

# QUEENSLAND TOURISM AWARDS

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ANDREW MILLWARD  
QTA CHAIR OF JUDGES

# SCORING

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- Review Pro – 20 pts
- Online Review – 10 pts
- Written Submission – 70 pts
- Plus Site Visit (where applicable) – 20 pts
- Total 120 points

# COVID-19 IMPACTS

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*NOTE: These responses do not contribute to your overall score but provide a clearer picture for judges to understand what you have been able to achieve. This is factual information only, allowing you to tell your business story in your written submission. Please provide the judges with an understanding of your business's situation resulting from national and world events during the qualifying period. E.g., COVID-19, natural disasters (fire/flood).*

- *Bullet points are recommended. These responses should be short and sharp.*
  - *Q.1 Outline how many months of the qualifying period (1 July 2021 – 30 June 2022) you were operational for.*
  - *Q.2 Describe what the restrictions were on your business e.g., gatherings.*
  - *Q.3 Describe the impact of travel restrictions on your business e.g., border closures.*

# INTRODUCTION

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Qualifying period 1<sup>st</sup> July 2021 - 30<sup>th</sup> June 2022

**A. Describe the nature and history of your tourism business as well as key features of your business plan. 4 marks**

- *Take the judge on a journey of your business product/service; how and when it began, where the business is located or services provided, who works in the business etc.*
- *How has the business developed the over time?*
- *Describe the vision, mission and core values.*
- *Provide an overview of the key features of your business plan, including main goals and strategies. This will assist the judge to understand how business development (Q2) and marketing efforts (Q3) align with the business's overall strategies.*

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# INTRODUCTION



This should be the last section written



Important to tell the story early on so judges can understand what they are judging.



Write with passion



Tell your story, how was it developed, why was it developed?



Include visitation numbers and other relevant metrics.

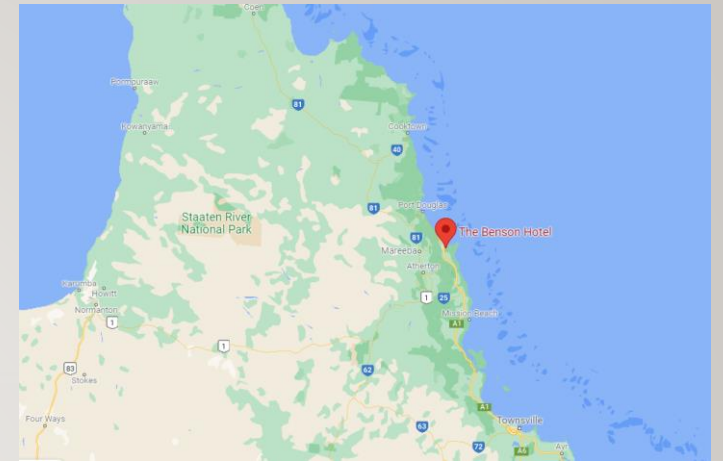


Keep overviews brief.

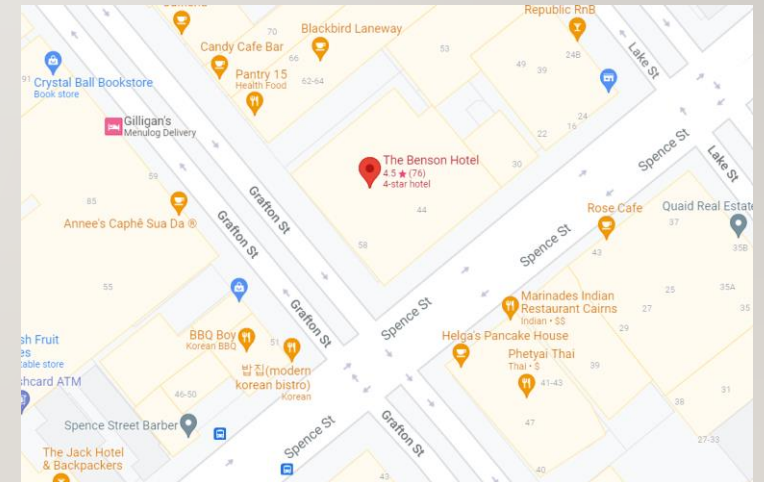


# WHERE ARE YOU?

- Location
- Travel times from major markets
- Relevant and important POI's nearby
- Visually shows proximity to key markets, major transport routes



