' button to the right.

Note: Existing ATAP accredited/registered businesses, should register for the awards and link their existing ATAP data by following the instructions provided on the ATAP portal.

If you already have an account you can log in here.

STATE / TERRITORY AWARD INFORMATION

Log in

LOGIN

[Forgot your password?](#)

[NEW USER? SIGN UP HERE](#)



AWARDS ONLINE PORTAL USER GUIDE





**KEEP
CALM
AND
REMEMBER
YOUR TIMINGS**

Qualification period

Qualifying period

1 July 2017 >

30 June 2018

Important dates

**YOU
ARE
HERE**

Nominations open/close	Tuesday 10 April – Friday 29 June
Mentoring program	May –August
Workshop 1	Friday 15 June, 9am -11am
Judge briefing	Friday 22 June
Site visits	July – August
Workshop 2	Thursday 16 August, 9am-11am
Final submission review	Monday 31 July – Monday 28 August
Submissions close	Wednesday 6 September by 5pm
Online judging	Monday 10 September – Sunday 23 Sept
Deliberation day	Wednesday 26 September
Audit	Wednesday 26 September
National online judging portal opens	October
CRTA Gala Event	Wait for it....!
Judge feedback sessions	Thursday 29 November
De-brief	Tuesday 4 December
Outstanding Contribution by an Individual event	Thursday 6 December
National judging day	Early December
Qantas Australian Tourism Awards gala event	Friday 1 March 2019
National Judge feedback sessions	Wednesday 13 March 2019



2018
CANBERRA
REGION
TOURISM
AWARDS

SAVE THE DATE

Friday 23 November 2018
Gala dinner & Presentation



NATIONAL CAPITAL ATTRactions ASSOCIATION

Presenting partner



How long will a submission take

First Time from scratch

1. Basic entry 35-45 hrs
2. Good Entry 45-60 hrs
3. Great Entry 60+ hrs

Time Management

1. Create your project management calendar
 - Google Sheet / Spreadsheet
 - Set deadlines for tasks
2. Set aside time each fortnight
3. Be realistic and Identify competing priorities between now and the submission date
4. Share the load
5. Communicate often
6. Review dates





**KEEP
CALM**
everyone's
**HERE TO HELP
YOU**

Submission mentoring program 2018

1. One on One mentoring – an experienced mentor will be made available to review your question and give you feedback. (avail. on request)

2. Final Submission Reviewer—experienced submission reviewer will read your submission and provide a written critique detailing areas for improvement and provide for updating.

Assessment

Assessment Process

Total Score

**Site Visit*
(20%)**

**Submission
(80%)**

Site Visit

1 site visit from 2
judges on an
agreed date

Scores
contribute to
total score at
local level

Comments
accessed at
national level
without scores

**Written
submission**

written
submission

Judged locally
and scored

Re-judged at
national level



Categories

1–2, 5–7, 9–13, 15–23, 25, 27–29(L):

Submission = 80 per cent

Judges site visit = 20 per cent

Categories

3–4, 8, 14, 24, 26(L), 30–32(L):

