

TOURISM AWARDS – TIPS FOR ENTERING

Australian Capital Tourism has provided the following information to guide you in your Awards submission.

Ten Winning Tips

- 1. Follow the guidelines**

The Awards guidelines have been prepared to help you answer the questions. Read the guidelines and associated tips carefully.
- 2. Answer the question**

Your submission must answer the questions asked! Do not just make statements. After you have prepared your response, go back to the question and make sure your answer actually fits the question asked.
- 3. Substantiate your claims**

Make sure you substantiate all claims you make. If possible, use quantitative measures such as percentages. Document your measurements wherever possible. The financial data, for example, must be verified by an independent third person, such as an accountant, finance officer or bank manager. You will need to sign a statutory declaration.
- 4. Be tourism focused**

Remember that this is a Tourism Award! Keep your answers tourism focused. In particular, if your business spans a number of industries, be careful how you present it in the submission. By way of example, if your accommodation business also has a big wedding market it is only relevant to the Tourism Awards if you can clearly demonstrate how it contributes to tourism.
- 5. Paint the picture**

You must paint a convincing and compelling picture of your business in your submission. Write as if the reader has no concept of your business. Never assume the judges will know your business. This is especially important if your submission proceeds to the Australian Tourism Awards.
- 6. Be clear**

Be as clear, specific and concise as possible in your submission. Make it as easy as possible for the judges to understand what you are trying to say. The more you write, the more the judges have to read. The judges look for quality not quantity.
- 7. Tell the whole truth and nothing but**

The judges come from the tourism industry. The Canberra and Region Tourism Awards judges will visit your operation and the Australian judges will rely on the Canberra and Region judges *Site Visit Reports* on your operation. They know when they read a slight exaggeration and it does not lend credibility to your entry.
- 8. Put your best foot forward**

Too frequently relevant information is overlooked. Make sure you put the good news in your entry. Highlight areas of strength, creativity, innovation and flair, in relation to your contribution to the tourism industry. However, don't shy away from the areas of your business that weren't as successful. The judges are interested in seeing how you managed to turn a negative into a positive, or how you refocussed to improve an area of your business that wasn't doing well.
- 9. But don't over do it**

Keep it simple. There is no correlation between the amount of money spent on a submission and its likelihood of success. The largest business does not always win. Each entry is assessed in terms of its achievements and contribution and against the criteria. Small operators are as likely to win as the big ones.
- 10. Use supporting material**

Supporting material adds to your case. However, does your supporting material provide evidence of statements, or have you included it 'just in case'? Supporting material should relate to all areas of your business and sections of the submission. Supporting material should not just be examples of your marketing and advertising collateral.

Tables, graphs, and diagrams: These provide a snapshot of growth and trends, and assist the judges in assessing your claims. Ensure you accompany each diagram with a clear explanation.

Photos and slides: Make sure your photographs are attractive and are taken close enough to give a favourable impression of your organisation. Give some thought to the quality and relevance of your photographs. Good quality photographs taken by you are fine.