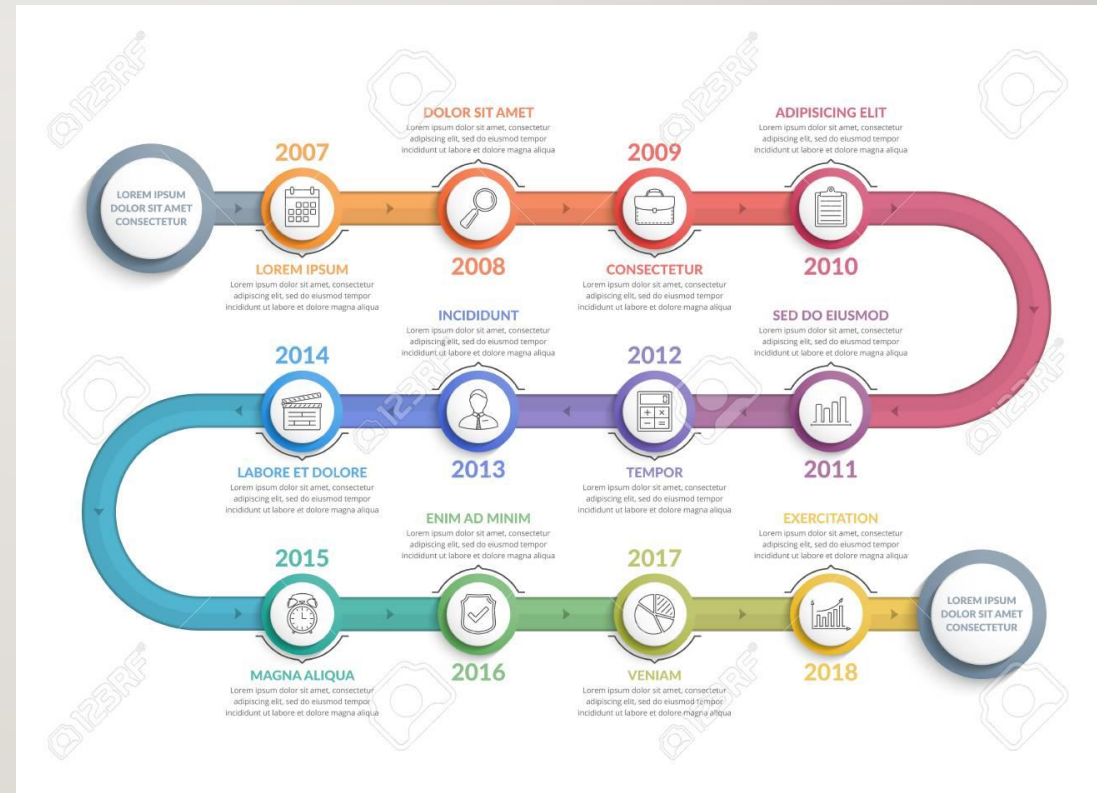
Lacks detail



Too Close - Irrelevant Information

# TIMELINES

- Keep it simple and refer to key milestones.
- Works well as a graphic. Use some written commentary to support it.



# ORG CHART

- Key Positions. Keep high level.
- What key staff bring to the business





# VISION & MISSION

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- **The vision** statement focuses on tomorrow and what the business wants to become.
  - What are your hopes and dreams?
  - What problem you are solving for the greater good?
  - Who and what are you inspiring to change?
- **The mission** statement focuses on today and what the business does. While companies commonly use mission and vision statements interchangeably, it's important to have both. One doesn't work without the other, because having purpose and meaning are critical for any business.



- **Mission:** We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.
- **Vision:** To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

# SMART GOALS

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# INTRODUCTION

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**B. Please provide an overview of your tourism products, experiences, and services available. 7 marks**

- *What products/experience/service are on offer to visitors?*
- *Your response should highlight your points of difference and what makes your business stand out from others (your unique selling points). Consider your 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.*