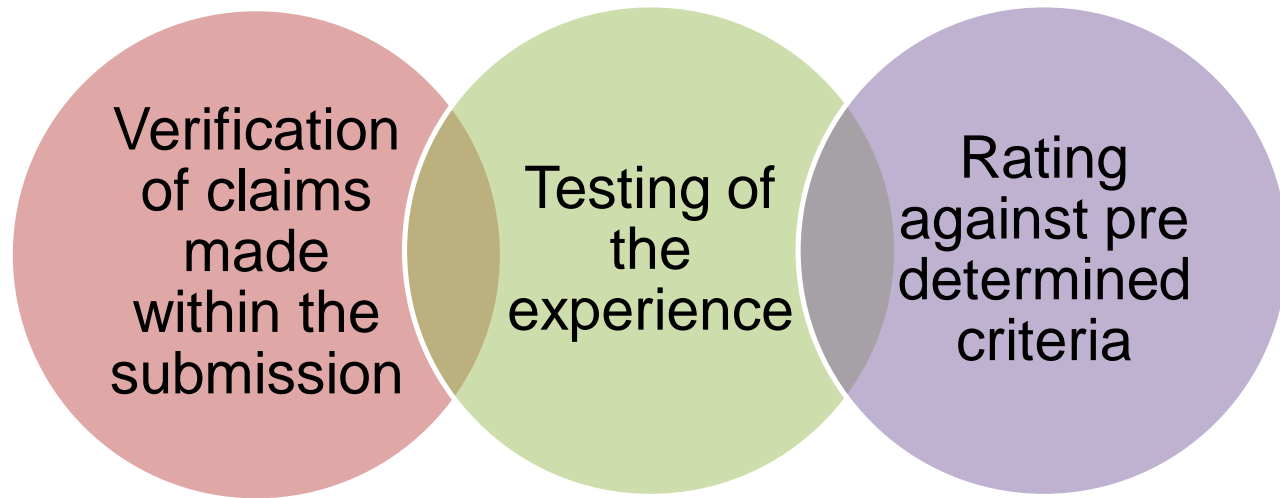
Submission = 100 per cent

The site visit



What is a site visit?

A single onsite visit by 2 judges at an agreed date and time.



Scores from the site visit will not apply at the national level.

DO'S AND DON'TS OF SITE INSPECTIONS

- Do
 - Give clear directions
 - Treat the judge like a guest to your property
 - Treat it like a media visit
 - Give them a chance to “experience” your product
 - Make sure you are available to spend time with them
 - Make sure they see your property at its best
 - Be enthusiastic
 - Make sure your website is current



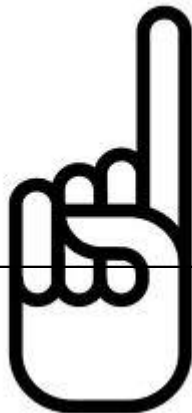
DO'S AND DON'TS OF SITE INSPECTIONS

- Don'ts
 - Change times or dates at short notice
 - Don't delegate the visit
 - Don't “apologise” for your business
 - Ask the judge for feedback on your competitors
 - Argue in front of the judges



Judging Process

Judges score high for.....	Judges score low for.....
<ul style="list-style-type: none">✓ Logical, succinct answers✓ Charts and diagrams that explain at a glance✓ Pictures that tell a story✓ Great ideas and innovation✓ Quotes that back up an answer✓ Measurement tools✓ A sense of humour	<ul style="list-style-type: none">✗ Hard to read entries✗ Meandering answers and waffle✗ Missed questions or parts of questions✗ Promising submissions that lose steam✗ Lost points because of broken rules



Written Submission

**ANSWER. THE.
QUESTION.**



Don't leave the **Tourism**
and **Tourists** out of
your **tourism** award.

Extraordinary Experiences through Storytelling: Unlocking the Secrets of Successful Storytelling



The power of story telling



Question 1 – Tourism Excellence (20 points)

The questions in the following slides are asked across the majority of categories. Refer to your specific category documentation for the exact questions asked of your category.

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature and history of the business. (6)
- b) What tourism products, experiences and services do you offer visitors? (6)
- c) Describe your commitment to tourism excellence. (4)
- d) Describe your involvement in the tourism industry. (4)

Question 2 – Business planning (20 points)

- a) Provide an overview of the key features of your business plan including goals, strategies and outcomes. (6)**
- b) Describe any innovations that have taken place during the qualifying period to improve your tourism business and demonstrate how these innovations enhance your tourism experiences/services. (6)**
- c) What investment has been made in staff training and development and how has this improved the services provided to your guests? (4)**
- d) Describe the main risks for your tourism business and the risk mitigation measures you have implemented. (4)**

