



2021 BROLGA  
NORTHERN TERRITORY TOURISM AWARDS

# Brolga awards

## Entrant submission guide





## Key dates

Submissions close 7 September

Judging 9 September – 14 October

Gala event 13 November (Darwin)





**T**he Brolga Northern Territory Tourism Awards, affectionately known as the Brolga Awards, recognise and encourage tourism businesses that strive for excellence in every area of their operation. The awards program is open to tourism operators, industry suppliers and outstanding individuals who prepare a submission in response to a series of strict criteria that measure business excellence.

Throughout the Brolga Awards history, the diversity and calibre of entrants has matched the vitality and growing professionalism of the Northern Territory's tourism industry. There are 25 business categories reflecting the broad range of tourism product throughout the NT and the outstanding individuals who promote and support our industry.

An independent Chair of Judges and Auditor oversee a panel appointed to conduct the judging of submissions.

There is no cost to enter the Brolga Awards.

Winners of the business categories at the Brolga Awards represent the Northern Territory at the Australian Tourism Awards.

The aim of the tourism awards is to:

- Publicly recognise and reward excellence within the industry
- Reinforce the value of the tourism industry
- Promote business planning and is a useful tool to annually review goals and achievements
- Supports a business check-up resulting in improvements to operations
- Provide exclusive marketing packages to winners via Tourism NT networks
- Offer an annual platform for industry to network and celebrate achievements
- Provide an opportunity for Brolga winners to showcase their product on the national stage at the Australian Tourism Awards.

# Categories



## 1. Major tourist attractions

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract amongst the highest visitor numbers during the qualifying period for the Northern Territory.

## 2. Tourist attractions

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract significant visitor numbers during the qualifying period for the Northern Territory.

## 3. Major festivals & events

This category recognises tourism leisure festivals, events and exhibitions that enhance the profile/awareness and appeal of the destination they are held in as well as creating economic impact, increased visitation and community involvement.

This category is open to (but not limited to) sporting, arts, historical, cultural, literary, comedy, culinary and general interest festivals, events and exhibitions with local, interstate and international visitor attendance over 50,000 or recognised by the STO as a major event on their event calendar.

## 4. Festivals & events

This category recognises tourism leisure festivals, events and exhibitions that enhance the profile/awareness and appeal of the destination they are held in as well as creating economic impact, increased visitation and community involvement.

This category is open to (but not limited to) sporting, arts, historical, cultural, literary, humorous, culinary and general interest festivals, events and exhibitions with local, interstate and international visitor attendance under 50,000 or not recognised by the STO as a major event on their event calendar.

## 5. Ecotourism

This category recognises ecologically sustainable tourism businesses with a primary focus on experiencing natural areas. Entrants in this category foster environmental and cultural understanding, appreciation and conservation.

## 6. Cultural tourism

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

## 7. Aboriginal & Torres Strait Island tourism

This category recognises Aboriginal and Torres Strait Islander tourism businesses that demonstrate authenticity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

## 8. Tourism retail & hire services

This category recognises businesses that sell/provide goods or hire services which contribute to the tourism industry. The contribution made to the tourism industry can be economical (e.g. retail, galleries), experience based (traditionally non-tourism specific experiences e.g. shopping precincts) or service based (e.g. digital solutions for travellers or tourism businesses).

## 9. Visitor information services

This category recognises the consistent delivery of high quality and face to face information services to the visitor. This category is open to visitor information centres/tourist offices, local tourist associations and regional tourism organisations.

## 10. Business event venues

This category recognises venues who provide high quality facilities specifically designed for business visitors e.g. meetings, incentives, conferences and exhibitions.



## **11. Major tour & transport operators**

This category recognises a business who makes a major contribution in the combined provision of touring and transport services. This category is open to businesses with 15 or more annual full-time equivalent employees.

## **12. Tour & transport operators**

This category recognises a business who makes a major contribution in the combined provision of touring and transport services. This category is open to businesses with fewer than 15 annual full-time equivalent employees.