# PRODUCTS/EXPERIENCE/SERVICE

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Product	Description	USPs	Target Market	Pricing
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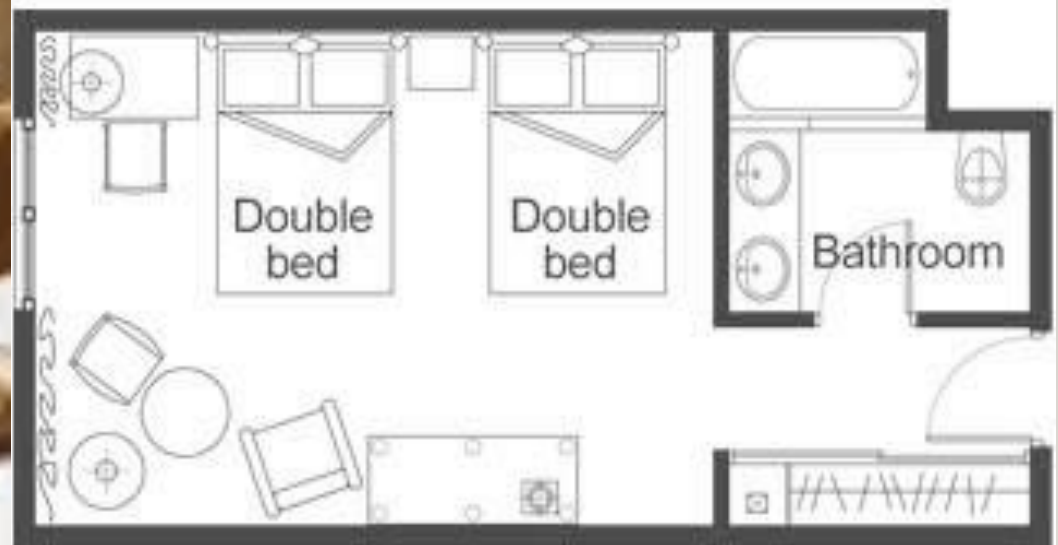
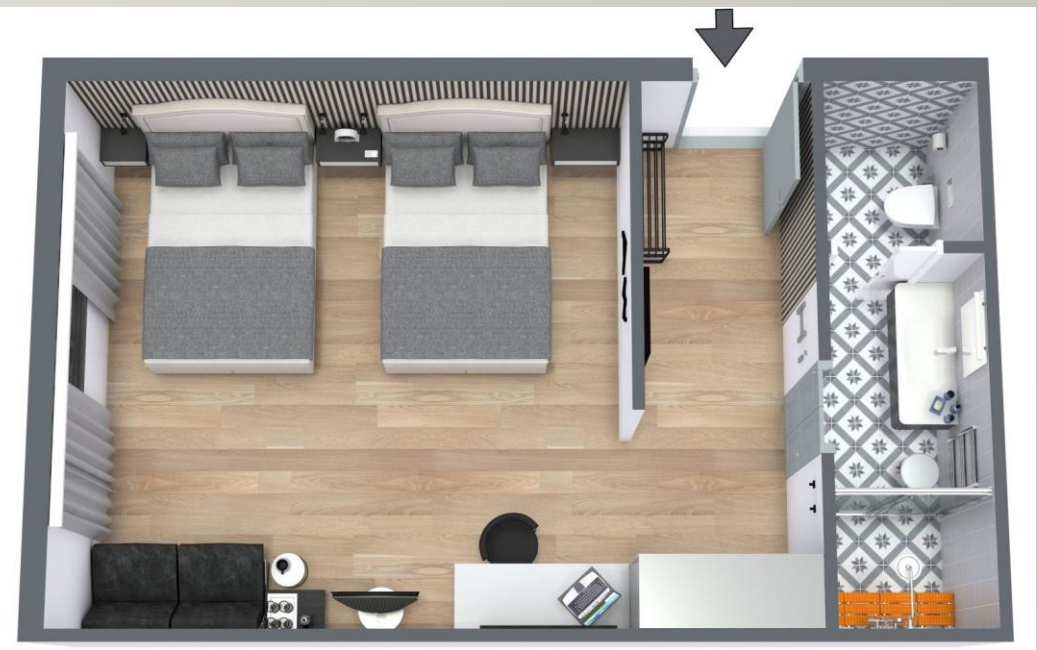
- Where space is available reference Target markets as this will be relevant in Q3.
- What makes you stand out
  - This is important and lays the foundation for your submission
  - Things you do better than your competitors



# SITE PLAN

- Shows key features
- Gives Judge a feel for the business







# INTRODUCTION

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## C. How does your business demonstrate tourism excellence? 4 marks

- *Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business. This should be reflected in your policies and procedures, on how staff is inducted, incentivised and/or trained – so include details of these to show the businesses commitment to excellence.*
- *How has the business 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.*
- **IMAGES**
- *Attach a minimum of two 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.*



# VALUES & PHILOSOPHY

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- RESPECT. Treating others the way you want to be treated.
- INTEGRITY. Know and do what is right.
- HONESTY. Keep your word and commitments.
- LEADERSHIP. Serve the common good.
- RESPONSIBILITY. Embrace opportunities to make a better world.

How do you shape your Culture?

