ENTRANTS GUIDE

14. Tourism Marketing and Campaigns

2025

Tourism Council WA

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CONTENTS

ABOUT THIS GUIDE

This Entrants Guide aims to help entrants through each stage of the Tourism Awards process, from collating the information you will require to start your submission through to submitting it online.

This guide also contains information on key dates, the rules for entry, the Business and Accommodation Standards pre-assessments, the consumer and online review components, the judging process and site visits, but most importantly, a question-by-question guide on how to answer each question.

We encourage you to refer to it regularly and to navigate through each section of this guide as you progress through the different stages of preparing and writing your submission – **one section at a time.**

If you are entering one of the following categories, this guide is for you:

14. Tourism Marketing and Campaigns

Queries

For any Tourism Awards queries, please contact:


: awards@tourismcouncilwa.com.au


: 08 9416 0700

SECTION 1. INTRODUCTION & OVERVIEW

1.1 Introduction to the Tourism Awards

For over 40 years the Tourism Awards have showcased the country's leaders in tourism excellence. The Awards encourage businesses to meet and exceed industry standards and play an integral role in acknowledging business excellence together with outstanding innovation, industry professionalism and collaboration.

Preparing a Tourism Awards submission is a significant commitment, and it does require planning and resourcing – no matter the size of your business. It is not something you can put together in a day or two, even a week or two. However, countless tourism businesses that have entered the awards over the years report back the many benefits they see in entering.

Not only do you have a chance of gaining recognition at both a state and national level, but the process of entering the Awards alone is invaluable. It forces you to step back from day-to-day operations and assess the performance of your business, review past efforts and plan for the future.

Entering the Tourism Awards will give you the opportunity to:

- **Benchmark** your business against peers and competitors
- **Develop** an accurate overview of your business position
- **Assess** and improve your business practices
- **Identify** opportunities for business growth
- **Receive** valuable feedback on your current business practices from industry experts
- **Increase** brand awareness and leverage marketing opportunities
- **Gain** recognition from industry
- **Enhance** your credibility as a Tourism Award win or finalist status can boost your reputation among customers and industry peers.
- **Highlight** to customers your aspiration and commitment to tourism excellence
- **Acknowledge** the contribution of your team and motivate them to strive for excellence
- **Strengthen** your competitive edge by standing out in a crowded market

1.2 Categories

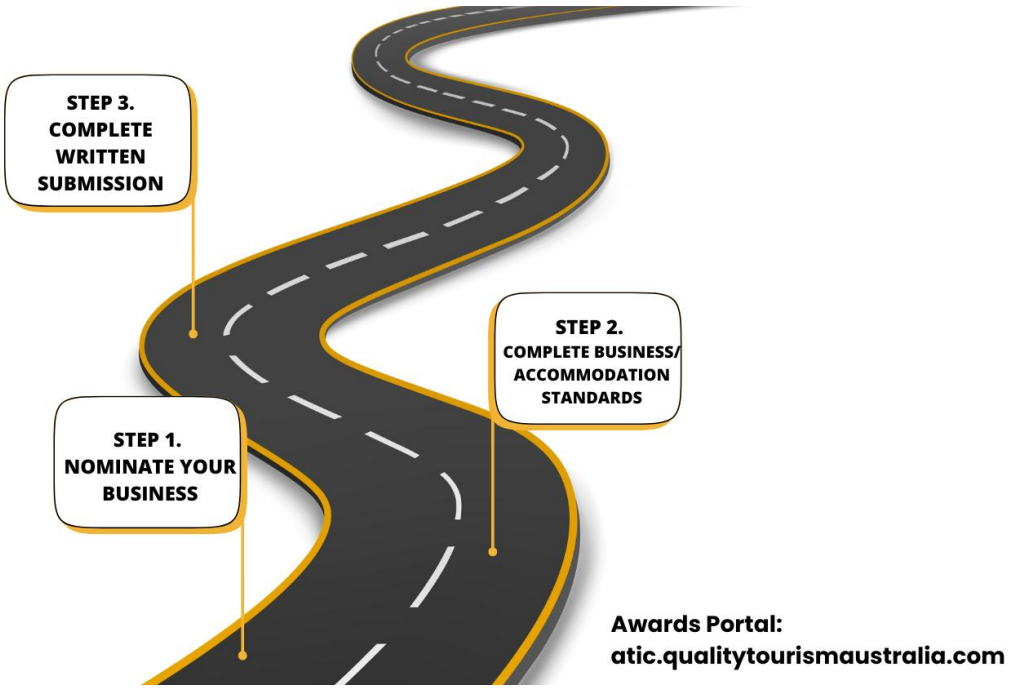
In Western Australia, there are 27 business categories – view them here.

Categories 1 to 26 are national categories. Therefore, if you are a gold winner in one of these categories, you will automatically progress to compete at the 2025 Australian Tourism Awards.

It is important that you check the eligibility requirements for the category you are entering. If you do not meet the eligibility requirements you may be disqualified.

1.3 Process to Enter

There are basically four steps to entering the Tourism Awards:



NOTE: See more information about each stage further in the guide.

1.4 Key Dates

- Nominations open - 31 March 2025
- Nominations close - 5 June 2025
- Submissions due - 7 August 2025
- 2025 Perth Airport WA Tourism Awards Gala Dinner - 8 November 2025

1.5 Awards Portal

Understanding the portal

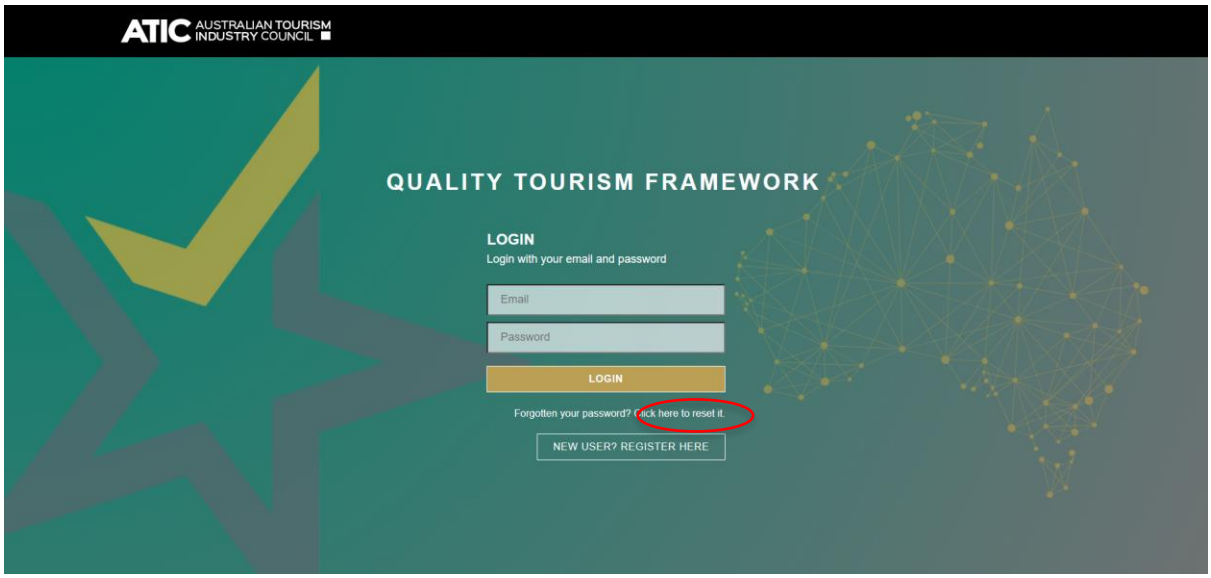
The Quality Tourism Australia portal is a national portal managed by the Australian Tourism Industry Council (ATIC) and used by all States/Territories as the licensees.

The Quality Tourism Framework (Awards Portal) is an integrated online system that provides access to business development programs that support Australian tourism business operators to continually grow and develop their businesses. The Awards Portal was established by the Australian Tourism Industry Council, in association with various State and Territory Tourism Industry Councils.

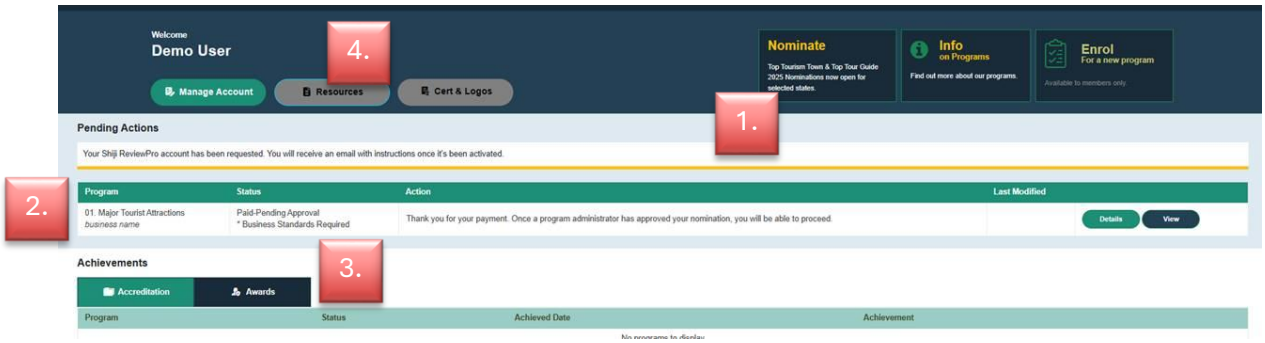
The whole process for the Tourism Awards is done via this portal, including nominations, pre-assessments and submissions.

Log-in to your account

Access the Awards Portal: atic.qualitytourismaustralia.com. If you do not remember your password, you can reset it – please see marked in red below.



Using the dashboard



1. Click on this button to nominate into the awards

2. Once your nomination has been approved it will appear here. To work on your submission click ‘GO TO’.

If you have any Business or Accommodation Standards to complete, they will also be listed here and you will see them when you open the entry.

3. Any submissions that you have completed or previous years’ entries will be listed here.

4. Here you will find useful resources such as the User Guide for the awards dashboard.

Portal tips

- It’s a good idea to log into the portal well before the due date to understand how it works and to get familiar with the formatting .
- If you are planning on drafting your submission on a Word or Google doc and then pasting into your submission in the Awards Portal, it is a good idea to log into the portal

well before the submission due date to get familiar with the formatting of the Awards Portal.
- The way you format a table or answer may change once it is pasted into the Awards Portal from a Word or Google doc. You must take this into account when approaching the submission deadline because you may need to spend some time reformatting tables and answers within the Awards Portal.
- If you are creating a draft of your responses offline, aim to upload your responses as you progress through each question of your submission. The portal can become slow in the last few days before submissions close as multiple people will be using it.
- Ensure any business or accommodation standards are completed well in advance of the entry deadline.
- You can save your work in the Awards Portal before submitting it.
- Ensure any business or accommodation standards are completed a few days prior to the deadline. The deadline for these may be well before the Awards submission deadline

Troubleshooting

Experiencing Issues with Portal

If you are experiencing delays or lost data, it could be for one of the following reasons.

