

TOURISM AWARDS STATE BY STATE

National Tourism Awards

The Australian Tourism Awards (ATA) represent the peak awards for the Australian tourism industry. They signify excellence across all sectors of the tourism industry and are the pinnacle of peer recognition. The tourism industry is large, diverse and regionally decentralised making the provision of mechanisms related to business planning and continuous improvement extremely important.

Industry, government and other peak bodies aligned with tourism agree that the Australian Tourism Awards and its submission process provide a fair and equal playing field, which has the added benefit of providing a valuable business planning opportunity that:

- Promotes and supports business planning by operators
- Raises the standards of professionalism in the industry by discerning and promoting best practice
- Establishes appropriate performance benchmarks
- Reinforces industry networking opportunities
- Promotes continuous improvement.

Finalists for the Australian Tourism Awards are drawn from programs conducted in each State and Territory. The winners at each level form the pool of finalists for each category at a national level.

There is a specific category for Tourism Wineries in the Awards – open to all wineries offering a tourism experience.

Following is information about entering State Tourism Awards. The process and benefits are similar in each State, however contact your State Tourism Organisation for detailed information if it's not listed below.

Australian Capital Territory

The annual Rhodium Canberra and Capital Region Tourism Awards provide an opportunity to showcase the best of the region's tourism operators in terms of product, quality and visitor experience. Winning an award is the industry's highest accolade - presented for excellence in tourism. The ACT Tourism Awards Committee is comprised of key Canberra region tourism and business individuals.

Aims

- Encourage and celebrate excellence, quality, professionalism and innovation within the Canberra regional tourism industry
- Provide a benchmark for best practice within the tourism industry
- Encourage continuous improvement through quality and accreditation
- Publicly recognise tourism excellence.

Why enter?

- Excellent business planning tool
- Provides a snapshot of the business for a financial year period
- Assesses strengths and weaknesses of the business and identifies gaps in the organisation
- Useful form of research
- Can analyse effectiveness of marketing activities
- Gets business back on track if areas of evaluation have been overlooked
- Analysis of your product and your clients' needs
- Gives diversity and sophistication to strategy
- Is an accurate record and overview of business each year
- Reviews goals and records achievements.

How to enter

Step 1 - Clearly understand the rules for entry

Step 2 - Understand the different award categories and criteria then select the category that best reflects your core business

Step 3 - Nominate yourself, your organisation or specific tourism product for entry

Step 4 - Lodge your submission

Step 5 - Undergo a site visit (depending on the category you are entering)

Judging

Submissions are judged on their content and are scored according to the established criteria. The underlying consideration is: How does the product impact on tourism?

The judges are looking for:

- A tourism business that promotes high quality standards and visitor experiences
- A business that demonstrates innovation
- A business with a formal business plan and marketing plan
- A financially sound business
- A business that has made a continued contribution to tourism within Canberra and the region.

The submission

- Keep your text concise and relevant
- Be passionate but don't waffle
- Show innovation - particularly in developing new products
- Focus on servicing your markets or particular segments
- Use attachments to add credibility to your submission and to substantiate your claims
- Ensure all attachments are cross-referenced and sequential

Common mistakes

All questions need to be answered in full. Include references to sales or revenue objectives, visitor numbers, etc. and State objectives that can be quantified.

Spending a lot of money on a submission in no way guarantees winning an award. Writing from the heart is what counts. Some winning entries cost as little as \$100 plus time to produce.

For more information, contact the Rhodium Canberra and Capital Region Tourism Awards Coordinator on 02 6205 0666 or <http://www.tourism.act.gov.au/>

New South Wales

The New South Wales Tourism Awards highlight the best tourism products and services the State has to offer and celebrate business excellence in our industry. The Awards acknowledge those tourism businesses that have demonstrated outstanding achievement and success during the year.

The Awards are held annually and are a submission-based competition for tourism businesses and industry suppliers. The Awards Ceremony provides the opportunity to publicly recognise and showcase the State's finest tourism operators.

Aims

- Encourage and celebrate creativity, professionalism and innovation within the NSW tourism industry
- Provide a benchmark for best practice within the tourism industry
- Promote business planning and development among NSW tourism operators
- Encourage the continual raising of standards
- Publicly recognise and reward excellence
- Reinforce the value of the tourism industry
- Reinforce consumer confidence in the tourism industry
- Promote an annual platform of celebration for the industry and offer networking opportunities for operators
- Provide a better New South Wales visitor experience

Why enter?

- Review goals and record achievements
- Benchmark against other professionals
- Showcase your success to the industry and public
- Contribute to raising standards within the tourism industry
- Receive recognition of excellence by your peers
- Raise the profile and awareness of your business
- Provide a marketing edge and increased business

Winners are then automatically entered into the Australian Tourism Awards.

There are Regional Tourism Managers located in several NSW locations who are available to assist entrants with their submissions. The Tourism Industry Council NSW is the central contact point for the NSW Tourism awards. Entrants can approach the Council with any questions they have and may also attend one of the workshops provided at various locations around the State. For entrants that can't attend the workshops the presentation is also available online.

All information pertaining to the awards, including the online workshop, can be found at www.tourism.nsw.gov.au/awards.

Queensland

The Queensland Tourism Awards program is an excellent tool that provides tourism businesses with a process to assess their business practices and be rewarded for tourism excellence. A State tourism award win provides tourism businesses with a credible point of difference with which to successfully market themselves over their competition.

