

2018 CANBERRA REGION TOURISM AWARDS



Presenting partner



ACT
Government



Tourism Awards 2018 - Entrants Workshop #2

Todd Wright – Threesides Marketing

Housekeeping



Workshop Supporter – Thanks Hyatt Canberra!



Threesides Marketing

THREESIDES

— MARKETING —
EST.07

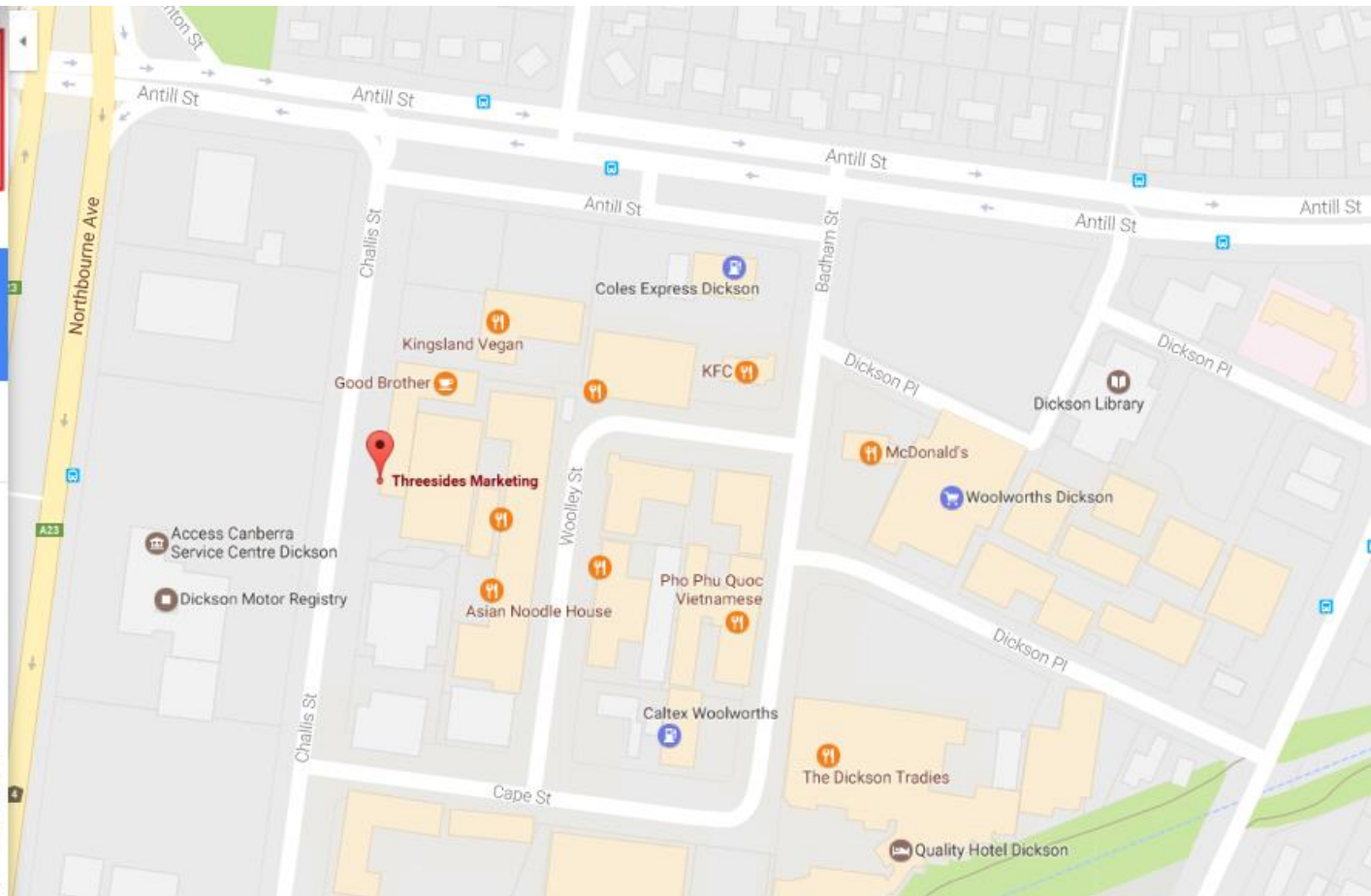
Threesides Marketing
4.0 ★★★★★ · 1 review
Marketing Agency

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!