Question 2 – example of measured outcomes

Goal	Strategy	Outcome
Demonstrate continued financial viability by achieving 5% revenue growth to \$50,000 in 15/16.	<ul style="list-style-type: none">•Increase repeat client rates•Increase the average spend per guest•Control expenditure through account management, cash flow analysis, debtor control.	<ul style="list-style-type: none">•Repeat visitation represents \$10,000 in revenue and 20% of overall business in 15/16.•The average spend increased by 8% to \$95 pp in 15/16.•Expenditure maintained at \$25,000 or 50% of gross revenue.
Increase membership by 10% from 100 to 110 members in 15/16.	<ul style="list-style-type: none">•Conduct Media/PR campaign•Expand the ambassador program•Value add memberships and promote benefits	<ul style="list-style-type: none">•Full membership increased by 25 – an increase of 25% on 14/15•Revenue increased by 13%
Increase visitation by 15% from 5,000 people to 5750 in 15/16.	<ul style="list-style-type: none">•Implemented social media networking strategy and staff incentives•Diversify market segments to expand scope of operations.	<ul style="list-style-type: none">•Visitation increased by 12% to 5,600 in 15/16.

Example Matrix for Business Planning

Business Area	Goals/ Objectives	Strategies/ Actions	Outcomes/ Results
Financial			
Marketing			
Risk Management			
Staff Training & Development			
Sustainability			



Question 2 – Risk management

RISK	RANKING	IMPACT / EFFECT	MITIGATION STRATEGY
Marketing risks – competition, low awareness of products	High	Reduced visitation Increased competition	<ul style="list-style-type: none">•Conduct regular competitor analysis•Partner with like operators to package and market together.•Secure contracts with key wholesalers and inbound operators
Loss of permit to operate in National Park	High	Tours cancelled Reputation damaged Job losses	<ul style="list-style-type: none">•Guides complete training•Permit conditions respected and adhered to•Business licences are all relevant and current

Question 3 – Marketing (20 points)

- a) Who are your target markets? (4)
- b) How do you know your product/service meets the needs of your target markets? (4)
- c) What are your unique selling points and demonstrate how you communicate these to your target markets? (6)
- d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (6)

Question 3 – Marketing strategies

d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives.

Consider using a three column table – show the innovative strategies

- Refer to your target markets in 3a)
- Product, price, place, promotion
- Print/Digital/Broadcast
- Trade/Consumer Shows
- Media/PR
- Show measured / innovative outcomes

FYI: Having a website is not innovative – nor is social media!!

Question 3 – Marketing strategies

Target Market	Strategy	Outcome/Result
Fishing enthusiasts	<ul style="list-style-type: none"> •Media famils •Enhanced website – added BOOK NOW button •Increased use of Facebook to engage with previous clients and attract new ones 	<ul style="list-style-type: none"> •7 media groups resulting in \$197,000 publicity •5 group bookings •23% bookings online •Facebook friends – 3,500 <ul style="list-style-type: none"> – 28% increase from 16/17 – 55% previous customers – 45% potential customers
Singapore	<ul style="list-style-type: none"> •Nurture relationships with key ITOs, wholesalers •Attend trade mission with CBC and VC •ATEC Corroboree Trade Show 	<ul style="list-style-type: none"> •Product contracted with 3 additional Inbound Tour Operators •Tours featured in 5 Singapore wholesalers •8% increase in Singaporean bookings compared to 2016/17

Question 4 – Customer service (20 Points)

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for guests with specific needs. (5)
- c) Describe how you measure customer satisfaction and identify areas for improvement. (5)
- d) What processes do you have in place to respond to customer complaints? (5)



Question 5 – Sustainability (20 Points)

- a) Demonstrate how your business **contributes to the local economy**. (6)
- b) Demonstrate how your business engages with and **benefits the local community**. (7)
- c) Describe how your business cares for the **local environment**. (7)