## **13. Adventure tourism**

This category recognises outdoor adventure tourism experiences that involve visitor participation and a personal challenge.

## **14. Tourism marketing & campaigns**

This category recognises creativity and innovation in the promotion of tourism products, services and/or destinations. The focus can be for a specific singular or ongoing campaign or ongoing integrated marketing approach delivering innovative marketing/campaigns that supports the promotion of the tourism industry.

This category is open to digital enterprises, regional tourism organisations, local tourist associations, visitor information centres, online travel agents, local government and marketing alliances. This is not for individual tourism products.

## **15. Tourism restaurants & catering services**

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 caterers, pubs and cafés.

## **16. Tourism wineries, distilleries & breweries**

This category recognises wineries, distilleries and boutique breweries that offer a cellar door experience and create a significant contribution to tourism.

## **17. Caravan & holiday parks**

This category recognises tourism excellence in a caravan or holiday park. The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to caravan or holiday parks that offer cabin and tenting accommodation and must meet a 3 - 5 caravan & holiday park star rating standard.

## **18. Hosted accommodation**

This category recognises hosted accommodation that offers a bed & breakfast, farm stay, cottage or other intimate accommodation experience and must meet a 3 - 5 hosted accommodation star rating standard.

Serviced apartments, hotels and resorts should consider entry into one of categories 21-24 which best fit their product. For companies that are managing multiple self-contained properties they should focus on one of their properties.

## **19. Unique accommodation**

This category recognises tourism excellence in accommodation providing a unique tourism experience that includes an overnight accommodation experience with an included activity. The focus of this award is on the uniqueness of the tourism experience.

This category is open to properties developed around unconventional accommodation infrastructure that includes an activity (passive or active). Entry is open – but not limited to – tented holidays, houseboats, tree houses, underground accommodation and yacht charters.



## **20. Self contained accommodation**

This category recognises tourism excellence in accommodation providing guests with non-serviced accommodation and the freedom of self-sufficiency. The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation that offers a self-catered accommodation experience and meets a 3-5 self catering accommodation star rating standard.

For companies that are managing multiple self-contained properties it is recommended they focus on one of their properties.

### **21. 3 - 3.5 Star accommodation**

This category recognises serviced accommodation that meets the 3-3.5 Star rating standard (pre-assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation experiences that meets a 3 to 3.5 Star rating standard in any star rating category.

### **22. 4 - 4.5 Star deluxe accommodation**

This category recognises serviced accommodation that meets the 4 or 4.5 Star rating standard (pre-assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation experiences that meets a 4 or 4.5 Star rating standard in any star rating category.

### **23. 5 Star luxury accommodation**

This category recognises serviced accommodation that meets the 5 Star rating standard (pre-assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation experiences that meets a 5 Star rating standard in any star rating category.

## **24. Tony Clementson 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.

## **25. Excellence in food tourism**

This category is open to food producers, providores, tour operators, cooking schools, food attractions, farm gate experiences, farmers markets, trails and other food tourism experiences in the state/territory, featuring the state/territory produce as the core component.

## **Individual awards**

### **George Dunne outstanding contribution by an individual**

This award recognises the outstanding contribution by an individual to the Northern Territory tourism industry.

### **Skal tourism industry employee award**

This award recognises the dedication and commitment of an individual employee working in the Northern Territory tourism industry. Nominees can be working in any area of the NT tourism industry including but not limited to: tour guides, accommodation staff, festivals & events staff, attractions and visitor information staff.

## IMPORTANT TO NOTE

In 2021 there has been major changes to the category descriptors and questions. It is important that entrants read the descriptor before selecting a category to enter, to ensure eligibility.

Points will be deducted if you fail to answer questions correctly or have supplied information used in previous submissions that may not answer the question satisfactorily.





# Changes for 2021



The following information provides an overview of changes made for the 2021 Tourism Awards Program.

## Qualifying Period

The qualifying period is extended from **1 July 2019 to 30 June 2021.**

The exception to the rule applies to New Tourism Business.