BURNING QUESTIONS

**Your name, business, and how far
along (in %) you are on your
submission.**

HELLO
my name is

AWESOME

- Recap
- “Burning Questions”
- Important dates
- ‘The portal’
- Your Written Submission
- The winning formula

We're happy to provide advice but...



Recap

Important dates

- Site Visits: July-August
- Submissions close: 5pm, Wednesday 5th September
- Online Judging: September
- Canberra Region Tourism Awards Gala Event: Friday 23rd November

You have plenty of time left :)

- 20 days, 7 hours, 45 minutes
- 2.9 weeks (rounded down)
- 1,755,900 seconds
- 29,265 minutes
- 487 hours (rounded down)
- 5.57% of 2018

Site Visit

Site Visits (20% of your local mark)

Judges will ask to see the following:

- Customer Service Policies
- WHS and Risk Management Policies
- Human Resources Policies
- Sustainability Policies
- Marketing Plans
- Business Plans

Collect, Plan, Practice, Deliver

The Portal

<https://online.qualitytourismaustralia.com/>

Written Submission

Judges are looking for...

- Evidence of a strategic approach
- Demonstrated flair and innovation
- Awareness of your marketplace & industry
- Measurable goals, outcomes with quantifiable results
- Financially, well managed sound business Passion, enthusiasm
- Sense of humour
- Structured and easy to read submission
- A business deserving of being recognised
- Leading best practice and an exemplary example for others

Pick your writing style

Set the scene, grab attention and position the reader into the feel and emotion of where you are taking them.

We all know Australians love a good pie. Whether it's a gourmet pie with chunky steak, buttery flaky pastry and home-made tomato relish enjoyed with a wine at a fine dining restaurant; a steaming pie with a dollop of sauce to warm you up at the footy; a pie bought on the run from a bakery and enjoyed on a family car trip; or a slice of your Grandmother's tried and true apple pie served up with a scoop of vanilla ice cream and a good dash of love, the affection for a really good pie is ingrained into us Aussies, and these simple yet tasty food favourites are definitely well loved by everyday Australians around the country.

Including the Southern Highlands of NSW.

In fact, perhaps nowhere else in Australia does a tourism destination have such a large saturation of quality pie producers than in the Southern Highlands – with everything from your top-notch gourmet pies, to family winter warmers and deliciously sweet dessert pies. They're all here, and in abundance.

And these Southern Highlands pies, their makers and where they come from were the inspiration for an original destination marketing campaign for the region - *PIE TIME*. The humble pie became the platform for the marketing of the destination, and was used as a hook that brought together local tourist attractions, event organisers, pie makers, restaurants, cafes pubs, cellar doors and hotels to create their own events, activities and festivals with Destination Southern Highlands (DSH) leading the charge with a new an innovative approach to destination marketing.

Finish Strong

So what does a single sale of a humble pie tell us about the success of a destination marketing program - plenty! Every pie loving tourist from outside of the region is travelling, spending, engaging, and experiencing the region and returning home to inspire their friends and family to choose the Southern highlands for their next trip away.

Together we can grow the visitor economy pie for the Canberra Region, NSW and Australia.

What's that you can smell wofting through the judging portal right now?

That's the Pie's for *PIE TIME 2018* in the oven... as Destination Southern Highlands cooks up the next chapter in Australia's best destination marketing campaign.

Content Format

Objective	Target	Achieved
AWARENESS		
Increase awareness of the Southern Highlands as Australia's Home of Pies and a short break destination - Pie Time – month of June - in media Via media stories / social media engagement	25 Articles and mentions	56 articles and mentioned that were available via monitored media
Increase website visitation (to southern-highlands.com.au) organic and paid	increase website visitation by 25%	179%
ACQUISITION		
Increase Destination Southern Highlands' database contacts	increase by 5% (Initial consumer database contacts – 8,000)	427 additional contacts = 5.33% increase

**28%
INCREASE**
IN NIGHTS STAYED



2016: 113

2017: 145

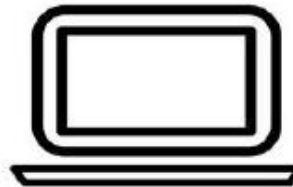
**25%
INCREASE**
IN BOOKINGS MADE



2016: 61

2017: 76

**179%
INCREASE**
IN WEBSITE SESSIONS



2016: 14,995

2017: 41,911

**90%
INCREASE**
IN PAGE VIEWS



2016: 60,446

2017: 114,912

**108%
INCREASE**
IN FACEBOOK LIKES



2016: 2,312

2017: 4,802

**362%
INCREASE**
IN FACEBOOK
ENGAGEMENT



2016: 7,652

2017: 35,318

Tables

Tables	Don't over do it
Copy and paste your tables from Word	Tables can be unlimited but make it readable
Tables are useful in the business plan section and risk, to display target markets and when there is multiple or complex elements	Be smart with your use of tables.