*Provide some examples of Policies and procedures that support the values. How do you select & induct staff? Do staff incentives reward values? What on-going training is provided to reinforce values? Include details of these to show the businesses commitment to Tourism excellence.*





# TOURISM EXCELLENCE

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- *How has the business been actively involved with and contributed to the tourism industry (locally, regionally, and nationally) through both business and personal participation.*
  - Attended conferences and networking events
  - Active member of RTO and served on a committee
  - Our CEO served as chair of a committee that introduced a major drive tourism campaign increasing interstate visitation to the region by 25%
- *Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.*
  - Consider including brief details of the awards/accreditation

# MEMBERSHIP

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- OK                      An extensive List – The biggest list wins? No
- Better                      Benefits and Costs, involvement by business, Did the changes contribute to better tourism at a local state or National level?

# BUSINESS DEVELOPMENT

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**A. During the qualifying period, what has your business implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and world events? 5 marks**

- *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 another year of challenging national and world events.*
- *To respond, consider any innovations and/or developments that were implemented or enhanced across the different areas of the business over this period. If many, include the most significant ones.*
- *An innovation can be defined as “The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes.” (Source: Australian Bureau of Statistics).*
- *An enhancement could include, for example, a new experience or 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, etc.*



# INNOVATIONS

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- Link back to business plan in Q1
- Focus on improvements
- Try to avoid Business As Usual innovations/developments
  - Innovation is not solar power
  - Not a Revamp of website
  - The longest list does not win. Choose two or three but deep dive on one.



# BUSINESS DEVELOPMENT

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**B. Why were these innovation/developments implemented and how does this align to the business overall goals and strategies?**  
5 marks

- *Explain the decision-making process and what drove the business to implement the innovations/developments mentioned in the previous answer. Consider how these enhances the visitor experience and/or supported business endurance.*
- *The judges will be looking for an understanding of what prompted the innovations/developments 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.*
- *Your response should include the research and planning undertaken by the business to reach the decisions taken. For example: external research that was considered, past customers surveyed, etc.*
- *Include how the innovations/developments align with your business main goals and strategies. Ensure your goals are specific so you can link it to the outcomes in the next question.*

# INNOVATIONS

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- Link back to business plan in QI
- What prompted the innovation
- What research and planning were undertaken
- How do these align with goals and strategies

# BUSINESS DEVELOPMENT

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## C. What was the outcome/s of the innovation/development? 5 marks

- *Outline what measures you have in place to track the success of these innovations/developments,*
- *Judges are looking for qualitative and quantifiable data that demonstrates what the expected outcomes of the innovations/developments were, and whether these were achieved.*
- *If the anticipated outcomes were not reached, acknowledge this, and provide the judge with insight as to why. How did the business respond?*
- *If the outcomes are still pending, provide what data is available and what the forecasted results may be.*
- **IMAGES**
- *Attach a minimum of two 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.*

# INNOVATIONS

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- What tracking measures were in place
- Qualitative and quantifiable data (SMART goals)
- What worked, what didn't - Discussion
- How do these align with goals and strategies



# MARKETING

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## A. What marketing strategies did your business implement to maintain existing or attract new target markets? 7 marks

- *This question is looking for a clear understanding of how you are marketing to your target market/s.*
- *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. E.g. what research have you conducted or used to determine your target customer?*
- *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.*

# MARKETING PLANS

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- Who are your target markets?
  - Anyone that turns up? Everyone? You need to be specific here.
- What are their attributes and how do they relate to your business
  - Include a descriptor/insights. Who are they, where are they from, how old, how do they purchase, what motivates them to come. How do you know your product meets their expectations?
- What Target markets are you currently getting?
  - Why do you think these target markets are right for you?
  - Include % for each target market
  - How do you know who they are?
- How do you market to them?
  - Innovative approaches, don't just list all marketing activity for the year.
  - Provide examples and maybe a case study.
- What Target markets do you want but aren't getting?

# MARKETING

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## B. Why were these strategies chosen? 5 marks

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



# DISCUSSION ON STRATEGIES

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- Detail why these strategies were chosen
- Link to previous table
- Include how they align to target markets
- How does it fit with local, regional or state marketing plans. Also include any collaborative marketing with other businesses.

# MARKETING

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## C. What was the result of these marketing strategies? 3 marks

- *Detail how these marketing activities mentioned in Q3.A have been successful.*
- *You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.*
- **Images**
- *Attach a minimum of two graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).*

# RESULTS

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- What were the outcomes?
- Use detailed marketing metrics.
- Avoid using non-quantifiable terms
  - ie “we had excellent results” v “increase in repeat business from 10% pre campaign to 15% post campaign
- Link to Strategies in 3A



# CUSTOMER EXPERIENCE

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## A. How does your business provide quality customer experiences? 7 marks

- *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 alternatives ways in which you operated, e.g., 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 describe how your business monitors and assesses customer service to ensure continued quality delivery. For example, feedback forms, monitoring social media, blogs, mystery shoppers, etc.*