New businesses that commenced operations between *1 July 2019 – 30 July 2020* can choose to enter either New Tourism Business **OR** an alternate category. However they cannot enter both.

For those that commenced operations between 1 July 2020 – 30 June 2021 they are **only eligible to enter into New Tourism Business.**

## Categories

As a part of the review for 2021, the participation in various categories were examined and the following changes were determined to more adequately reflect the entrants to the category:

- 'Specialised Tourism Services' has been renamed 'Tourism Retail & Hire Services'
- 'Destination Marketing' has been renamed 'Tourism Marketing & Campaigns'
- 'Standard Accommodation' has been renamed '3 – 3.5 Star Accommodation'
- 'Deluxe Accommodation' has been renamed '4 – 4.5 Deluxe Star Accommodation'
- 'Luxury Accommodation' has been renamed '5 Star Luxury Accommodation'

## Questions

Businesses can choose what they want to focus on – strategies implemented to attract or grow and/or strategies implemented as a part of their recovery and resilience to COVID-19. Therefore, the existing questions have been amended to enable a response from the business which is relevant to them.

Whilst **Responsible Tourism** is an incredibly important part of any business, the challenges faced by many during the qualifying period make it difficult to respond to this question, though at no fault of their own. So, rather than disadvantage businesses, the Responsible Tourism section has been temporarily suspended for the 2021 program.

The business's innovation/excellence in social/economic/environmental/ethical tourism can form part of their response to the **Business Development** question.

Most categories\* have a revised question set which focuses on five key areas:

- **COVID-19 Impacts (not scored)**
- **Introduction (20 marks)**
- **Business Development (20 marks)**
- **Marketing (20 marks)**
- **Customer Experience (10 marks)**

**\*Note:** the following categories have an updated set of questions that are specific to the individual category:

- Major Festivals & Events
- Festivals & Events
- Ecotourism
- Cultural Tourism
- Aboriginal & Torres Strait Islander Tourism
- Tourism Marketing & Campaigns
- New Tourism Business

## Word Count

Having temporarily suspended the Responsible Tourism question, the 2021 program will also temporarily reduce the word count **to 8000 words for all business categories.**





## Scoring

Each submission will be scored on the following elements:

1. Written submission = **70%**
2. Online Review = **10%** (see below)
3. Consumer Rating **20%\*** (excluding some categories, see below)

## Online Review

A review of the entrant's online activities for the qualifying period will be conducted and will include:

- The entrant's website
- The entrant's social media channels
- The entrant's search engine optimisation
- The entrant's external listing sources

The online review will account for 10% of the total score available.

Scoring of the online review will occur at the state/territory level only.

## ReviewPro

Awards nominees will have access to a complimentary **ReviewPro** account, via the **Quality Tourism Framework dashboard** for the duration of the awards program. Upon nomination, a free account will be activated and will be ready to access within 1 – 2 weeks.

A consumer rating score will form part of an entrant's overall score, which will be captured via ReviewPro over the entire qualifying period.

## Consumer Rating

A consumer rating score will account for 20% of the total score available, with some exceptions\*. The consumer rating will be derived from the GRI (average score of all online reviews) provided by ReviewPro.

**\*Note:** A consumer rating will **not** apply to the following categories:

- Major Festivals & Events
- Festivals & Events
- Ecotourism
- Cultural Tourism
- Aboriginal & Torres Strait Islander Tourism
- Business Event Venues
- Tourism Marketing & Campaigns
- New Tourism Business

For those categories where there is a mix of products included, then the consumer rating value will be **5%**. This includes:

- Tourism Retail & Hire Services
- Excellence in Food Tourism

A minimum of 25 reviews must have been received over the qualifying period across the **175+ online review sites that ReviewPro captures from** in order to receive a GRI score.

Businesses that do not have a GRI will receive a score of 0 for the consumer rating score.