- Check your connection speed and connection reliability, particularly if uploading data.
    - Most internet service providers will give you decent download speeds – to stream Netflix or access social media. However upload speeds tend to be much slower, and this is particularly prominent when you're uploading images to any online portal.
    - One of the simplest solutions is to plug in a LAN cable into the laptop. A cable is hugely faster than going over Wi-Fi, especially when that Wi-Fi is already under pressure by multiple people.
- Check the size of your images
    - If images are larger than the recommended size (Images must be no bigger than 10MB each in .jpeg or .png format - preferably 500dpi files), then the system won't accept it.
    - Resizing images to within (the recommended size outlined above) before uploading is recommended.
    - Upload one image at a time. Wait until an image has finished uploading before starting on the next one.

Pasting

- We know that most entrants work on their submission offline (on a Word doc), to then copy and paste answers into the portal. Please be mindful that there can be problems with the amount of content you are pasting at one time.
- Do not copy and paste multiple pages of text at the same time as the bandwidth can't cope.

- Pasting content from websites can often incur similar issues as there's styling and hidden characters in a website that adds to what is being pasted.
- Pasting is fine when done in moderation. A piece of text at a time – not multiple elements because unless you have a very good internet connection, it will create problems.
- Multiple people working on the same submission can override other's work.
- Your formatting and your word count may change from a Word or Google doc once pasted in the Awards Portal. The Awards Portal word count is the only one that is considered. Allow time to reformat your work once it is in the Awards Portal.

Outdated operating systems

- It is advised not to try filling in an Awards submission on your phone. Laptops are the best medium.
- Browsers like Chrome/Firefox/Edge offer the best experience and less issues.
- More recent operating systems, e.g., Windows 11, will also work better.

If none of the above are the issue, contact your Program Manager with the following information:

- Business name
- Which submission (if more than one)
- Device and browser type used
- Specific issues e.g., connection keeps timing out, freezing, loosing information that was saved
- Any images/screenshots to demonstrate what the issue is or a word of source document that the entrant is working from.
- Copy of a file/image that was lost

Do not leave to the last minute!

This is a national portal used by all States and Territories. You may find that uploading your answers and images on the last day/hours will take much longer than if done earlier - everyone will be using the portal at the same time. Avoid the stress if you can.

1.6 Judging

Judging process

Judging the Tourism Awards is an intensive process with each judge investing a considerable amount of time to review, rate and provide feedback for each written submission. The judging panel is split into teams of three to independently score submissions from the categories allocated to them. After the reviewing period, a deliberation day occurs where the judging team confer with one another to review their scores and allocate winners. These results are looked over by an auditor as well as the Chair of Judges to authorise the final scoring of submissions.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression made during the course of their role as a judge.

Determining finalists and winners

Finalists and winners are determined by adding the following scores:

- The judges' overall score
- The digital review score
- The consumer rating (calculated using ReviewPro)
- The site visit score

Entrants that achieve a score of 70% and above are deemed a finalist. In Western Australia, finalists are announced before the Gala Ceremony (refer to key dates).

Please note that not all categories have a consumer rating or site visit score.

Breakdown of Scores

14. Tourism Marketing and Campaigns

Submission Score	50 points
Digital Review Score	0 points
Consumer Review	0 points
TOTAL	**50 points**

What are judges looking for?

- A well-written and clearly presented submission.
- Evidence of a well-managed and financially sound business.
- Clearly stated and measurable goals and strategies with clear outcomes.
- An innovative and strategic approach.
- Demonstrated flair, passion and enthusiasm for your business and the industry in general.
- Demonstration of tourism industry knowledge and evidence of your contribution to the industry.
- A recognition and understanding of target markets.
- A substantiated commitment to Responsible Tourism.

INCLUDE	AVOID
Logical and succinct answers	Meandering and 'wordy' answers, waffle
Quality photos that complement text (add captions where possible)	Poor-quality photos that are not relevant. Extensive text where a photo and brief description would have done
Clean presentation with clearly labelled charts and diagrams	Hard-to-read entries, charts and diagrams with no explanation
Evidence of great ideas, innovation & passion	Promising submissions that lose steam
Quotes and testimonials that support your answer	Generic responses using sweeping statements

Tips from national judges

1. **Your written submission** accounts for the majority of your total score, so commit to writing a great entry. Remember, the judges are reviewing what you put in your submission, they are not judging your actual product or service.
2. **Focus on the 'experiences'**. Judges want to know more about them and understand how they are impacting visitors.
3. **Avoid sweeping statements**. Always justify your statements – provide the 'why', figures, good testimonials and case studies, etc.
4. Information about the businesses' policies and procedures is often seen in the submissions, but entrants often fail to explain **how** these are used, how it relates to the question and again, **what impact** it has on the customers.
5. **Evoke emotion** – Judges read lots of submissions in a short timeframe. They want to be engaged in the story and feel the passion.
6. **Provide great customer service examples** – our industry is all about customer service, and we know that most operators would excel in this area. Unfortunately, entrants don't always provide the right examples under the 'Excellence in Customer Service' section. Ensure you address all points and provide your best-case studies.
7. Have the right text and caption with the images so the connection is clear.
8. **Sometimes less is more** – quality vs quantity. Focus on activities that link back to your business's overall strategies and your target markets. Also, you want to consider those that have a good story and strong evidence.
9. **Focus on the question wording** to clarify you have answered all parts of the question. Always check your response against the response guidance and tips in this guide.
10. Not all activities need to have fantastic results. Judges know that businesses deal with challenges all the time. It's ok to include things that didn't work too. Just explain why it didn't achieve the results you expected and what you've learnt from it.
11. **Never assume anything** – even if you are an iconic business, don't assume the judge knows anything about you or your region.

SECTION 2. GETTING STARTED

There's no doubt that the more prepared you are, the easier it will be to prepare a winning submission. Ideally you should be collating and preparing materials for your submission year-round, filing relevant information in a separate folder on your computer or in a hard copy. If you haven't done this, start now.

To prepare a Tourism Awards submission, you will need:

- Your Business Plan and Marketing Plan: if you're accredited there are various free templates and examples within the Quality Tourism Accreditation program.
- Visitor numbers for the qualifying period, as well as the previous year's figures to compare.
- Financial information (sales figures, revenue, profit margins etc.). You don't need to state actual figures in your submission, but percentage representations are a good idea.
- A clear description of your target markets and percentage breakdown of actual visitation by market.
- Copies of customer feedback and evidence of customer satisfaction – this could take the form of satisfaction surveys, feedback forms, TripAdvisor comments etc.
- Copies of PR activity and media coverage achieved during the qualifying period.
- Details of marketing and advertising activity, and results of activity.
- Examples of marketing collateral – brochures, flyers, posters and information on how they are distributed.
- Statistics on website traffic and social media usage.
- OHS and Risk Management policies and procedures.
- Staff development and training policies, and information on activities that took place during the qualifying period.

2.1 Media & Promotional

You can review and edit this section at any time, however it is recommended that you complete it early as your ten promotional images can take time to upload (especially close to the submission deadline). Getting your 100-word promotional description right is also something you don't want to be rushing at the last minute!

You are also required to nominate your media contact and who will collect the trophy on-stage if your entry is successful.

Images

Entrants are asked to provide an additional ten images (2 hero and 8 additional) which illustrate the business operations for media and promotional purposes.
Requirements:
– Images must be no bigger than 10MB each and in JPEG format
– Images are required to be high-resolution
– Preferably 500dpi files and in 1920 x 1080 in dimension

Please note:

- These images are separate from the images included throughout your submission.
- They won't be judged and will be used at the gala ceremony and in official awards promotion and publications.
- You can choose to provide/upload the same images that you have used within your submission, if relevant.
- Ensure these images are the hero images of your business though – consider, for instance, recent images you have used for marketing and advertising. You want to choose images that best represent your business and show a range of services and experiences (they should be relevant to the nominated category too). It is always good to include images with visitors and your staff if possible.
- Professionally shot photos are ideal, and a good investment for any tourism business.

100-word description

This description will be used to announce finalists and medallists during the Awards Gala, in promotional material, potentially by media, and in website listings. It is important that this is written in third person (not first!) and provides a brief snapshot of your product and/or business, as relevant to the category you have entered.

Please note this description (for external use) is separate from the 100-word description you provided when first nominating, which was intended to justify why you chose the category you did and qualify your eligibility for it (internal use).

2.2 Planning is key

There is no doubt that the more prepared you are, the easier it will be to create a winning submission. As mentioned previously, you should be collating and preparing materials for your submission year-round and filing relevant information. If you haven't done this, start now.

Who's writing?

Decide who will write the submission – most tourism operators write it in-house, but some outsource it to a specialist consultant. If you're planning to do this, allow plenty of time to brief your consultant and allow for drafts to be revised.

Though some tourism operators believe you need to employ a professional consultant to win an award, this isn't the case. Most award-winning submissions have been written by the business owners/managers themselves.

Start early & allocate time

It is of course different for all businesses, but as a guideline, preparing a winning submission may take anywhere between 40 to 50 hours from start to completion. And it will often involve many different people in the business. Planning and blocking out 'non-negotiable' time in your

calendar is critical, and the earlier you can start, the better, as then you can spread this time over a few months rather than a few weeks.

Before you start writing:

Create a Word or Google doc – then screenshot each question into the document along with the response guidance, as an image so it doesn't affect your word count.

Questions can change from year to year, so if you have entered before and are using an old submission as a base, don't forget to update the questions in your new version.

Hold a brainstorming session – the best way to start the process is to gather the relevant people in the business and brainstorm each question (using this guide). Dot point or create a mind map with all information and activities that could go under each question response. Some of them might not make it to the final edit, but it is best to get it all on paper at the start.

This process will also reveal any questions that require further consideration or research and determine what additional information is needed to write your submission.

Review judges' feedback – if you have previously entered the awards, dig out your previous submission and note any areas the judges suggested needing improvement. For example, if judges mentioned that your marketing outcomes were not tangible and measurable, make a note of this in your first draft so you don't forget to address it.

Note: the judges' feedback for previous entries can be found in the Awards Portal, under 'past submissions'.

Review questions – If you've entered the awards previously, make sure you review the questions carefully as there may be some changes to it. You can re-use generic information on your business in a subsequent submission, but remember that activities, strategies and outcomes need to relate to the relevant qualifying period – 1 July 2024 to 30 June 2025.

Brief your staff (if relevant) – explain why you're entering the Tourism Awards and what it entails. If yours is a large business, you may not be across everything from each department. In this case, it's important to involve the relevant staff early in the process.

2.3 Business Standards

Businesses entering the Tourism Awards must demonstrate that they meet minimum business standards relevant to their category. This can be demonstrated via relevant accreditation through the Quality Tourism Framework **OR** via a business standards pre-assessment within the online portal (to be completed prior to submitting your written entry).

Business Standards checklist

The below checklist is an indicative of the documents/information you will need to complete your Business Standards pre-assessment.

Insurance

- Copy of your Public Liability Insurance (PLI)
- Copy of workers compensation coverage (if applicable)

- Copy of other insurance policies (where applicable)

Compliance (LP&C)

- Copy of relevant licences and permits to operate
- Confirmation that the business has reliable and valid financial systems and meets all legal Australian Taxation Office business financial reporting requirements.