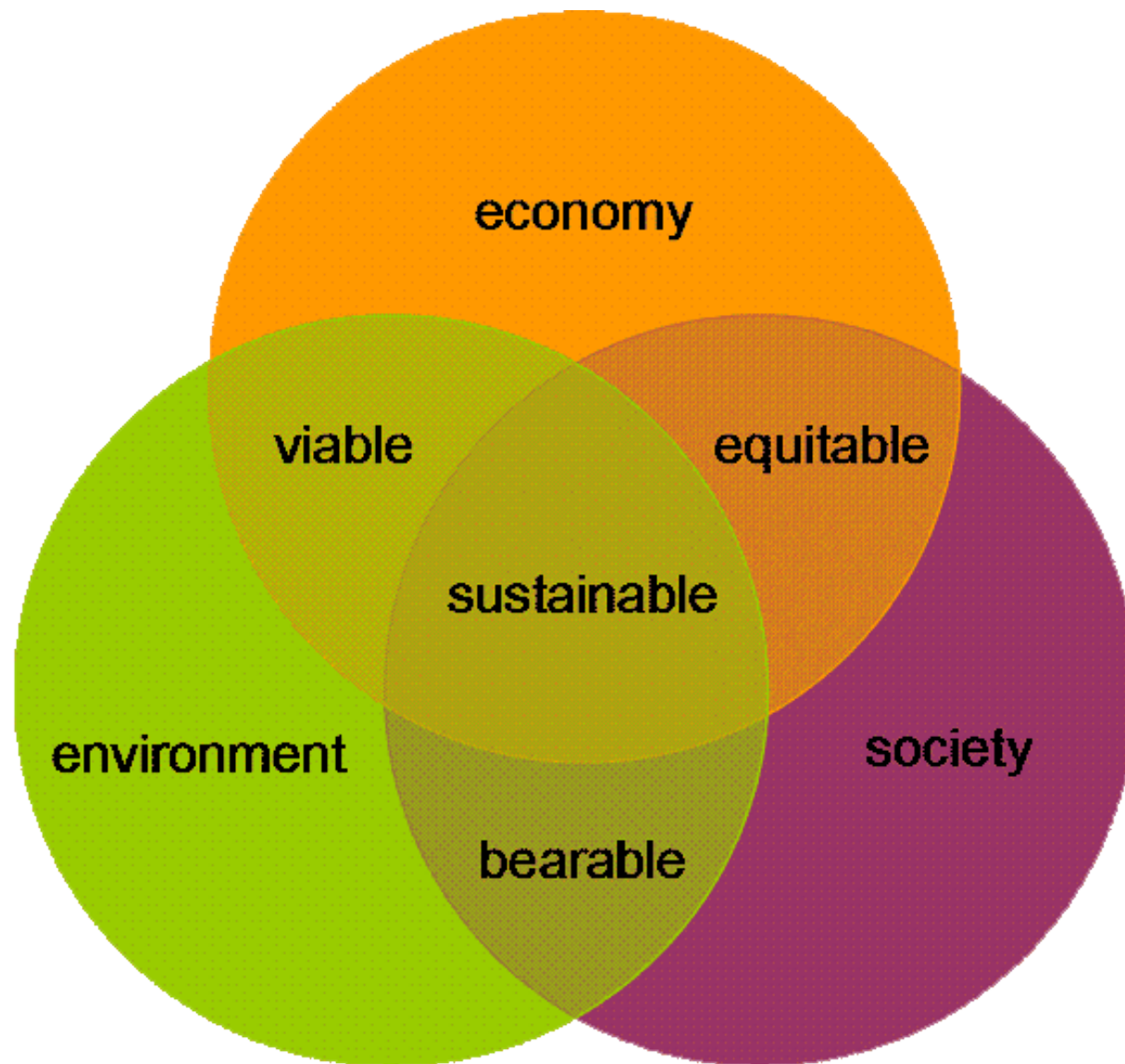
Sustainability principles refer to the environmental, economic and sociocultural aspects of tourism development.

A **suitable balance** must be established between these three dimensions to guarantee its long-term sustainability.

UN World Tourism Organization

<http://www.unwto.org/>







SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE
DEVELOPMENT
GOALS



World Tourism Organization

UNWTO

Tourism and the Sustainable Development Goals

<https://www.e-unwto.org/doi/pdf/10.18111/9789284417254>



**IT'S A
WRAP!**

Wrap up

- Get your planning right
- Step through the process – Site Visit, Written Submission
- Get your written submission formatting right
- Put effort into your answers
- Use all the help on offer

Stay in touch

- Program Coordinators – Support and direction – Speak to Debra
- Submission support program
- Awards Website / Email

- Workshop #2 – 16th August

Thank you and Good Luck.