## Further information

E [broлгаaawards@nt.gov.au](mailto:broлгаaawards@nt.gov.au)  
W [www.broлгаaawards.com.au](http://www.broлгаaawards.com.au)  
P 08 8999 3808  
F Brolga Northern Territory Tourism Awards

# Rules for entry



## Nominations

Nominations are made via the QTF online system. This can be accessed at: <https://online.qualitytourismaustralia.com>

A submission for an award category cannot be made unless a nomination has been made. All entrants must adhere to the nomination rules and guidelines set out throughout these guidelines.

The nomination collects specific contact information, category selection and agreement to the awards terms and conditions.

## Entry fees

The Northern Territory does not charge a fee to enter the tourism awards.

## Nomination rules

1. If entering more than one category, then a separate and complete entry must be submitted for each category. However, entrants may only enter one submission in any one of the following categories:

- Attractions – either category 1 OR 2;
- Festivals and Events – either category 3 OR 4;
- Tour Operator – either category 11 OR 12;
- Accommodation – enter category 17, 18, 19, 20, 21, 22 OR 23

2. Entrants that commenced operation for the first time in the qualifying period MUST enter the New Tourism Business category.

- a. Due to the extended qualifying period for 2021, for new businesses that commenced operations between 1 July 2019 - 30 July 2020 they can choose to enter into either New Tourism Business OR an alternate category.
- b. For those that commenced operations between 1 July 2020 - 30 June 2021 they are only eligible to enter into New Tourism Business.

3. Entrants cannot change categories after the closing date for submission in the state/territory tourism awards in which they have entered.

## 4. Qualifying Period

The qualifying period for the 2021 program is 1 July 2019 to 30 June 2021. All activities, achievements and innovations referred to within submissions must have occurred within this period.

## 5. Trading Period

- a. All entrants must have traded for the entire qualifying period except those entering the New Tourism Business category, or where trade ceased due to Government restrictions.
- b. Specifically, entrants in the category New Tourism Business must have commenced trading/visitation or service delivery within the qualifying period. No minimum period of trading has been defined for New Tourism Business.
- c. Exceptions apply to seasonal businesses and facilities, festivals, events, marketing campaigns, media entries, training and tourism development projects, however the activity being put forward for consideration must have occurred within the qualifying period.

## 6. Nominated state/territory

- a. Entrants must be based or have specific operations in [the state or territory of their nomination e.g. Northern Territory].
- b. Should a company have branches in more than one state/territory they may enter the state/territory awards for the relevant branch for so long as the submission focuses on the activities undertaken in that state/territory.

## 7. Memberships

You do not need to be an RTO member to enter the Northern Territory Tourism Awards.

## 8. Multiple Products

- a. An entrant, such as a chain or franchise that has multiple products must enter each product individually if they want each property to be able to promote the achievement of winning a tourism award. Alternatively, the corporate head office may enter but the winner logo (provided by Brolga Awards team or ATIC for the national awards) may only be used by the corporate entity, not the individual products.
- b. Aside from those categories where stated, one business can submit two entries, including two entries into the same category. However, as they will be competing against themselves they may not see value in, for example, securing a win and second placing.

## 9. Accommodation Categories

- a. Accommodation categories will be required to meet accommodation standards specific to their category.
- b. It is not a requirement for a business to

be officially Star Rated. Alternatively, the online accommodation standards would be used to demonstrate the entrant's pre-assessment rating.

- c. Accommodation standards required
  - 5 Star Luxury Accommodation  
Official 5 Star Rated OR 2. A pre-assessment rating of 5 Stars within the Accommodation Standards
  - 4-4.5 Star Deluxe Accommodation  
Official 4 or 4.5 Star Rated OR 2. A pre-assessment rating of 4 or 4.5 Stars within the Accommodation Standards
  - 3.5-4 Star Accommodation  
Official 3 or 3.5 Star Rated OR 2. A pre-assessment rating of 3 or 3.5 Stars within the Accommodation Standards
  - Hosted  
Official 3 + Star Rated OR 2. A pre-assessment rating of 3 + Stars within the Accommodation Standards
  - Caravan Park  
Official 3 + Star Rated OR 2. A pre-assessment rating of 3 + Stars within the Accommodation Standards
  - Self-Contained  
Official 3 + Star Rated OR 2. A pre-assessment rating of 3 + Stars within the Accommodation Standard

