



Perth Airport   
Western Australian  
Tourism Awards

## EXCELLENCE IN LOCAL GOVERNMENT AWARD FOR TOURISM

Sponsored by

**VANGUARD**  
**MEDIA GROUP**

This category is open to all Local Government Authorities and recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the contribution made both locally and overall, to their State's/Territory's tourism industry.

### **Business Impact Summary (0 marks)**

**Please provide the judges with an understanding of any impact to the business's situation resulting from natural, national and/or world events during the qualifying period. E.g., natural disasters (fire/flood), pandemic.**

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*NOTE: This response does not contribute to the overall score but provide a clearer picture for judges to understand what the business has been able to achieve. This is factual information only, allowing you to tell the business story in the subsequent questions.*

*NOTE: If no impact to the business has occurred in the qualifying period, this question does not need to be answered.*

*Bullet points are recommended. The response should be short and sharp. (Max 250 words overall)*

*List any issues that have had a significant impact on the business during the qualifying period (1 July 2023 – 30 June 2024).*

*Include the following information:*

- *What the event/situation was (fire, flood, business restrictions).*
- *How it impacted the business (e.g., closure of business, staff shortages, stock levels, cash flow).*
- *The severity of the impact.*
- *For what period (e.g., how many months within the qualifying period).*

## **1. Introduction (15 marks)**

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### **A. Provide an overview of your Local Government Area, including the key tourism product, experiences and/or services offered by the LGA, including the nature and history of the LGA's involvement in tourism. 7 marks**

*Take the judge on a journey of your LGA's tourism products/services; how and when it began, where the LGA is located, how the tourism landscape has changed over time, etc.*

*How has the LGA developed its tourism strategy over time? For example, what new additions to infrastructure were made (and when), how have staffing levels grown, what significant improvements have been made to the products/services?*

*What are the products, experiences and/or services on offer to visitors? Provide sufficient detail to ensure the judge can obtain a good understanding of what is on offer.*

*Highlight any points of difference and what makes your locality stand out from others (its unique selling points). Consider the amenities, products, services, or facilities that enhance visitor satisfaction.*

*This is where the judges (and auditors) will gain an understanding of how the LGA fits 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.*

*The judges may not be familiar with the LGA or area - therefore, explain everything from the ground up.*

### **B. Outline the key features of your tourism strategy. 4 marks**

*Provide an overview of the key features of your tourism strategy. This should include the overall vision of the LGA and its main goals, specifically related to tourism.*

*Provide insight as to the rationale for these goals/strategies.*

*This will assist the judge to understand how business development (Q2) and marketing efforts (Q3) align with your overall strategies.*

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

*Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your LGA. How do you go above and beyond to provide an exceptional visitor experience?*

*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 LGA's commitment to excellence.*

*How has the LGA 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 throughout Question 1. (accurately named) to support and enhance the response. 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 (15 marks)**

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### **A. During the qualifying period, what innovations/enhancements has the LGA implemented to improve tourism product/experience/service and why? 10 marks**

*This question seeks to understand how the LGA has improved its tourism facilities, product, experiences and services within the qualifying period, and the rationale behind any enhancements or improvements.*

*Consider any innovations and/or developments that were implemented across the different areas of the LGA 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, or changing to ethically sourced supplies.*

*If the LGA or related businesses have been significantly impacted by natural or world events within the qualifying period, describe what was implemented to support its recovery/resilience. Outline the strategies implemented for business endurance through the challenging events.*

*Actions that supported the ongoing survival could include, for example, diversifying your product/experience, seeking alternative ways for the delivery of the experience/product/service, etc.*

*Explain the decision-making process and what drove the LGA to implement the innovations/developments. Consider how these enhance 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 LGA to reach the decisions taken. For example: external research that was considered, past visitors surveyed, etc.*

*Include how the innovations/developments align with your LGA’s main goals and strategies as outlined in Q1B. Ensure your goals are specific so you can link it to the outcomes in the next question.*

## **B. What were the outcome/s of the innovation/enhancement? 5 marks**

*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 able to, provide previous years' data to assist to demonstrate improvements.*

*Outline what measures you have in place to track the success of these innovations/developments.*

*The response is looking for more than the innovation/enhancement being successfully created e.g., 'new infrastructure was successfully built', rather, it is looking for insight as to how it supported you to reach its goals/strategies e.g., visitation increased by an average of 10 visitors per day, visitor satisfaction improved by 13%, engagement with the website increased from an average of 3 mins to 11 mins etc.*

*If the anticipated outcomes were not reached, acknowledge this, and provide the judge with insight as to why. How did the LGA respond?*

*Consider using a table to clearly assist in aligning your answer to Question 2.A.*

*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 throughout Question 2. to support and enhance your response. For example, an image of any new products or facilities, posters promoting changes that have been implemented.*

## **3. Marketing (15 marks)**

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### **A. Who are the LGA's target market/s, and what marketing strategies did your LGA implement to maintain existing or attract these markets? Why were they chosen? 10 marks**

*This question is looking for a clear understanding of how you are marketing to your target market/s and why these strategies were chosen.*