Business and Marketing Planning

- Short overview of your business
- A copy of your Business and Marketing Plan
    - If you do not have a Business and Marketing Plan, a template will be available for download.
    - Alternatively, you can opt to answer Business and Marketing questions
- Understanding of your product and target market
- Understanding of what online marketing is undertaken
- Understanding of what consumer review sites are used
- Continuous Improvements efforts over last 12 months
- Continuous Improvement plans in the next 12 months

Customer Service

- Copy of a Customer Service Procedures Manual
    - If you do not have a Customer Service Procedures Manual, a template will be available for download.
    - Alternatively, you can opt to answer Customer Service Procedures questions
- Understanding of how you cater to those with specific needs

Operating Systems

- Copy of an Operations Manual
    - If you do not have an Operations Manual, a template will be available for download.
    - Alternatively, you can opt to answer Business Operations questions
- Understanding of cleaning and maintenance procedures
- Understanding of any food handling processes (if applicable)
- Understanding of suppliers/contractors
- Understanding of equipment maintenance and handling and storage of chemicals (if applicable)

Risk Management

01. Copy of a Risk Management Plan
    a. If you do not have a Risk Management Plan, a template will be available for download.
    b. Alternatively, you can opt to answer Risk Management Plan questions
02. Understanding of emergency evacuation and management procedures
03. Understanding of First Aid kits and training

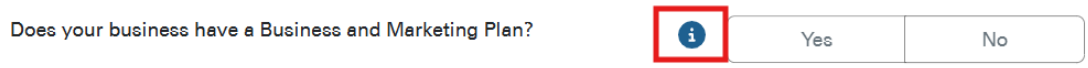
Environmental, Social & Cultural Responsibility

01. Commitment to reducing the environmental impact of your business

02. Copy of an Environmental Management Plan
    a. If you do not have an Environmental Management Plan, a template will be available for download.
    b. Alternatively, you can opt to answer Environmental Management questions
03. Understanding of your engagement with local indigenous groups

Resources

Wherever you see the blue information symbol after a question or business standard requirement, it means that there is more information available for this question – see marked in below.



Click on the icon to open a new pop-up. This will help you with further information on what the question requires and will give you resources to help you answer the question.

Frequently Asked Questions

My business is a Quality Tourism Accredited Business. Do I need to complete the Business Standards section?

No. If you are a current Quality Tourism Accredited Business, your business would already have demonstrated that you meet the minimum business standards required to enter the Tourism Awards. The portal will therefore automatically recognise your accreditation, so no further action is required.

My business is not a Quality Tourism Accredited Business. Do I need to complete the Business Standards section?

Yes. This is a national requirement, and you won't be able to submit your entry without having this section completed.

I am not sure if my business has a Quality Tourism Business Accreditation. How can I find out?

Please contact 08 9416 0700 or tcwa@tourismcouncilwa.com.au

Do other States and Territories need to complete the Business Standards pre-assessment?

Yes, this is a requirement of the Australian Tourism Industry Council (ATIC) and it applies to all States and Territories. However, some states have accreditation as a compulsory requirement for all businesses entering the Tourism Awards, therefore, the Business Standards pre-assessment wouldn't apply to them.

How long will I take to complete the Business Standards pre-assessment?

It may take an entrant approx. 1-2 hours to complete this section – if the business has all licenses, insurance details and plans documented and easily accessible. More time would be required otherwise.

Do I need to complete the Business Standards pre-assessment for every nomination I have made?

No. You will only need to complete this once, irrespective of how many entries you are making.

I have previously entered the Western Australian Tourism Awards and completed the Business Standards preassessment then. Do I need to complete this again?

The portal will recognise your previous Business Standards pre-assessment, however, there may be some additional questions that you will need to complete for this year's Awards, as well as updating any information (e.g., licenses, plans, etc.) that has changed since.

Will the Business Standards section be judged/scored?

No, but it will be checked by the Program Manager or Accreditation Officer to ensure your business meets minimum business standards.

Will I receive confirmation once my Business Standards pre-assessment has been reviewed?

Entrants will only be contacted if more information is required or if any answers in this section need to be expanded.

What if I fail the Business Standards pre-assessment?

There is no pass or fail for the Business Standards. If your business does not meet the minimum standards required, the Program Manager will contact you with further information and support to get you to the level that it needs to be to enter the Tourism Awards. It is the businesses' responsibility to act on the changes required to meet the minimum standards.

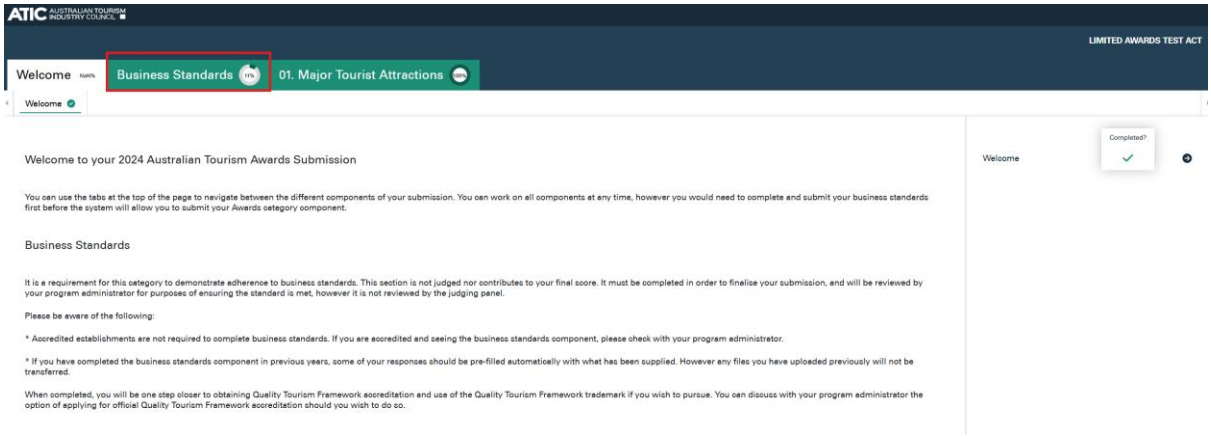
Where can I find the Business Standards pre-assessment?

The Business Standards section will be available to you after your nomination has been approved.

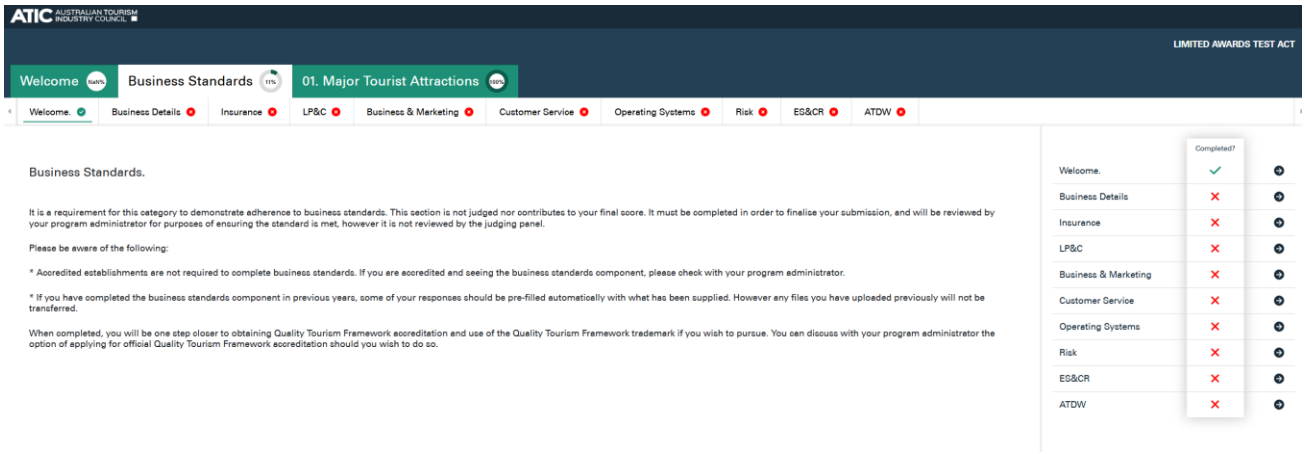
Log-in to the Awards Portal and click on the GO TO link under your nomination. If entering multiple categories, choose one nomination for this process. Once you've submitted the Business Standards, other nominated categories will recognise it as completed.

Once you have selected 'GO TO' on your application from the home page, you will see the second tab where you can find the Business Standards section.

*Please note the below is an example only. Some categories will have a different question set.



Once you have entered the Business Standards section, you will see all the sections that need to be completed under the Business Standards*. Select any that you want to start with.



As you make your way through the questions, you will notice that a green tick will appear next to each section. If a section has a red cross, then you have a mandatory question that has not been answered. You can continue to work and save your application, but you will not be able to submit until these questions have been answered. To identify which questions have not yet been answered, you can click on the 'Show Incomplete' option on the bottom of each page, to show you which ones have not yet been completed.

SECTION 3. CONSUMER RATING

The consumer rating is not calculated for 14. Tourism Marketing and Campaigns.

SECTION 4 DIGITAL REVIEW

A business's digital and online presence is not calculated for 14. Tourism Marketing and Campaigns

SECTION 5 IMAGES

Submissions can include up to 30 images with captions (image allocation varies in few categories). Use them all!

Images are a great way to help judges understand exactly what you are trying to convey. However, you shouldn't rely on them to get your point across. A good rule of thumb is: 'if the images were removed, would the written submission still answer the question?'

In the Comprehensive Answer Guide you will find suggestions and ideas of what supporting images to use for each answer.

5.1 General tips

04. Use images to heighten your submission – do not leave judges guessing what you are trying to show them.
05. If you're on a slower internet connection and struggling to upload files, consider resizing them smaller before uploading. It is also normal for images to take longer to upload on the submission deadline day – this is because of the major traffic to the portal. If possible, upload your images before the deadline.
06. Canva is a great free tool that could assist you in creating infographics, collages, etc.
07. **Collages** are a great way to include more images whilst staying within the allocated image count. Just make sure they are clear, and don't use too many images in one collage.
08. **Graphs & Charts** – pie charts, line graphs, flow charts etc., are an effective way of displaying information such as the origin of markets, results from marketing campaigns or customer feedback results. They do form part of the 30 supporting images.
09. Avoid using too many **screenshots** and ensure that the text within these is legible and can be read.

5.2 Rules

10. Both .JPG and .PNG are allowed.
11. Uploads cannot be larger than 10MB. If uploading multiple files at the same time, a collective 10MB limit will apply.
12. Your 30 images allowance does not include the images under *Media and Promotional*.
13. Images can be infographics, charts, graphs, photographs and collages.
14. It is crucial that all images are clear and legible.
15. Use images that have high resolution – ensure they are not pixelated.

16. The way you see/view images in the portal will be the same for the judges – remember; judges are reading and scoring submissions through the portal. If the image is not clear for you, or if you can't read the content within the image, the judges won't either.
17. Make sure all images are relevant to the submission, and to each of the questions they are under.
18. Any image used must be for the sole purpose of supporting the submission by providing evidence.
19. Images cannot be used to form part of the written response to a question. For example, you may include charts or graphs as an image, but if the data are not explained within the written submission, then the image will not contribute to the score.
20. You don't need to repeat all the information/data that is in the chart, but your written answer needs to refer to it and explain what that means.
21. **Testimonials**: It's up to each entrant to decide how they use testimonials, e.g., it can be provided within the submission word by word or only outline the key highlights of the testimonial and attach the full text as an image to support the answer.
22. Testimonials within the submission will be included in the word count.
23. There is no limit to how many testimonials can be used, and/or how long they need to be. However, it should be within reason and the discretion of the entrant.
24. If you choose to have a testimonial as an image, ensure that the written content of the image is clear and legible.
25. **Captions** – when uploading your images into the portal, you need to give them a ten-word caption.
26. You can also consider using the finalised captions as part of the image file name, e.g.,*01 'Our location in the beautiful King Valley'*.
27. If captions exceed 10 words, it will be included in the word count.
28. Content within images (e.g., data within charts and infographics) is not included in the word count. It is however important that these are legible and are only used to support the written answer.