**Note:** unique accommodation does not have a Star Rating or Pre-Assessment rating pre-requisite.

## Submissions

An entrant must nominate for an award before they can commence preparing their submission. Submissions are made via the same system the nominations are made, this can be accessed at: <https://online.qualitytourismaustralia.com/>

All submissions must include the following:

1. Nomination details
2. Demonstration of meeting minimum business standards, relevant to their category.
  - i. This can be demonstrated via relevant accreditation with the Quality Tourism framework OR
  - ii. As a part of the business standards question set within their submission.
3. Category questions including supporting images.

## 4. Word Count

- a. The submission will be maximum 8,000 words in length for all national categories
- b. Words within a table are included in the submission word count
- c. It is the responsibility of the entrant to ensure their submission does not exceed the maximum word count.

## 5. Images

The submission can include up to 25 images with caption.

- i. Images can include infographics, charts, graphs and pictures
- ii. Any image used must be for the sole purpose of supporting the submission by providing evidence. Images cannot be used to form part of the written response to a question. A good rule of thumb is 'if you remove the images, will the written word still provide a robust answer'.
- ii. Captions are to be a maximum of 6 words, not included in the overall word count. Any words within a caption above 6 words will be included in the overall word count.

## 6. A company description.

A description of no more than 100 words of your company/product, which will be used by media, for announcements at the presentation ceremony, in promotional material and on website listings. As this will be edited and compiled by people who have not viewed your submission, please remember to include your company/product name and where you are located geographically.

## 7. Hero Images

An additional ten HERO images (jpeg format only) which illustrates the entrant's operation should accompany each submission in each category entered. These images will be used for exposure at the presentation ceremony and in official advertising and publications. (Note: 500 dpi files in a JPEG format are required).

Note: The national awards event production prefers high-resolution images (1920x1080 in dimensions)

## 8. A late submission will not be accepted.



## Compliance with competition rules

1. The Licensee, with Chair of Judges reserve the right to withdraw submissions if an entry is not compliant with the rules.
2. All submissions must be reviewed for compliance with the submission guidelines. This must be undertaken initially by the award coordinator, however the withdrawal of a submission will be reviewed and implemented by the Chair of Judging and the Auditor.
3. All entrants must clearly demonstrate how they meet the eligibility requirements of each respective category that they choose to enter in Q1. If this is not adequately demonstrated then that entrant may be disqualified.

For example: • Tour & transport – the two categories are separated by the number of F/T equivalent employees

## Insolvency of an entrant

1. At any time, following submission of an entry in the Northern Territory Tourism Awards, but prior to the presentation ceremony, should the business become insolvent or place the business under administration, the entrant is no longer eligible to receive an award.
- a. If prior to the presentation ceremony then the next national finalist shall be elevated to the status of winner.
- b. If, following the presentation ceremony, the business returns to solvency, then the award cannot be reclaimed.
- c. The next state finalist will not be elevated to the status of national finalist.

## Verification meeting

The purpose of the meeting is for verification of the business, not the awards submission. The meeting will be prearranged at a mutually convenient time and the judges have a proforma from which they work. Please note in 2021 meetings may take place via Zoom.

2. All businesses will have contact with a judge for a verification meeting, the exceptions to this are:
  - a. Categories 3 / 4/ 14 / 24 /25 – due to the nature of entrants in these categories no meeting will be conducted.
3. The specifics of the meeting are provided to entrants at the time of booking or appointment.
4. Meetings are not undertaken for national judging.

## New Business (not yet accredited)

If a business is not yet accredited or does not meet the relevant accreditation requirements for their category (business standards known as QTAB Level 1 of the QTF), they will be required to undertake an awards meeting (this could be in person or virtual). By undertaking an awards meeting they will meet the QTAB Level 1 site visit accreditation requirement.