*The response should outline the target market and describe what the marketing strategies were to attract or maintain them.*

*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 LGA. E.g. what research have you conducted or used to determine your target customer?*

*Next, outline the marketing strategies identified for use and demonstrate how these marketing strategies were formulated by outlining the research undertaken and how the strategies align with the target markets attributes as well as, where able, with local, regional, or state marketing plans.*

*How do the marketing strategies align with the LGA's tourism goals and strategies as outlined in Question 1.B?*

*Then, describe the tactics used to achieve these strategies.*

*What has been done differently to attract or maintain customers within the qualifying period? Consider, for example, social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing. Outline what channels were chosen and why they would be the best fit for the targeted audience?*

*If the LGA or locality has been impacted by natural or world events it is important that the judges understand whether the strategies were developed for business growth, business endurance, or whether the strategies were adopted to keep connected to the target market whilst normal operations were unable to take place.*

#### **B. What were the outcomes of these marketing strategies? 5 marks**

*Detail how the marketing strategies provided in Q3.A have been successful.*

*Outline what measures are in place to track the success of these marketing strategies.*

*Use metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings, etc. to quantify your response. If available, use previous years/projected data to demonstrate improvements or how outcomes have been achieved.*

*If providing a snapshot of data within your image allocation, ensure you provide an analysis and/or interpretation of this in your written response, rather than leaving it to the judges to decipher.*

*If the anticipated outcomes were not reached, acknowledge this, and provide the judges with insight as to why. How did the LGA respond?*

*Consider using a table to clearly assist in aligning your answer to Question 3.A.*

*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 throughout Question 3. to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).*

### **4. Customer Experience (15 marks)**

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#### **A. How does your LGA provide quality customer experiences and service pre, during and post visit? 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.*

*Consider how the LGA contributes to visitor information services, such as through supporting or delivering a visitor information centre or other local services for visitors.*

*Outline how you are committed to quality customer service throughout all areas of the LGA involved in delivering visitor servicing. 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 visit.*

*Ensure you consider all touch points of the visitor journey pre, post and during the visitor experience.*

*If your LGA had significant disruption during this qualifying period, consider how you provided quality customer experiences in the alternative ways in which you operated, such as changed opening times, restricted access to business, kept customers informed during closures etc.*

*Once you have provided an overview of how customer service is delivered, describe how your LGA monitors and assesses customer service to ensure continued quality delivery. For example, feedback forms, monitoring social media, blogs, mystery shoppers, etc.*

**B. How does the LGA monitor and assess customer satisfaction to improve the visitor experience? 4 marks**

*Describe how the LGA monitors and assesses customer satisfaction to ensure continued quality delivery. For example, feedback forms, monitoring social media, blogs and mystery shoppers.*

*Consider how feedback is actively encouraged and how feedback is used to improve the visitor experience.*

*Provide a case study/example where a change has been implemented based on customer feedback and/or testimonials that further demonstrate outcomes of quality customer experiences.*

**C. Describe the inclusive practices integrated across the business. 4 marks**

*As a part of the delivery of quality customer experiences, demonstrate how you consider the specific needs of a diverse community.*

*Provide examples of how the LGA has made its products/services inclusive or accessible to specific individuals/groups that may have faced barriers to participation previously.*

*Barriers to participation could include, but are not limited to, cultural reasons, language, physical constraints, intellectual capability, cognitive constraints, dietary requirements, or other specific needs groups e.g., LGBTQIA+.*

*Explain the outcomes achieved from making the product/service inclusive or accessible to specific individuals/groups. Include a case study to support your answer.*

*Refer back to the business' target markets – consider each market and what specific products/services are offered to those guests to accommodate their needs.*

**IMAGES**

Attach a minimum of two graphics throughout Question 4. to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

## **5. Responsible Tourism (10 marks)**

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### **A. Demonstrate how the business has made a positive impact through being environmentally, socially, economically, and ethically responsible. 10 marks**

This question requires you to consider how the LGA has made a positive impact on the local and/or broader community.

For example;

- **Environmental**
  - How has the LGA minimised its impact on the environment across its tourism footprint e.g., water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, refuse initiatives in place, noise cancellation, wildlife destruction/interruption measures 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.
- **Social**
  - What strategies are in place for the LGA to support the local community e.g., supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, supporting local talent, school education and involvement, work experience, support of community fundraising.
- **Economic**
  - What strategies are in place for the LGA to support the local economy e.g., local purchasing, creating job opportunities, promotion of local businesses, support of community funding initiatives, understanding of spend by the business' customers to the region/community.
  - Where able, use metric examples to demonstrate the contribution made. For example, "75% of all our expenses were spent in X region."
- **Ethical**
  - How has the LGA considered its ethical responsibilities across its tourism assets e.g., through its engagement and representation of Aboriginal and Torres Strait Islander people, cultural or historical representation, animal welfare, restoration.

For all examples, ensure that you outline how a positive impact has been made.

### **IMAGES**

Attach a minimum of two graphics throughout Question 5. to support and enhance your response. For example, certificates of appreciation from community groups, signage demonstrating environmental sustainability measures, participation in community activities.

Submission Score /70