5.3 Examples

Naming Images

When you upload your images please make sure they are named something that will make sense to the judges and the program administrators. You have up to 10 words to describe the image - use them wisely

TOP TIPS

YOUR IMAGES ARE DOWNLOADED BY THE AWARDS TEAM - MAKE IT EASY FOR THEM TO KNOW WHAT IMAGE IS WHICH

Bad Example ✗

- bathroom-558713664.jpg
- 89839874THG.png
- Image329_1.jpg

Good Example ✓

- The view of Wine Glass Bay seen on our walking tour
- View of the vineyard from Cellar Door

Use images to show location and or key details

In this case we are trying to show the location of the business. It is wise to give a little details so judges can have context. For location - it is great to have a scape of remoteness and distance from closest city/town.

Bad Example ✗

Refer to images for location map

Good Example ✓

We are located on Kangaroo Island, which is under 4 hours south of Adelaide. Guest can travel by car, with a short ferry ride from Cape Jarvis.

You can use images to showcase new products and initiatives

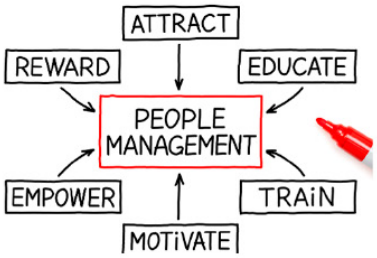
Bad Example

In the qualifying period we introduced a new wellness retreat.

Good Example

In the qualifying period we introduced a new wellness retreat. The wellness retreat had a range of activities available including Yoga, Pilates, Meditation and Massage.

Demonstrating a strategy/process/procedure

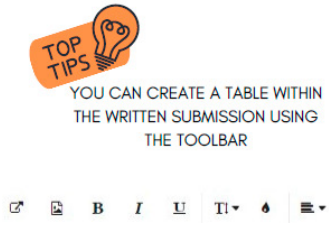


BAD example

We have developed a people management strategy to manage our staff

GOOD example

We have a people management strategy that has been developed to ensure we can deliver high levels of customer service. This strategy entails the following key elements:



Attract	Create positions that attract enthusiastic, driven staff.
Educate	Provide ongoing edu[illegible]ion on the organisation and professional development opportunities.
Train	Provide regular t[illegible]ensure staff are kept up to date on business activities
Motivate	Develop a wo[illegible]ace [illegible]ulture that recognises staff achievements and good working practices
Empower	Delegate re[illegible]onsibilities and actively encourage staff to provide feedback to improve products and systems.
Reward	Ensure bas[illegible]salaries and competitive. Develop reward system for staff meeting KPI's

Please note: content within tables is included in the word count

Using testimonials to support your entry

Testimonials should be included in your word count. Use images to demonstrate the array of testimonials received, but be specific in the written submission of key outcomes/responses.

Bad Example

We have received many positive reviews to our business. Refer to attached image.

Good Example

We consistently receive positive feedback for our business and as a result we have a GRI score of 98%. Some of our feedback highlights are: 'Fantastic experience for the whole family', 'Went above and beyond to provide a memorial experience', 'We can see why they have won so many awards - an unforgettable stay'. We have included an image to demonstrate the range of positive feedback received.

Collages are a great way to showcase a range of products/activities

***If you can do them well

There is nothing wrong with using a collage to show a log in a little space. The only problem is if you use too many images or bad quality/small images as they can turn out fuzzy and hard to see, which ends up pointless to the process.

- Use high re images - the higher the res, the clearer the image. Try to use a minimum of 72dpi.
- Don't be afraid to get creative! Overlap, use a background, different sizes - it can be fun!
- There are plenty of FREE online tools that can help you - just google 'make a collage'.
- If you can't the image clearly after you download - chances are the judges wont either. You may need to redesign.

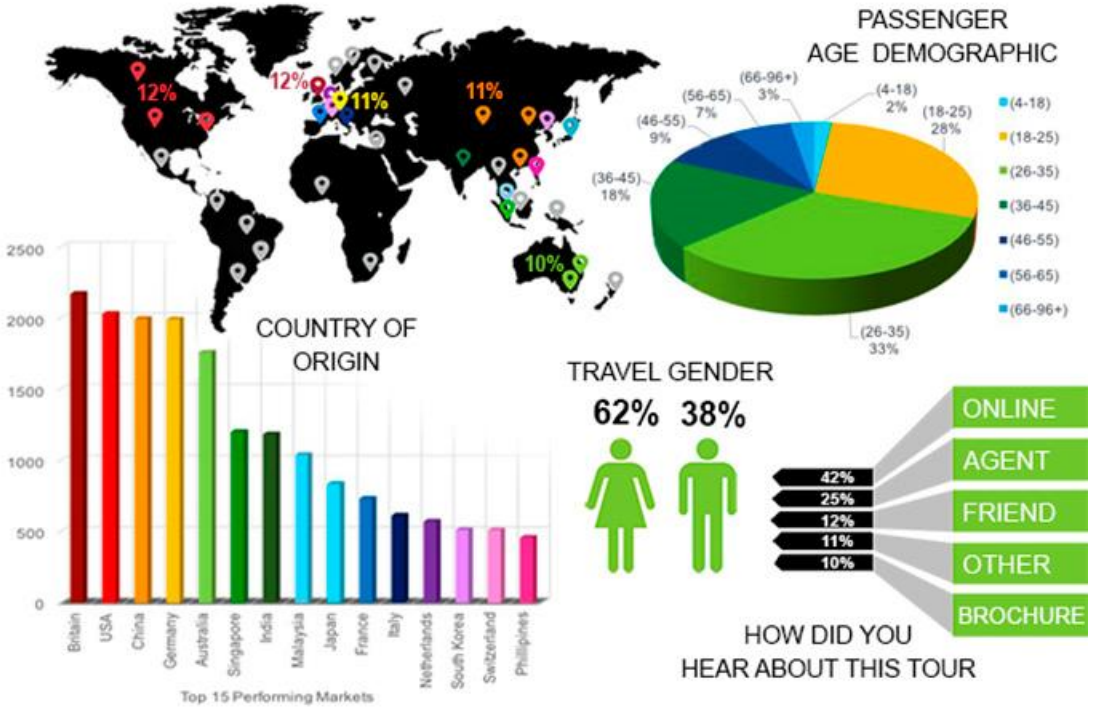
Bad Example

- Low quality images
- Small pictures
- Over lapped onto a larger image
- Colours are overwhelming

Good Example

- Clear, high quality images.
- Created using a free template
- Easy to view

Infographics



Please note: the images used above are for demonstration purposes only and are not taken from any existing awards submission. The above are not high-resolution but please ensure that you only use high-resolution images and graphs for your submission.

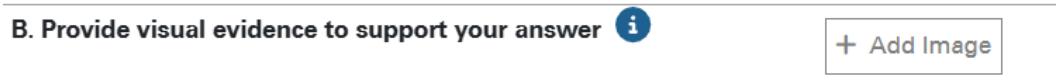
Image credit to Tourism Australia for background image in location map. All other images have been sourced through Shutterstock under license. Images are not to be reused.

5.4 How to upload images

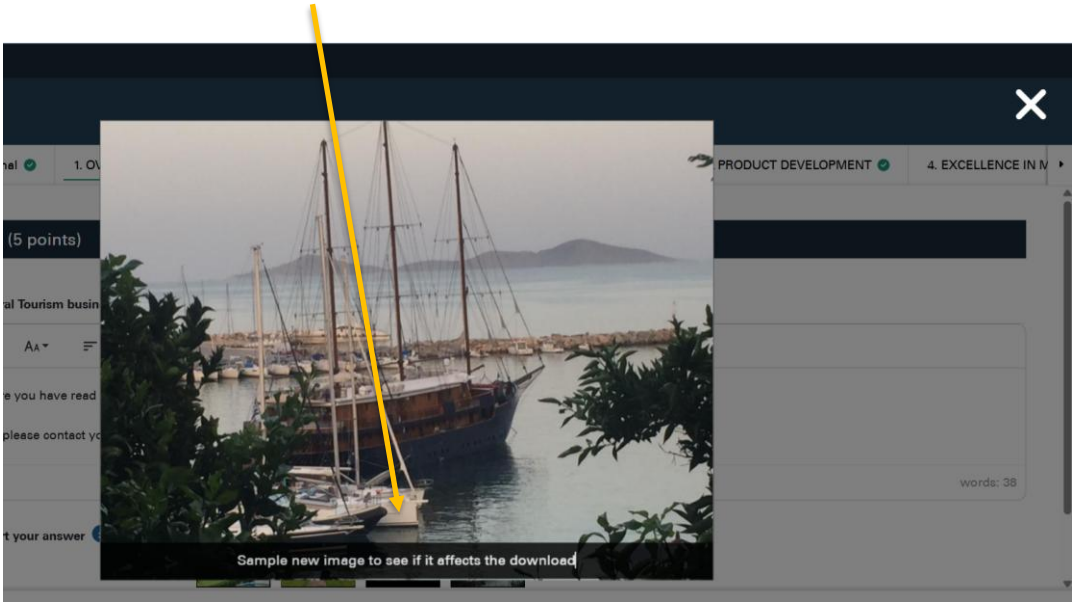
Images are included through a file upload function and viewed using the gallery.

To add images follow these instructions:

- Click on the + Image button in the corresponding question.



- Select the image you want to upload, then click on Open.
- The image will display across the page.
- Add the title in the space provided – limit 10 words.



- A thumbnail of mage will display. To add additional images repeat the process.

SECTION 6. COMPREHENSIVE ANSWER GUIDE

6.1 Introduction

Used alongside the Response Guidance in the questions for your category, this guide will help you craft a compelling and comprehensive Tourism Awards submission. Breaking down each section provides clear direction on how to address the questions effectively while showcasing the unique strengths of your business.

Approaching your submission strategically is key to success. The Comprehensive Answer Guide will help you structure your answers and encourage you to highlight measurable outcomes, integrate brand personality, and connect your achievements to the broader tourism industry.

While the suggestions are adaptable to your business, this guide emphasises clarity, focus, and alignment with the judging criteria. With practical examples and formatting tips, it aims to simplify the process and inspire confidence as you develop your entry.

6.2 Essential Tips Before Getting Started

Qualifying Period

Only include activities implemented during the qualifying period, from **1 July to 30 June**, except in Q1.1 (Overview of Business), where you can discuss your business more broadly.

Offline Drafts

It is standard practice to draft your submission in Word or Google Docs first, then copy it into the Awards Portal once complete.

There are a few things to keep in mind if you do this.

- It's essential to know that as the portal is a web-based document, it will count all the symbols you have used, e.g. &, - and *, where Word or Google Docs do not.
- The word count tally in the portal is the number that will be used for judging and auditing purposes, so please consider this when drafting your response. Allow time to edit your submission to the word limit once it’s pasted into the Awards Portal.
- Any formatting from a Word or Google doc, will change once pasted into the Awards Portal. Wait until you paste your submission in the Awards Portal to perfect the formatting.