2. If a business wishes to obtain a higher level of accreditation (e.g. QTAB Level 2 of the QTF), additional questions would be required to be assessed relevant to the level of accreditation. This is separate to the awards process and the business should contact the NT Accreditation Officer for further guidance.

Existing Accredited Business (who have not received onsite certification):

1. QTAB Level 1
  - i. If a business is accredited at a minimum of QTAB Level 1, but has not yet had an onsite visit to meet the QTF site visit accreditation requirements they will be required to undertake an Awards site visit (in person or virtual).
  - ii. The Awards site visit would meet the requirements of a QTAB Level 1 accredited site assessment. For the business to officially receive this accreditation (outside of the Awards Process) please contact the NT Accreditation Officer.

## Higher/Other Modules

1. If a business is accredited at a level higher than QTAB Level 1, but is not meeting the QTF site visit accreditation requirements they may be required to undertake an Awards site visit (in person or virtual).

Please note, the awards meeting will not meet the higher QTF site visit accreditation requirements and an independent site assessment will be required to be undertaken (for the purposes of completing QTAB Level 2 Accreditation. For further details please contact NT Accreditation Officer.

## Awards verification meeting

Site visit judges will ask to see the following:

- HR
- Business & Marketing Planning
- Customer Service
- Business Operations
- Risk Management
- Environmental Management

## Online review

In 2021 an online review will be undertaken to assess the entrant's online activities including;

- a. The entrant's website
- b. The entrant's social media channels
- c. The entrants search engine optimisation
- d. The entrants external listing sources

2. The online review will account for 10% of the total score available.

3. Scoring of the online review will occur at the state/territory level only, similar to the site review.

## Consumer Rating

In 2021 a consumer rating score will be introduced. The consumer rating will be derived from the GRI provided by ReviewPro and will account for 20% of the total score available, with some exceptions.

a. Where they have their own specific question set and the consumer ratings do not match what is being assessed no consumer review score is incorporated. This would include Ecotourism, Aboriginal and Torres Strait Islander Tourism and Cultural Tourism categories.

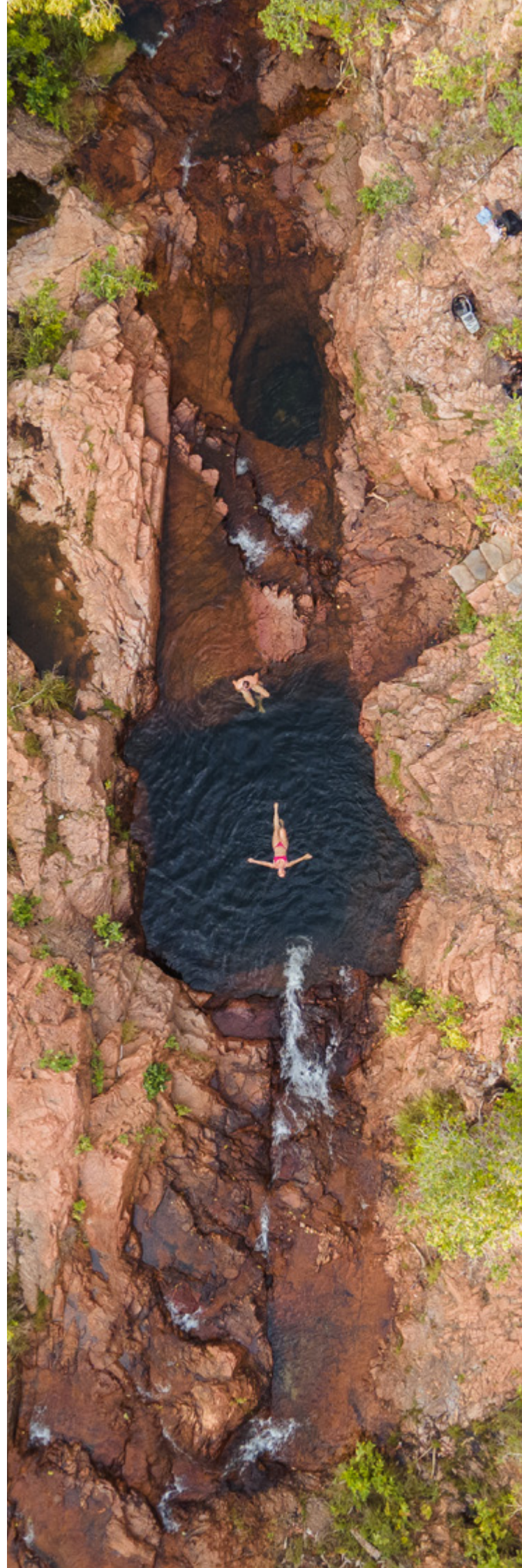
b. A consumer rating will not be applied to the following categories