# STAFF TRAINING

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- Investment in training - How has it improved Quality Customer Service?
- This is where the org chart in QI would have been helpful
- Training Description, Investment \$, Benefits( Include \$ & quality metrics)
  - Don't forget compliance training
  - Supporting business objectives in business plans
  - Developing staff – Retention
  - Consider 360 feedback, Performance appraisals, customer feedback
- Training objectives – Gaps between current and desired performance
- Remember these all need to relate back to providing Quality Customer Service

# MONITORING FEEDBACK

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- Benchmarking
- Mystery Shoppers
- What are your competitors doing?
- What is best practice?
- Feedback forms
  - Show number of respondents
- Feedback Channels and how are they monitored
- Changes made as a result of feedback

# CUSTOMER EXPERIENCE

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**Describe the inclusive practices you integrate across your business. 4 marks**

- *As a part of your delivery of quality customer experiences you need to demonstrate how you consider their 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 and explain the outcome or successes. A case study would be beneficial here.*
- *Refer back to your target markets – consider each market and what specific requirements you offer to those guests.*



# INCLUSIVE PRACTICES

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- This should relate directly to your target markets
- Its not just about providing disabled facilities
  - Grey Nomads – Car Park to cater for extra space needed for Caravans and Motorhomes
  - People travelling with Dogs – Pet friendly facilities etc

# CUSTOMER EXPERIENCE

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## C. What processes does your business have in place to communicate with guests pre and post visit? 4 marks

- *This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service post the experience.*
- *This could be EDMs of upcoming events or specials, responding to feedback or personalised emails, etc.*
- *Consider how you actively encourage feedback and how feedback is used to improve the customer 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.*
- **IMAGES**
- *Attach a minimum of two graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.*



# COMMUNICATION

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- This is about your communication strategy.
- Discuss processes and results (Include metrics)
- Provide examples

# RESPONSIBLE TOURISM

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## A. How have you considered and progressed your environmental responsibilities during the qualifying period? 3 marks

- *This question requires you to outline how you have considered and acted on reducing or improving (whichever applied) your overall impact on the **environment**.*
- *Consider the following:*
  - *How have you considered your environmental impact?*
  - *What have you done to be environmentally responsible?*
- *Some examples of how you demonstrate environmental responsibility are:*
  - *Water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, reuse initiatives in place.*
- *The inclusion of actual measurement data including the amounts saved/reduced in comparison to the previous year (or multiple years if you have good records) will enhance the response.*



# RESPONSIBLE TOURISM

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## **B. How have you considered and progressed your social and economic responsibilities during the qualifying period? 4 marks**

- *This question requires you to outline how you have considered and acted on supporting the local community and businesses.*
- *For social responsibilities your response should consider non-monetary examples.*
- *Some examples of how you demonstrate social responsibility are.*
  - *supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups*
  - *Employing locals and the impact their employment has had on the person, mentoring other businesses, speaking at schools*
  - *Work experience opportunities that are offered*
  - *Offering gifts for the school raffle that allowed the school to raise money for an item they wouldn't have otherwise been able to afford*

# RESPONSIBLE TOURISM CONT'D

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## B. How have you considered and progressed your social and economic responsibilities during the qualifying period? (Cont'd)

- *For economic responsibilities, detail how you support the local economy.*
- *Your response should include metric examples. Determine the percentage of total contribution. E.g., '75% of all our expenses were spent in X region.'*
- *Some examples of how you can demonstrate economic responsibility are:*
  - *local purchasing, % of employment of local people.*
  - *Operators who stock and sell a local artisan's products, or stock local produce in minibars/hampers/outlets and how the business has boomed because of it for the manufacturer/producer (or something similar)*
  - *Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going*

# RESPONSIBLE TOURISM

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C. How have you considered and progressed your ethical responsibilities during the qualifying period? 3 marks

- *This question requires you to outline how you have considered and acted on your **business ethical responsibilities**.*
- *Some examples of how you demonstrate ethical responsibility are:*
  - *The engagement and representation of Aboriginal and Torres Strait Islander people*
  - *Cultural or historical representation,*
  - *Animal welfare etc.*
- **IMAGES**
  - *Attach a minimum of two graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.*

# SUMMARY OF CHANGES

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- Increase Word Count to 10,000
- Back to 5 Questions - Responsible Tourism Question Added
- All Questions now include Sub-questions



# IMPORTANT DATES

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6 April Nominations open



21 June Nominations Close  
Still open for late entries



15 August Submissions Due



4 November Gala Awards  
night

# QUESTIONS

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