- Rather than uploading the entire completed submission at once, upload your draft to the Awards Portal as you complete each question so you can become familiar with formatting in the Awards Portal.
- Copying and pasting tables have limitations in terms of transferring formatting and colours. We do not recommend copying and pasting from Excel or from Word. Google Docs is the most compatible but even then background text colour and table cell colours are never retained. Copy and paste when the table is simple and then edit in the Awards Portal. Copying and pasting is restricted for security reasons as some of the formatting may contain JavaScript or malicious links.
- Allow time to edit and format your draft from a Word or Google Doc to the Awards Portal.
- Aim to have your completed final document uploaded at least a week before the deadline to give yourself time to review and proofread in the portal and adjust any formatting.

Reading the Questions

There is often more than one part to a question, so carefully read each to ensure you address all parts. Missing components will result in lost points.

Tone and Style

A Tourism Awards submission is narrating your story in a compelling way that captures the judges' attention while providing evidence of why your business is worthy of an award.

As well as telling the judges why your business is unique and an industry leader, you must include relevant, factual information backing up your claims. In summary, a balance of 'sizzle' and 'substance' is required.

- Decide on either **first person** (e.g., "We pride ourselves...") or **third person** (e.g., "AAA Hotel prides itself...") and maintain this style throughout. The entry will feel more personable if written in the first person, even if someone else is writing it for you.
- Introduce your **brand personality** early and ensure it is reflected consistently.
- Link your **core values, mission, and vision** throughout your responses.

AI Assistance

AI programs like ChatGPT can help you draft your entry by refining language and structure. However, be mindful that they may alter tone and lack the ability to generate key insights specific to your business. Therefore, AI should be used as a preliminary tool or for fine-tuning your submission rather than as a substitute for your expertise and strategic input.

Word Count Tips

- Submissions can include **4,000 to 7,500 words** (some categories differ—check your specific requirements).
- Consider a word count based on the number of points each question is worth. For example, a 13-point question warrants more words than a 3-point question.
- Word count includes text in tables but excludes the question prompts.
- It's normal for first drafts to exceed the limit. Be prepared to cut redundant words while keeping your submission concise and impactful.
- As outlined above, be mindful if drafting in Word or Google Docs as they do not count symbols, e.g., &, but the Awards Portal counts these as individual words. If you are drafting your submission outside of the Awards Portal it is essential to regularly copy and paste your entry into the Awards Portal to keep track of the work limit.
    - HINT: If you are getting close to the word limit in Word or Google Docs, copy and past to the Awards Portal to check your word limit.
- Be aware of rules relating to the use of symbols. If a business purposely combines words using no spaces or a symbol (e.g. &, -, /), up to 5 points can be deducted from the total score. Using hyphens where appropriate or commonly used will be accepted, e.g., in e-commerce, year-on-year.

Acronyms

Use acronyms; however, remember to introduce the abbreviation and write it in full the first time it appears; then only use the acronym ongoing, e.g., Australian Tourism Industry Council (ATIC).

Grammarly & Proofreading

Utilise Grammarly (a free app) to help you with grammar, tone, clarity, capital letters, and consistency throughout the submission.

Having a few different people proofread and give feedback on the submission is very valuable.

The online system has a spellchecker to help pick up any last-minute errors.

Tourism Focus

Throughout your submission, highlight how and why your business contributes to the tourism industry. This is particularly important for nominees who operate in multiple industry sectors, such as restaurants and business events.

Tables

Where there is a text box response (e.g., Q1.1.A), you can use tables to make information easier to digest and visually appealing. Always precede tables with an introductory sentence explaining what they show. Avoid repeating table content in narrative paragraphs.

Often the formatting in word or google docs changes when pasted into the Awards Portal. To ensure the tables are formatted to your liking, format the tables in the Awards Portal, not a word or google doc.

Supporting Evidence (Images/Infographics)

Each question asks for supporting evidence, which is your opportunity to use images/infographics to bring your submission to life and provide evidence of your written answers.

You are only allowed a maximum of 30 pieces of supporting evidence (images/infographics) across the whole submission. Therefore, it's important to plan these as you go to decide how to distribute them best.

Canva (a free design app) is an excellent tool for this. Ensure you use all opportunities to add supporting evidence when requested; images, graphics and testimonials are a great way to display information and substantiate your claims.

Do not use images to try to cut down on word count. Images are used to support the written word, not to replace them.

In the Comprehensive Answer Guide below, you will find suggestions for supporting evidence for each answer. Please refer to the image section in this guide for image rules.

- ✓ Plan supporting evidence/images as you go and mark their intended locations in your draft (e.g., "Image #1: Infographic with a hero image, logo, map").
- ✓ Create a folder with numbered images for easy upload.
- ✓ Ensure visuals support your answers rather than forming part of them.

Top Tips for Images

- **Be strategic**: Use images or infographics that directly relate to the key points in your written response. Image cannot stand alone.
- **Use high-quality visuals**: Images should be clear, high resolution, professional, and visually engaging.
- **Provide context**: Add concise descriptions (up to 10 words) for each image, explaining its relevance.
- **Showcase your brand**: Make sure your brand identity shines through in your visuals.

Testimonials

Use testimonials from customers, industry, trade, tourism organisations, local councils, or staff to add credibility. Ensure they directly support your answers and are relevant to the question being addressed. Ensure you write the key parts of any testimonials into the copy as an excerpt, and then the full testimonial can be included as supporting evidence.

Make sure you give anyone you might be seeking a testimonial enough time to prepare it and provide them with the question so they know the context and focus of their testimonial.

Goals v Strategies v Tactics

It is not uncommon for businesses to confuse goals, strategies and tactics (activities/actions), so it's critical to understand the difference before you start. Here is an example of an answer in a table showing their differences.

Goals/Objectives - What do you want to achieve?
Strategies - How are you going to achieve it?
Tactics - Actions/activities (to-do's) you must complete to achieve the goal.
Outcomes - What was the benefit of these activities? Make them quantifiable where possible.

GOAL	STRATEGY	TACTICS	OUTCOMES
Increase direct bookings on our website by 20% YOY from 15% to 35% by developing a new website in 20XX.	Develop and launch a new user-friendly, on-brand and optimised website.	- Website survey completed and results analysed. - Create a launch strategy and update marketing budget. - Research other websites and create brief. - Engage web developers. - Engage SEO company to optimise content pre-launch. - Feedback survey once site is live.	- Direct bookings increase by 24% YOY from 15% to 39%. - New website traffic increased YOY by 126% compared to the old site. - Time on site increased by 68% to 2.13 minutes. - Annual occupancy increased from 71% to 89%. - Guest survey showed website user experience rated 5/5. - Increased revenue by 15% YOY. - Ranking on page one for 8/10 key search phrases.

Can It Be Measured?

When stating goals and/or strategies, ensure they are measurable and directly related to the outcome.

Important Don'ts

- **Don't assume local knowledge**: Judges may not know your region or business, especially at the National Awards level. Write for an interstate audience—explain key terms, locations, and their significance (i.e., describe "The Coorong" and its proximity to Adelaide).
- **Don't refer judges to other answers**: Each answer must stand alone. Avoid phrases like "as discussed earlier" or "see Q3.1."
- **Don't duplicate content**: Tailor responses to the specific question. If topics overlap, reframe the information to suit the context.
- **Entering more than one category:** Although some sections may be similar, ensure that the entries are tailored to the specific category and relevant questions.

6.3 Using the Comprehensive Answer Guide

The below Comprehensive Answer Guide offers suggestions and ideas to help craft your answers. However, not all recommendations will be relevant to your business, so tailor your responses to suit your unique circumstances.

Suggestions on layout and formatting are for guidance only. Choose the approaches that best suit your business. Remember that judges review multiple entries, so it's crucial to present information in a clear, digestible format.

To avoid feeling overwhelmed, read the guide thoroughly before starting and then work through each section step by step as you write. Remember, these are simply suggestions—you're not expected to include everything listed.

As you plan your submission, you may realise certain plans or processes aren't yet in place for your business. Don't be discouraged! The Tourism Awards process is an opportunity to pause, reflect, and improve. Use this as a chance to implement what's missing and strengthen your business for the future.

Good luck!

6.4 Overview of Business

Question 1.1
A. Provide an overview of your organisation and the tourism marketing/campaign B. Provide visual evidence to support your answer.

Response Guidance

Provide an introduction to the organisation and short summary the tourism marketing/campaign to introduce the concept and the aim of the campaign to the judges.

Describe the various stakeholders who worked together on the campaign, the various roles and the collective strengths and reasons for participating (if applicable).

Include details about the destination environment at the time the marketing/campaign was developed. This will set the scene for Q2A.

Highlight the marketing/campaign's points of difference and what makes it stand out from others.

Ensure you demonstrate your eligibility for this category as related to the descriptor and clearly outline why the marketing/campaign should be considered for an award.

The judges may not be familiar with the business or destination - your submission may be judged nationally and could have judges that are not from your state/territory. Therefore, explain everything from the ground up.

Understanding Question 1.1

This is your opportunity to introduce your organisation, set the stage for your campaign, and demonstrate its significance in the tourism industry. Your response should clearly outline who you are, why this campaign was created, the key stakeholders involved, and what makes it stand out.

Remember, this is the only section where you can discuss your organisation's history. After this question, you'll focus solely on achievements within the qualifying period.

What Judges Are Looking For

- A clear introduction to your organisation and its role in tourism marketing.
- A compelling summary of your campaign—its purpose, goals, and significance.
- Details on the destination environment at the time of development (e.g., challenges, opportunities, market trends).
- Key stakeholders and their roles in executing the campaign.
- What makes this campaign unique, innovative, and worthy of recognition?
- Clarity and accessibility—judges may not be familiar with your region or organisation.

Tips for Crafting Your Answer

- **Provide essential context:** Describe the tourism environment when the campaign was developed, including challenges, opportunities, and market trends.
- **Use creative subheadings:** Help the narrative flow by breaking it into engaging, structured sections.
- **Balance detail with brevity:** Cover all critical points while keeping your answers concise and impactful.
- **Showcase uniqueness:** Highlight what sets your campaign apart, focusing on creativity and innovation.
- **Ensure clarity and accessibility:** Assume the judges have no prior knowledge of your organisation or region. Keep it clear, compelling, and jargon-free.

Suggested Approach and Examples

Start Strong

Your opening few paragraphs are your elevator pitch. Capture the judges' attention by clearly and dynamically explaining:

- Who you are (your organisation).
- What your campaign is about (the purpose and objectives).
- Why it matters (the problem it solves or opportunity it leverages).

Organisation Overview

- **Keep it chronological:** Take the reader through your journey, from why the campaign was developed to its implementation. Headings, dot points and tables can be used in this answer.
- **Location:** Provide context about your region, its significance, and its proximity to major cities. Consider including a map (Q1.1.B) to visually support this.
- **Ownership:** Describe your organisation’s structure (e.g., board-governed, non-profit, government-affiliated).
- **Vision, values, and recognition:** Share your passion and purpose—why do you do what you do? Judges want to understand your vision, mission and values and how they shape your planning.