- a. New Tourism Business
- b. Major Festivals and Events
- c. Festivals and Events
- d. Business Event Venues
- e. Tourism Marketing & Campaigns

c. For those categories where there is a mix of products included, then the consumer rating value would be 5%. This would include Retail and Hire Services and Food Tourism.

A minimum of 25 reviews must have been received across the social platforms which ReviewPro analyses during the qualifying period in order to receive a GRI.

Businesses that do have a GRI will receive a score of zero for consumer rating.





# Question set



**Please note these questions are generalised. Please check your category for the correct questions.**

## **Tourist attractions**

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract significant visitor numbers during the qualifying period for their state/territory.

## **COVID-19 Impacts (zero marks)**

**Please provide the judges with an understanding of your businesses situation during the 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 provides a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.

Q.1 Outline how many months in the second half of the qualifying period were you operational for?

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

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

## **1. Introduction (20 marks)**

**A. Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?**

### ***Response Guidance***

Set the story of your product/experience/service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.

Your response should highlight your points of difference/what makes you different/special. Specify 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.

Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your

business and how the business has been 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.

Use 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 (20 marks)**

**A. During the qualifying period, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and world events during the qualifying period?**

### ***Response Guidance***

This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.

To respond, consider what strategies, innovations and/or developments the business has introduced or updated. An enhancement could include, for example, a new experience/facility, updating point of sale processes to changing to ethically sourced supplies. Actions that supported the ongoing survival of your business could include, for example, diversifying your product/experience, seeking alternative ways for the delivery of the experience/product/service.

You could also consider what environmental/social/economic/ethical initiatives or achievements made during the qualifying period.

The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the visitor experience, or how it supported business endurance. The judges will be looking for an understanding of what prompted the innovation/development/improvement e.g. was it a result of guest feedback, change in market demand, etc. or how it was anticipated to support business endurance in the current climate.

An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation/development/improvement and how they align with your business' main goals and strategies.

Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.



### 3. Marketing (20 marks)

**A. What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery/ resilience. Why were these strategies chosen and what was the result?**

#### *Response Guidance*

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.

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 within the qualifying period. Consider for example; social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.

Ensure you outline why these marketing strategies were selected by aligning with your target markets attributes as well as, where able, local, regional or state marketing plans. It is important that the judge understands whether the strategies were developed for business endurance, or whether the strategies were adopted to keep connected to your target market whilst normal business operations were unable to take place.

Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.

Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

### 4. Customer Experience (10 marks)

**A. How do you provide quality visitor experiences and demonstrate inclusive practices?**

#### *Response Guidance*

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 specific qualifying period you should consider how you provided quality customer experiences in the alternative ways in which you operated – 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 you should consider how your business monitors and assesses customer service to ensure continued quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.

Consider how you actively encourage feedback and how feedback is used to improve the visitor 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.

As a part of your delivery of quality visitor 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, explain the outcome or successes. A case study would be beneficial here.

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

**Submission Score /70**

**Online review /10**

**Consumer rating /20**

A woman with dark hair and a tattoo on her shoulder is swimming in a river, looking up at the dense tropical foliage hanging over the water. The scene is brightly lit with sunlight filtering through the leaves.

# Seek different.

*Different in every sense*



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TERRITORY**