Tables

Water issues	Sustainability Strategy	Outcomes
Potable water	Ensure supply to meet health/ statutory requirements	Provided in toilet blocks and taps convenient to stalls
Toilets	Recycled water system installation	Recycled water system completed by EPIC 2013-2014
General	Encourage the use of rainwater by stallholders and management where possible	Five rainwater tanks collecting from shed roof installed in 2013-14 - Total capacity 500,000 Litres

Risk assessment table

Risk Category: Strategic

Principle Risk	Level of Risk	Impact	Mitigation Strategy	Review
Owner incapacity to run business	Medium	Severe	Support staff on contract including relieving Manager. Comprehensive personal insurance.	Bi-annual (Jan/Jul)
Double booking of accommodation	Low	Medium	Utilise 'Roamfree Distribution Manager' technology to block availability to all other third party booking sites on confirmation of a reservation.	Annual contract review (Dec)
Marketing risks – Increased competition with new operator	High	High	<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 •Review product offering, deciphering from competition 	

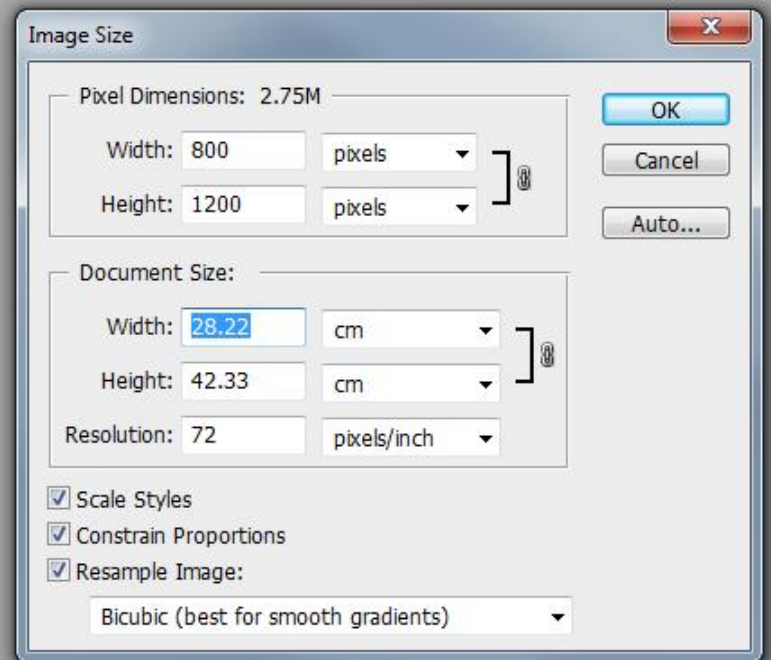
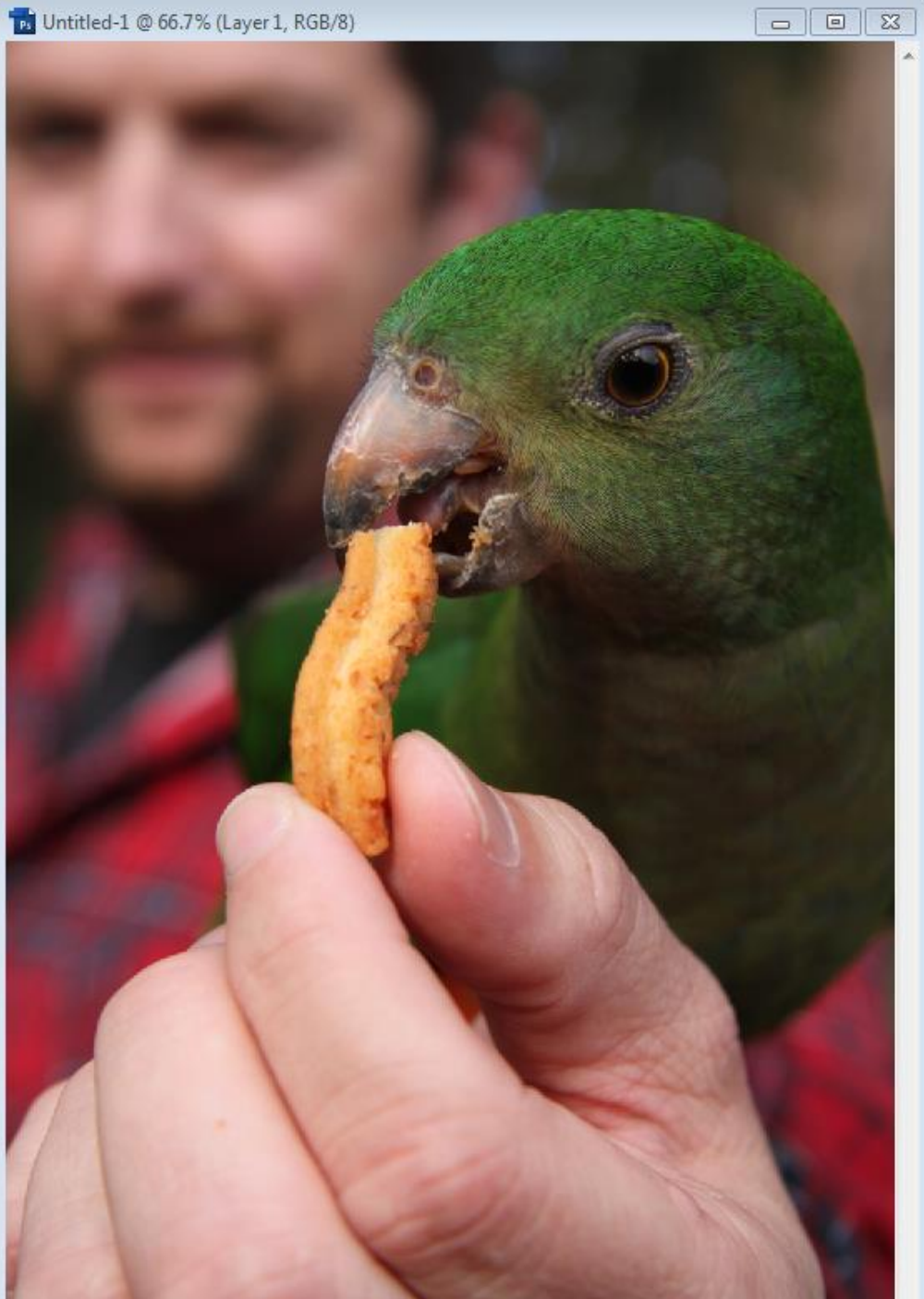
Are we innovative?