Stakeholder Collaboration

Identify the key stakeholders, their roles, and the collective strengths they brought to the campaign. Clearly demonstrate how each stakeholder contributed to the campaign’s success, whether through funding, creative execution, industry expertise, or logistical support.

Example of how to structure stakeholder involvement:

STAKEHOLDER	ROLE	STRENGTHS	INVOLVEMENT
AAA Digital Agency	Social media & paid advertising	- Data-driven digital marketing expertise - Strong track record in tourism campaigns	Managed social media ads, influencer collaborations, and performance tracking.
AA Video Services	Video content creation	Experienced video production company	Planned, shot and edited 3 versions of final campaign video

What Makes This Campaign Unique?

- **Differentiate your campaign:** Explain what sets it apart from others in strategy, execution, or impact.
- **Highlight innovation:** Was it data-driven, technologically advanced, or exceptionally creative?
- **Demonstrate impact:** Briefly touch on early results to hint at its success (full results will be covered later in the submission).

Wrap up by reinforcing:

- How the campaign aligns with broader tourism goals.
- Its significance in growing the visitor economy.
- Why it serves as a model for future tourism marketing efforts.
- Why this campaign deserves recognition.

EXAMPLE - Opening

Unseen. Undiscovered. Unforgettable. That was the driving force behind Tourism Coastal Haven's 'Endless Horizons' campaign, a bold initiative designed to transform our region's perception from a summer-only getaway into a year-round, must-visit destination.

As the Regional Tourism Organisation (RTO) for Coastal Haven, located just over an hour northeast of Rivertown, we are responsible for showcasing the region's pristine coastlines, lush hinterlands, and thriving food and wine scene. While our destination has long been popular in peak season, off-season visitation remained a challenge, limiting economic opportunities for local businesses.

To address this, we launched 'Endless Horizons'—a strategic marketing campaign leveraging digital storytelling, influencer collaborations, and targeted advertising to reposition Coastal Haven as a destination with experiences for every season. Through industry collaboration and innovative marketing, we set out to inspire travellers and drive sustainable growth across the region.

Supporting Evidence Examples

Response Guidance

This is where you can include images to support your answer in Q1.1.A Examples of the type of evidence you can include are:

- *Images of staff, services, experiences, buildings, room types etc.*
- *Map of location of business, route etc.*

This is an opportunity to show each of the products or services that are on offer.

Do not include any documents (plans, procedures, policies etc.).

- Regional map highlighting your area in relation to major cities.
- Tourism heat map showing peak and off-peak visitation trends.
- Campaign branding and creative assets, such as the official campaign logo and tagline.
- Pre-campaign visitor trends chart showing seasonal dips in visitation.
- Survey or focus group insights that informed campaign development.
- Logos of collaborating businesses and organisations featured in the campaign.

6.5 Campaign Planning

Question 2.1

A. Provide the rationale for the development of the tourism marketing/campaign and how it fits within the organisations broader marketing objectives.
B. Provide visual evidence to support your answer.

Response Guidance

The judges are looking to understand why the marketing/campaign was developed e.g., was it for awareness, acquisition, retention, growth or other reason. Expand on the reasoning as to why it was needed e.g., if it was for product awareness why was greater awareness of the product/region needed?

Explain how the marketing/campaign will support the organisations overall marketing strategy. If a collective is entering, consider how the marketing /campaign will support the individual business' marketing strategies or local/regional strategies in place.

To assist in demonstrating the rationale, include what the objectives were for the marketing/campaign.

Ensure that the response relates to tourism.

Understanding Question 2.1

This question requires a clear explanation of why the campaign was developed and how it aligns with your organisation's broader marketing objectives. Judges want to understand the strategic reasoning behind the campaign and its role in supporting tourism growth.

Your response should highlight:

- The specific challenge or opportunity that led to the campaign's creation.
- How the campaign fits into the organisation's long-term marketing strategy.
- The campaign's key objectives and their connection to tourism development.

This is your chance to show that the campaign was carefully planned, responding to a real need while contributing to the wider tourism industry and destination goals.

What Judges Are Looking For

- A well-defined rationale explaining why the campaign was necessary.
- A strong connection to the organisation's marketing strategy.
- Clearly outlined objectives that are measurable and relevant.
- A focus on tourism impact, such as increasing visitation or enhancing destination appeal.
- A logical and structured explanation that sets the foundation for the following sections.

Tips for Crafting Your Answer

- Clearly define the problem or opportunity that led to the campaign.
- Ensure your rationale focuses on tourism and the visitor economy.
- Use concise and specific language when outlining objectives.
- Structure your response to lead to the campaign's development and execution in the following sections

Suggested Approach and Examples

- **Define the challenge or opportunity**: Describe the specific issue or opportunity that made this campaign necessary.
- **Explain the strategic fit**: Show how the campaign was not a standalone effort but part of a larger strategy to support tourism growth.
- **Outline the campaign objectives**: List the precise goals, objectives and activities that the campaign aimed to achieve, ensuring they are aligned with tourism outcomes.
- **Connect it back to tourism growth**: Reinforce how the campaign contributes to long-term benefits for the tourism industry, whether by increasing visitor numbers, supporting local businesses, or promoting sustainable growth.

Consider adopting a table like the one below to list the campaign objectives and the rationale, actions and how they link to your overall marketing strategy.

CAMPAIGN OBJECTIVES/GOALS	LINK TO OVERALL MARKETING STRATEGY	WHY/RATIONALE	ACTIONS
The Visitor Friends & Relatives (VFR) market has been growing organically over time, but with a dedicated strategic campaign, we aim to grow the market by 10% YOY from 30% to 40%.	Grow visitation from the VFR market.	GROWTH - Research shows the region's population has grown by 15% since 2021 - that's 30% more VFR potential in new residents alone. - Locals may not be aware of all of the great experiences in the region, so collateral in this campaign will arm them with more local knowledge.	Encourage local people to become brand ambassadors and encourage more visits from friends and family.

Supporting Evidence Examples

Response Guidance

This is where you can include images to support your answer in Q2.1.A Examples of the type of evidence you can include are:

- *Infographic highlighting key rationale for growth e.g. graph of declining visitor numbers.*
- *A map demonstrating where awareness of the brand may be low in specific areas.*
- *An image of any product or service that is featured within the campaign.*

Do not include any documents (plans, procedures, policies etc.).

- Graph or chart showing trends related to the challenge or opportunity (e.g., seasonality dips, low visitor retention).
- Infographic linking the campaign's objectives to regional or state tourism strategies.
- Quotes or testimonials from tourism operators or local businesses supporting the campaign's necessity.

Question 2.2

A. Provide an overview of the campaigns target market/s.
B. Provide visual evidence to support your answer.

Response Guidance

This question focuses on the research and analysis of the marketing/campaign. In follow up questions the outcome of the research and analysis will be shared more broadly.

Outline the research stage/s of the marketing/campaign. Show the judges the depth of research undertaken from primary and secondary sources to support the development of your concept.

Outline other considerations that were researched for the marketing/campaign, e.g., audience, seasonality, availability, competition, market dynamics, market trends.

It is important to focus your response here to the research and analysis, not the outcomes. For example, the business may have conducted demographic research to understand its current visitors. Analysing this data helped identify the target market for the campaign. This question is not asking for a description of the target market itself but rather the research methods used to determine it.

Ensure to include the research undertaken for the target market and to determine that campaign is suitable to the target market and their characteristics.

Understanding Question 2.2

This question focuses on the research and analysis phase of the tourism marketing campaign. Your response should demonstrate the depth and breadth of research undertaken, showcasing how data informed strategic decisions.

What Judges Are Looking For

- A structured approach to research and analysis.
- Evidence of both internal and external research to validate the campaign's direction.
- Clear articulation of how research influenced marketing decisions (without focusing on campaign outcomes).
- Consideration of multiple factors such as seasonality, competition, availability, and audience behaviour.

Tips for Crafting Your Answer

Start with a clear overview

- Provide a brief introduction to why research was necessary for the campaign.

- Outline the key research questions that needed to be answered before campaign development.

Break down the research process

1. **Internal**
    - Surveys, focus groups, and visitor interviews.
    - Social media engagement analysis.
    - Website traffic behaviour and conversion rates.
    - Pilot campaigns or A/B testing.

2. **External**
    - Industry reports (e.g., Tourism Australia, state tourism bodies).
    - Competitor benchmarking and trend analysis.
    - Historical visitor data from government sources.
    - Social listening and online sentiment analysis.

Connect research to decision making

- How did demographic research help define the target market?
- What insights about seasonality or travel trends shaped the timing of the campaign?
- How did competitive analysis influence pricing, messaging, or channels used?

Suggested Approach and Examples

Overview of the research approach

- Summarise the research goals and why they were important for the campaign.

Consider a table to break down the research.

Method	Purpose	Key Insights Gathered
INTERNAL		
Online surveys	Understand visitor preferences	75% of respondents valued sustainable travel options
A/B Testing	Compare ad engagement	Video ads had 3x higher click-through rates
EXTERNAL		
Tourism Research Australia (TRA) Reports	Analysed national and state-level visitor trends	Identified a 15% increase in eco-tourism interest among domestic travellers

Application of Research Findings

- Explain how findings shaped creative direction, target market selection (discussed in the next question), and campaign placement.

Supporting Evidence Examples

Response Guidance

This is where you can include images to support your answer in Q2.2.A Examples of the type of evidence you can include are:

- *Infographic demonstrating market share by competitors.*
- *A graph showing changing market trends or dynamics.*

Do not include any documents (plans, procedures, policies etc.).

- Graphs or charts showing visitor trends, seasonality impacts, or demographic insights.
- Survey results or focus group summaries highlighting key audience preferences.

- Competitor analysis comparing pricing, messaging, or engagement strategies.
- Social media and website analytics (e.g., Google Analytics heatmaps, engagement reports).

Question 2.3

A. Outline the market research and analysis used to inform the development of the tourism marketing/campaign.
B. Provide visual evidence to support your answer.

Provide a brief introduction into the target market/s chosen for the campaign.

EXAMPLE

Name of Target Market: ----------		
	What stage is the target market in for the business/destination? *Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.*	(tick box)
	Target market characteristics *Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.*	
	How does the campaign aim to meet the expectations of this target market? *Demonstrate how you have tailored the campaign to the target market.*	

Response Guidance

Provide up to 3 markets.

*A **target market** is a specific group of potential customers that a business directs its marketing efforts and products towards.*

Identify the various characteristics such as demographics, psychographics, geographic location, and buying behaviour of the selected target market.

Demonstrate how the business tailors its products/service/visitor experience to effectively reach and engage the target market.

(?) Target Market Characteristics

For the target market characteristics, consider the following:

- ***Geographic – Where they are:** Where the people live or visit*
- ***Demographic – Who they are:** Their age, family size, income, or lifestyle, such as families, retirees, or holidaymakers.*
- ***Psychographic – What they care about:** What they enjoy, believe in, or value, like being active, spending time outdoors, or supporting local businesses.*
- ***Behavioural – What they do, how they act**: e.g. like hiring bikes, exploring the area, or looking for fun activities.*
- ***Motivations – What drives them, why they do things:** e.g. like wanting to have family adventures, stay healthy, or trying something new.*

(?) Meeting the expectations of a target market

Demonstrate the business's understanding of the target market's needs, preferences, and behaviours, and how the business has tailored its products, services or experiences to meet these needs.