Six great reasons to enter

1. The best winning entry will win a great prize - in 2005 it's a \$10,000 advertising campaign
2. Winners and finalists can include the Awards logo on all stationery, brochures and advertising
3. Queensland winners are automatically entered into the Australian Tourism Awards (except State Only categories)
4. The questions and criteria have been designed to help businesses develop their annual business plans
5. Your entry provides you with an accurate record and overview of your business each year
6. Winners and finalists are recognised throughout the State in media releases, industry newsletters, television news reports, etc

For further information on the Queensland Tourism Awards visit www.queenslandtourismawards.com.au

South Australia

The South Australian Tourism Awards are held annually and form part of the Australian Tourism Awards. Since the State awards were implemented in 1983 the diversity and calibre of entrants has matched the vitality and growing professionalism of the industry. The range of categories has also evolved to reflect changes that have occurred within the industry. The Awards are a submission-based competition for tourism businesses and industry suppliers. The Awards Presentation and Gala Ceremony provide the opportunity to publicly recognise and showcase this State's finest tourism operators.

Aims

- Encourage and celebrate creativity, professionalism and innovation within South Australia's tourism operators
- Support improved business planning, development and internal analysis among tourism operators
- Provide a benchmark for best practice within the tourism industry
- Continuous improvement and raising of standards
- Publicly recognise and reward excellence
- Reinforce the value of the tourism industry
- Reinforce consumer confidence in the tourism industry
- Promote an annual platform of celebration for the industry and offer networking opportunities for operators
- Provide a better South Australian visitor experience

Why enter?

- Review goals and record achievements
- Benchmark against other professionals
- Showcase your success to the industry and public
- Contribute to raising standards within the tourism industry
- Receive recognition of excellence by your peers
- Raise the profile and awareness of your business
- Provide a potential marketing advantage and increased business

Who chooses award winners?

A panel of industry peers appointed by the SATC conducts the judging. The panel comprises a cross-section of tourism industry experts, of whom some are former award winners. Judges are selected for their knowledge and experience, and for their willingness to commit time to the Awards process. The panel operates independently to the South Australian Tourism Commission and is convened each year specifically for the Tourism Awards. Judges are grouped in teams of three, but independently review and score submissions. Each group assesses approximately five categories.

Independent assessment assured

Professional auditors oversee the South Australian and Australian Tourism Awards judging process. Their role is to audit submissions for compliance, audit score sheets and check conflicts of interest and confidentiality declarations.

For further information about South Australia's Awards visit www.tourism.sa.gov.au/awards/

Tasmania

The Tasmanian Tourism Awards are administered by the Tourism Council Tasmania and recognise business excellence by contributing to the encouragement, development and promotion of "best practice" in our industry.

Entering the Tasmanian Tourism State Awards provides an important opportunity for operators to stand back and scrutinise their businesses. The end result not only honours operators who demonstrate the highest levels of professionalism, but through the self-appraisal process operators are able to improve their own business, which is an important part of developing an integrated, high-growth tourism industry.

Tasmanian Tourism Awards are a unique opportunity for local tourism operators who enter the State Awards, and progress to the Australian Awards, to showcase their innovation and success to the national industry. The recognition and subsequent rewards for individual operators, and the industry as a whole, cannot be overestimated.

Full details on how to enter can be found at www.tctas.com.au

Victoria

The Victorian Tourism Awards recognise and encourage tourism businesses that aspire for excellence in all areas of their work. Ultimately as levels of professionalism within Victoria's tourism industry rise, so should Victoria's reputation for delivering a quality visitor experience.

The Victorian Tourism Awards will celebrate their 21st year in 2005, with 31 categories available for entry reflecting the broad range of businesses within the industry and the outstanding contribution made by many individuals. The awards are a submission-based competition for tourism businesses, suppliers to the tourism industry, and outstanding individuals

Vision

The Melbourne Airport 2005 Victorian Tourism Awards encourage innovation and recognise and promote excellence in Victoria's tourism industry.

Aims

- Encourage and celebrate creativity, professionalism and innovation within Victoria's tourism industry
- Provide a benchmark for best practice within the tourism industry
- Promote business planning and development among Victorian tourism operators
- Encourage the continual raising of standards, leading to a better experience for visitors to Victoria
- Publicly recognise and reward excellence
- Reinforce the value of the tourism industry to the broader community
- Reinforce consumer confidence in the tourism industry
- Promote an annual platform of celebration for the industry, offering networking opportunities for operators and the wider community

Why Enter?

- Winners are featured on the consumer website visitvictoria.com
- Review goals and record achievements that can lead to improved business processes
- Many repeat entrants use the annual goal setting required in the submission as part of an ongoing professionalism-raising exercise for their business
- Entrants used as examples of industry 'good practice' by academic researchers and new entrants to the tourism industry
- Raising the profile and awareness of your business with industry and consumers
- Additional media exposure for your business as a result of nominating for an award
- Ideal pathway to accreditation, as the information required is very similar
- Winners and placegetters are provided with access to special logos, which have the potential to provide a marketing advantage

Tip

Remember - It is not the size and scale of the business that is being acknowledged but the degree of innovation introduced within the qualifying period that has lead to delivery of a product/experience that has the potential to exceed customer expectations.

For more information on the Victorian Tourism Awards go to www.victoriantourismawards.com.au