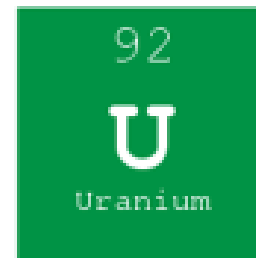
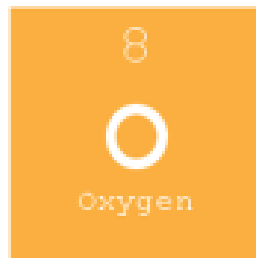
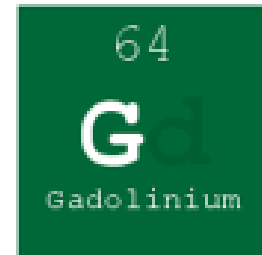
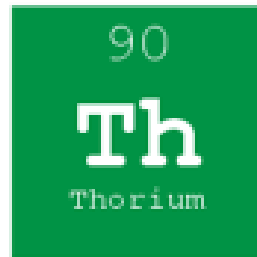
- Improvement – incremental change or upgrade to existing processes
- Innovation – a change that adds value through a new method, idea or process
- Invention – creation for the first time

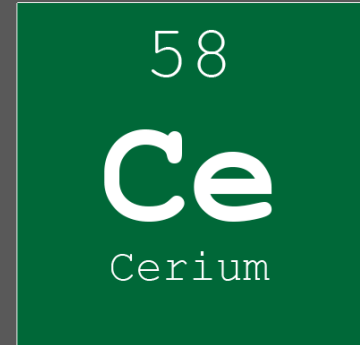
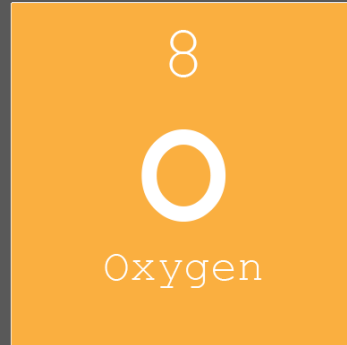
Images

1. 25 images only
2. Use high res images wherever possible
3. Optimise them when saving your document
4. Be careful of JPEG compression settings
5. Upload high res images to the e-portal
6. Consider the physical image size and image quality
7. Find a suitable program to edit images









79

Au

Gold

90

Th

Thorium

8

O

Oxygen

86

Rn

Radon

16

S

Sulfur

23

V

Vanadium

53

I

Iodine

14

Si

Silicon

8

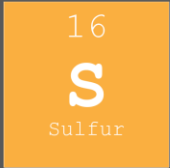
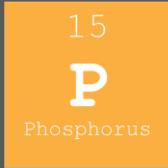
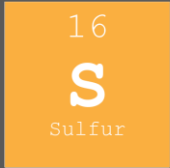
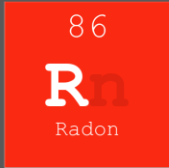
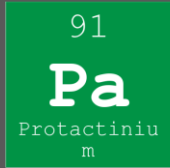
O

Oxygen

7

N

Nitrogen



75

Re

Rhenium

13

Al

Aluminium

42

Mo

Molybdenum

25

Mn

Manganese

63

Eu

Europium

7

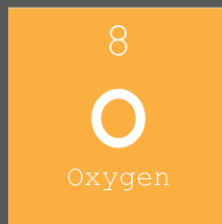
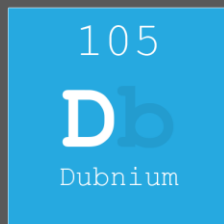
N

Nitrogen

117

Ts

Tennessine



26

Fe

Iron

63

Eu

Europium

105

Db

Dubnium

89

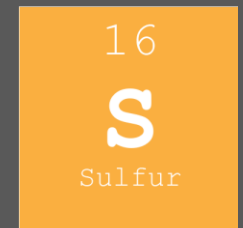
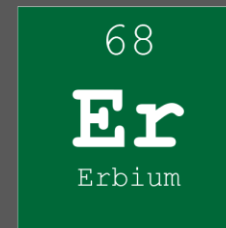
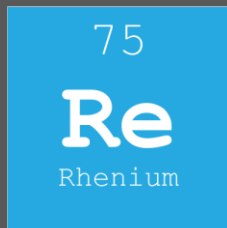
Ac

Actinium

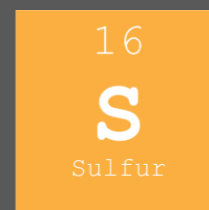
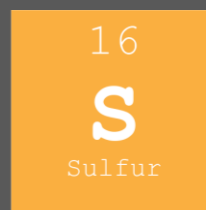
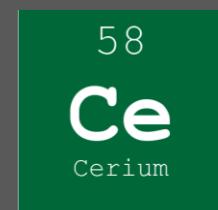
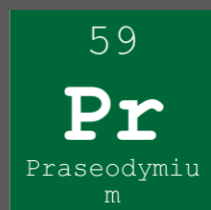
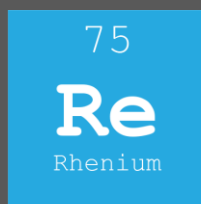
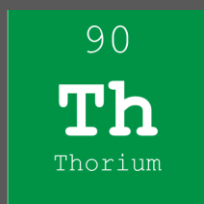
19

K

Potassium



53 I Iodine	25 Mn Manganese	59 Pr Praseodymium	8 O Oxygen	23 V Vanadium	63 Eu Europium	25 Mn Manganese	63 Eu Europium	7 N Nitrogen	69 Tm Thulium
--------------------------	------------------------------	---------------------------------	-------------------------	----------------------------	-----------------------------	------------------------------	-----------------------------	---------------------------	----------------------------





BURNING QUESTIONS





**IT'S A
WRAP!**

Wrap up

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

Stay in touch

- Deb – Support and direction
- Submission support program
- Mentors and reviewers
- Awards Website / Email

Thank you and Good Luck.