Understanding Question 2.3

This question focuses on identifying and understanding the target audience/s for your creative marketing campaign. A strong response will demonstrate why specific markets were chosen and how the campaign was strategically designed to engage and influence these audiences.

By clearly defining the target audience's characteristics and travel behaviours, you will illustrate how the campaign effectively drives visitation, extends stays, and enhances the regional visitor economy.

What Judges Are Looking For

- A well-structured and clear explanation of your target markets, explaining why they were chosen.

- A deep understanding of your audience and a strategic approach to engaging and meeting their expectations.

Tips for Crafting Your Answer

- **Be specific:** Avoid vague generalisations—use detailed audience profiles, including demographics, psychographics, and behaviours.
- **Link to campaign goals:** Clearly show how engaging this audience supports broader tourism and economic objectives.
- **Use research to justify decisions:** Support your answer with visitor surveys, booking trends, tourism reports, and social insights.
- **Show audience alignment with campaign strategy:** Explain how messaging, visuals, and partnerships were tailored to resonate with the target market.

Suggested Approach and Examples

Introduction to the Business' Target Markets

Provide a brief introduction to the business's target markets and how the business identified its top 2 to 3 markets.

Consider the following:

- **Set the scene:** Consider the short overview setting the stage for a detailed exploration of your target markets and how they align with your campaign.
- **Ideal customers:** If your Marketing Plan includes ideal customer templates or avatars, refer to them in the overview.

Name of Target Market: _____Adventure Seekers___

	What stage is the target market in for the business/destination? ***Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.***	**(tick box)** **Primary**
	Target market characteristics ***Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.***	**Demographic** - Adults aged 25–45, often solo travellers, couples, or small groups. - Fitness-conscious, environmentally aware, and eager for active outdoor experiences. **Geographic** - Primarily from metro areas and nearby regional centres. Includes drive markets within a 3–5 hour radius and domestic fly markets seeking nature-based getaways. **Psychographic** - Prioritise active, nature-based experiences and seek destinations that offer unique, immersive, and challenging outdoor activities. Value sustainability, wellness, and local authenticity. **Behavioural** - Plan their trips seasonally, often influenced by weather conditions and event calendars. - Engage with social media, travel blogs, and adventure influencers when researching destinations. - Favour self-guided experiences, eco-friendly accommodation, and multi-day itineraries. **Motivations** - Want to escape city life and reconnect with nature. - Seek less crowded, off-the-beaten-path experiences. - Attracted to outdoor challenges, scenic landscapes, and seasonal exclusivity (e.g., winter hikes, dramatic coastlines, moody forests). **Booking Source**

		- Use online travel platforms, direct bookings with adventure operators, and recommendations from influencers, outdoor communities, and eco-tourism networks.
	How does the campaign aim to meet the expectations of this target market? ***Demonstrate how you have tailored the campaign to the target market.***	- Leverages dramatic winter visuals to showcase the region's untamed landscapes and wild seasonal beauty. - Promotes outdoor adventure itineraries featuring winter hiking, coastal trails, stargazing, and unique seasonal wildlife encounters such as whale migration. - Collaborates with eco-lodges, adventure operators, and experience providers to create tailored winter packages. - Engages outdoor influencers and content creators to authentically share experiences that resonate with this audience. - Encourages midweek and off-peak travel through exclusive seasonal offers and limited-time adventure experiences.
	What research has been undertaken to confirm this campaign will appeal to the target market? ***Describe the research or analysis undertaken to determine that campaign is suitable to the target market and their characteristics.***	**Visitor & Resident Surveys** - Surveys indicate that nature-based experiences rank among the top motivations for travellers visiting the region during winter. - Over 65% of adventure travellers consider seasonal weather conditions when planning trips and prefer destinations offering distinctive winter landscapes and activities. **Google Analytics & Booking Trends** - Significant increase in searches for terms such as "best winter hikes," "coastal trails," and "off-grid stays" during colder months, aligning with the interests of adventure travellers. - Higher engagement on social media for posts featuring dramatic landscapes, outdoor activities, and seasonal wildlife encounters. **Tourism Research Australia Reports**

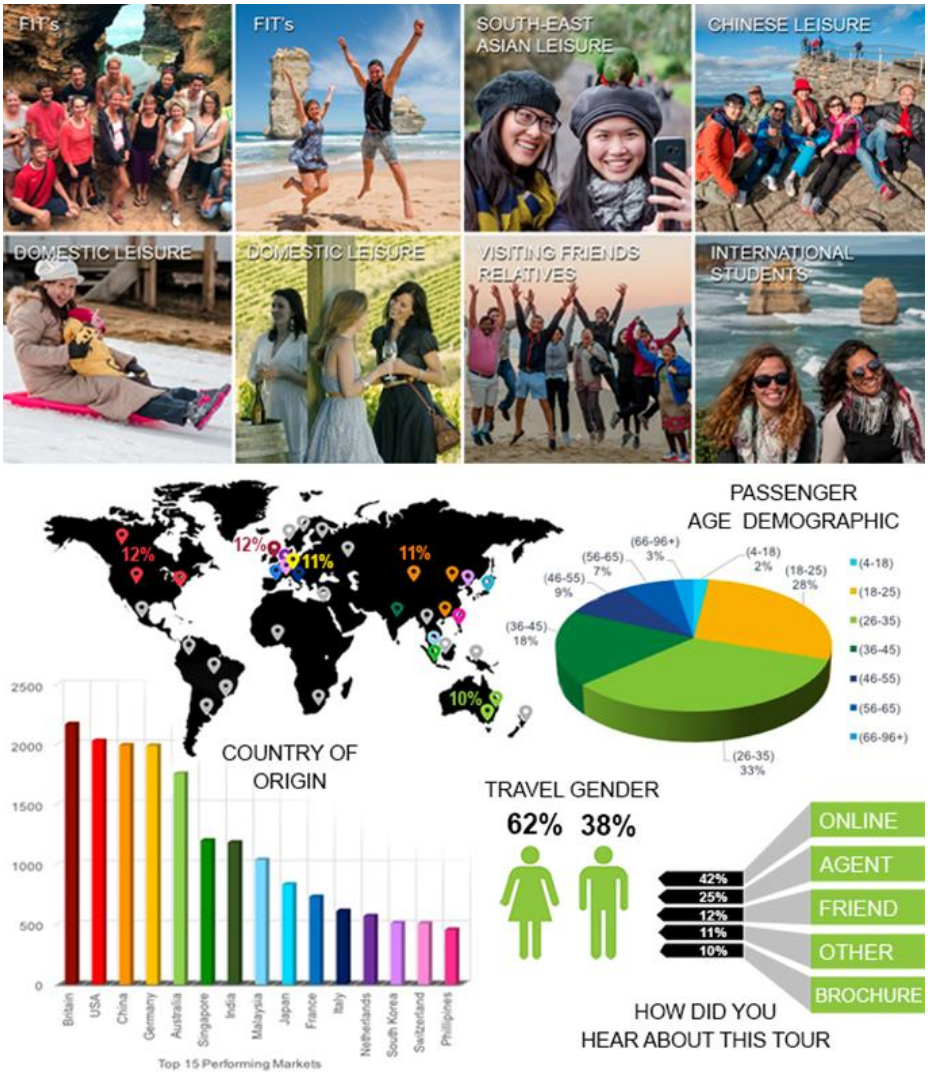
		- National and regional tourism data highlight that the adventure tourism sector continues to grow, with eco-conscious travellers actively seeking sustainable and immersive nature-based experiences. - Adventure travellers spend more per trip compared to leisure tourists, particularly on guided experiences, gear rentals, and boutique eco-accommodation. **Regional Tourism Strategy & Economic Impact Studies** - Adventure and nature-based tourism have been identified as priority growth areas in the region's tourism strategy, with a strong emphasis on off-peak season travel. - Council has committed to enhancing trail networks, promoting adventure festivals, and partnering with eco-tourism operators to support this market.

Supporting Evidence Examples

Provide evidence to support your response. For example:

- *An image of the target market*
- *An infographic e.g. graph, demonstrating the market characteristics*

- Include a visual representation of the target markets, such as an infographic showing key demographics, personas and geographic segments.
- Use pie charts or bar graphs to display visitor origins and demographics, such as the percentage breakdown of guests by location or age group.
- Incorporate graphs or charts from past guest surveys demonstrating preferences, activities, and satisfaction levels during their stay.
- Provide a screenshot or summary infographic of your social media analytics, showing follower demographics or engagement trends.



6.6 Campaign Development & Results

Question 3.1	**10 points**
A Demonstrate the approach to the development of the marketing creative. B. Provide visual evidence to support your answer.	

Provide information on the approach to the development of the marketing creative.

Response Guidance

This is an opportunity to showcase a business's strategic thinking in the creative process.

Consider how the marketing creative was developed to align with business objectives, engage the target audience, and drive results.

This could include:

- *How market research, audience insights, and competitor analysis informed the creative approach.*
- *How the creative concept was developed to reflect the brand identity, values, and key messaging.*
- *If storytelling was a key element, outline how it was crafted to build emotional connections and enhance brand recall.*
- *Detail the involvement of internal teams, agencies, designers, and copywriters in the creative development process.*
- *If co-creation with stakeholders, customers, or local communities played a role, highlight this as a point of difference.*
- *Showcase any unique techniques, visual styles, or messaging strategies that set the creative apart.*

Understanding Question 3.1

This question requires you to demonstrate the approach to developing the campaign's creative direction. It should clearly explain how market research and audience insights informed the campaign's development, ensuring the messaging and creative elements effectively engaged the target audience and aligned with business objectives.

What Judges Are Looking For

- A clear and structured approach to the campaign's creative development.
- Evidence that market research, audience insights, and data-informed creative decisions.
- How the campaign's creative reflects the brand identity and core values.
- Innovative and strategic use of storytelling, visuals, and messaging to drive engagement.
- Collaboration with stakeholders, agencies, or local communities in shaping the creative.

Tips for Crafting Your Answer

- Outline the campaign's creative vision and how it aligns with business and marketing objectives.
- Summarise the key research insights that guided creative decisions (e.g., audience segmentation, competitor analysis, consumer behaviour trends).
- Explain how the creative direction was designed to connect with the target market, enhance brand recall, and drive action.

Suggested Approach and Examples

Overview of the Creative Approach

- Describe how the campaign's messaging, visuals, and themes were developed.
- Explain how market research and audience insights influenced creative decisions.
- Highlight the unique selling proposition (USP) that differentiated the campaign.
- This is your chance to show flair and innovation.
- What were the brand considerations?
    - Brand identity
    - Brand promise/values
    - Brand pillars
- Showcase the campaign's emotional appeal (if storytelling was a key element).

Brand Considerations

Ensure the creative aligns with the brand's identity, voice, and promise. Consider:

- **Brand identity:** How does the campaign reflect and reinforce the brand's personality?
- **Brand promise and values:** Does the creative showcase the brand's commitment to quality, sustainability, or customer experience?
- **Brand pillars:** How do the campaign elements support the brand's core messaging (e.g., adventure, luxury, authenticity, local culture)?

Research-Driven Creative Development

- **Market research & consumer insights:** How was data used to inform design and messaging?
- **Stakeholder involvement:** Were local businesses, influencers, or customers engaged in the creative process?
- **A/B testing or focus groups:** Was the creative concept tested with audiences before launch?

Unique Creative Elements

- **Visual & design strategy:** Any distinctive colour schemes, imagery, or typography?
- **Messaging strategy:** How was language crafted to engage and persuade?
- **Storytelling & narrative:** How did the creative build emotional connections?
- **Innovative approaches:** Was there a unique execution (e.g., VR, AR, interactive video, influencer collaboration)?

Collaboration & Execution

- **Who was involved:** – Internal teams, agencies, designers, and content creators.
- **Co-creation with communities or customers:** Did local voices shape the messaging?
- **Partnerships & influencer marketing:** Were industry partners or key opinion leaders involved?

Consider using a table to outline the approach to content creation, such as the one below.

COLLATERAL	WHO	BRIEF	OUTCOME
Videography	AA Video Productions	Create inspirational/emotive videos of 55+-year-old couple immersing themselves in the region's best natural assets.	- 3 x edits of high-quality video (15 sec, 30 sec & 90 sec) for various platforms

Supporting Evidence Examples

Provide evidence to support your response. For example:

- *An image or video of the marketing creative or tactics*
- *An infographic e.g. budget breakdown in percentages*

- Showcase your different campaign assets and brand.

Question 3.2

A. Provide 3-5 examples of the tactics used to support the overall marketing/campaign objective.
B. Provide visual evidence to support your answer.

EXAMPLE

Campaign/Marketing Activity/Tactic	
Description *Provide an overview of the activity/tactic*	
Tarket Market/s *As per one identified in Q3.1.*	
Brief for development What were they key messages or unique selling proposition this activity/tactic aimed to convey?	
Specific objective/goal of the activity/tactic? Clearly state the primary aim of this activity/tactic.	
Percentage of Budget *Identify the percentage of the campaign budget that was put towards the activity/tactic.*	

Measurement and evaluation methods *Identify the measures that tracked the success of the activity/tactic for your specified target market and what the results were.*	
Results *What were the media, consumer awareness and visitation results?*	

Response Guidance

Provide 3-5 campaign activities/tactic examples.

(?) Description

Provide an overview of the activity/tactic

(?) Tarket Market/s

Identify which of the markets identified in Q2.1. the activity/tactics aimed to reach.

(?) Brief for development

What were they key messages or unique selling proposition this activity/tactic aimed to convey?

(?) Specific objective/goal of the activity/tactic?

Clearly state the primary aim of this activity/tactic.

(?) Percentage of Budget

Identify the percentage of the campaign budget that was put towards the activity/tactic.

(?) Measurement and evaluation

Identify the measures that tracked the success of the activity/tactic for your specified target market.

These should be measurable goals such as engagement rate, website traffic, conversion rate, or return on investment (ROI).

Consider what avenues were used to track the results e.g. website analytics, social media insights, email marketing metrics, paid ad reports, media coverage, search performance etc. and what the key performance indicators were for the activity/tactics success.

(?) Results

Demonstrate how you converted the interest generated from the marketing /campaign into visitation to the region. Compare the results relative to existing visitor numbers to the destination, product/s or experience/s featured.

Where a complete set of results are not yet available, detail what you do know and outline your expectations for success based on what you have seen so far.

Remember, the results should relate back to the objectives and goals of the marketing/campaign outlined in previous questions.

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

The success of a marketing campaign can be measured using different key performance indicators (KPIs) depending on the campaign's objectives. Common measures include:

- *Brand Awareness*
  - *Increase in website traffic*
  - *Growth in social media followers and engagement*
  - *Brand mentions and media coverage*
  - *Search volume for brand-related keywords*
- *Audience Engagement*
  - *Social media likes, comments, shares, and saves*
  - *Video views and watch time*
  - *Email open and click-through rates*
  - *Blog post views and time spent on page*
- *Lead Generation*
  - *Number of new email subscribers*
  - *Sign-ups for webinars, free trials, or downloads*
  - *Cost per lead (CPL)*
  - *Conversion rate of leads to customers*
- *Customer Acquisition & Sales*

    - *Total revenue generated*
    - *Number of new customers acquired*
    - *Customer acquisition cost (CAC)*
    - *E-commerce conversion rate*
- *Return on Investment (ROI)*
    - *Total revenue vs. marketing spend*
    - *Cost per acquisition (CPA)*
    - *Customer lifetime value (CLV) compared to acquisition cost*
- *Customer Retention & Loyalty*
    - *Repeat purchase rate*
    - *Net Promoter Score (NPS)*
    - *Customer churn rate*
    - *Loyalty program engagement*
- *Website Performance*
    - *Bounce rate*
    - *Pages per session*
    - *Average session duration*
    - *Click-through rate (CTR) on landing pages*
- *Paid Advertising Performance*
    - *Cost per click (CPC)*
    - *Return on ad spend (ROAS)*
    - *Ad impressions and click-through rate*
    - *Conversion rate from paid ads*

Understanding Question 3.2.A

This question requires you to demonstrate the approach to developing the campaign's marketing tactics. The rationale behind key marketing tactics and their role in reaching the intended audience.

- How each activity/tactic aligns with the broader campaign objectives to drive tourism growth.
- The strategic distribution of the campaign budget across different tactics.
- How the success of each tactic was measured using specific metrics.

What Judges Are Looking For

- A clear description of each tactic and how it supports the overall marketing objective.
- Alignment with target markets identified in Q2.3.A.
- Key messages and unique selling propositions (USP) conveyed through the tactic.
- Budget allocation to show investment distribution.
- Measurable results with relevant KPIs such as engagement, bookings, and ROI.

Tips for Crafting Your Answer

- **Start with a clear overview:** Explain the campaign's creative direction and how research shaped the messaging and tactics.
- **Be specific:** Detail why particular tactics were chosen and how they resonated with the target market.
- **Show strategic alignment:**– Link each marketing tactic to the campaign's goals and overall tourism strategy.

Suggested Approach and Examples

Example

Campaign/Marketing Activity/Tactic	High-Impact Video Series – "Winter in the Wild"
Description *Provide an overview of the activity/tactic*	A visually immersive video campaign showcasing the region's dramatic winter landscapes, outdoor adventures, and unique seasonal experiences. The series featured short, high-energy clips for social media and longer storytelling videos for digital advertising and YouTube.
Tarket Market/s *As per one identified in Q3.1.*	Adventure Seekers
Brief for development What were they key messages or unique selling proposition this activity/tactic aimed to convey?	**Key Messages:** Winter isn't a time to retreat indoors—it's a time to embrace the elements and experience the region's untamed beauty. **USP**: The campaign positioned the region as an adventure destination for winter travel, differentiating it from traditional cold-weather escapes that focus on relaxation.
Specific objective/goal of the activity/tactic? Clearly state the primary aim of this activity/tactic.	**Increase off-peak visitation by 15% between June and August** by using emotive and exciting videos to showcase winter activities such as hiking, coastal walks, stargazing, and seasonal wildlife encounters. The campaign aimed to achieve:

	- Generate 2 million video views across social media and digital platforms - 10% increase in website traffic to the campaign landing page compared to the previous winter. - 5% click-through rate to the campaign landing page - 20% increase in social media engagement (likes, shares, comments) from the target audience.
Percentage of Budget *Identify the percentage of the campaign budget that was put towards the activity/tactic.*	**40%** – As a core campaign element, the video series accounted for a large portion of the budget, covering production, influencer collaborations, and paid distribution.
Measurement and evaluation *Identify the measures that tracked the success of the activity/tactic for your specified target market.*	- **Engagement metrics:** Social media views, shares, comments, and watch time. - **Website traffic:** Click-through rates from video ads to the campaign landing page. - **Bookings:** Measured increase in adventure experience bookings during the campaign period. - **Audience reach:** Tracked impressions and engagement from the targeted adventure traveller segment.
Results *What were the media, consumer awareness and visitation results?*	- **2.3 million video views** across social media and digital platforms. - **12% increase in website traffic** to the campaign landing page (**above the 10% goal**). - **5.8% click-through rate (CTR)** from video ads to the campaign landing page. - **24% increase in social media engagement** (likes, shares, and comments) from the target audience. - **15% increase in off-peak visitation** between June and August (directly meeting the core campaign objective).

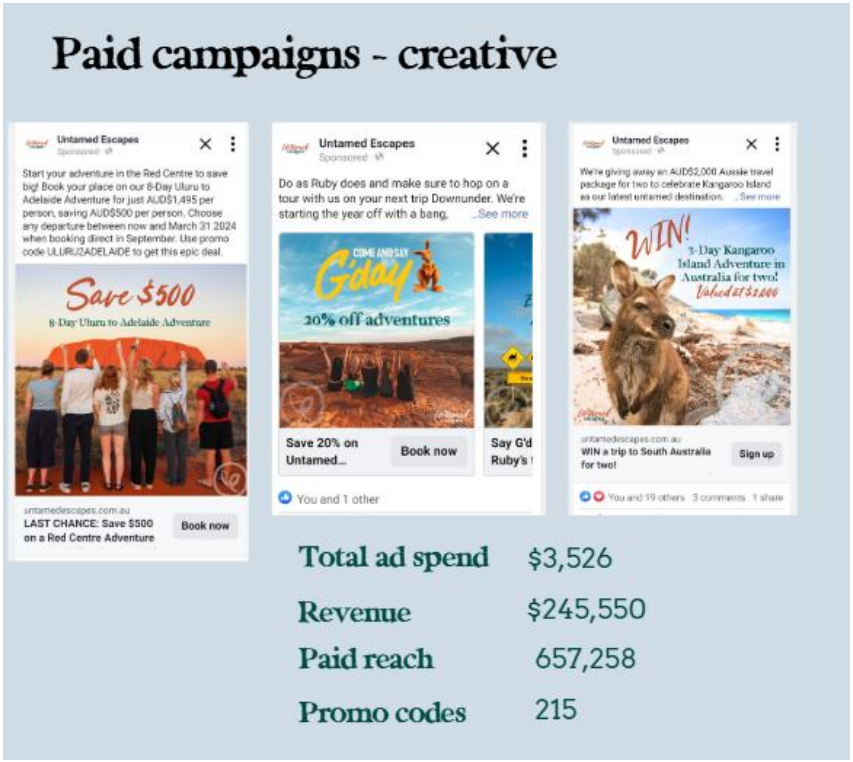
	Additional Impact: - **18% increase in adventure experience bookings** during the campaign period, showing conversion success. - **Earned media coverage valued at $350,000**, with travel influencers and outdoor publications amplifying the campaign reach.

Supporting Evidence Examples

Provide evidence to support your response. For example:

- *An image or video of the marketing creative or tactics*
- *An infographic e.g. budget breakdown in percentages*

- Visually showcase your innovative marketing tactics
- Create a collage of your brand's collateral and how this was used in various communications.
- Include screenshots of social media posts, EDMs, and campaign collateral or communications.



TOP TIP

Ensure your supporting images provide clear evidence of strategies and outcomes. For example, don't rely solely on a screenshot of increased website traffic—include the data explicitly and contextualise it within your written response. When creating infographics, focus on clarity and readability; avoid overcrowding with too much information.

Question 3.3

A. How does the marketing campaign integrate with the local, regional, or state tourism industry to stimulate economic activity?
B. Provide visual evidence to support your answer.

Destination:	Select one - Local, Regional, State
How does the marketing campaign support the profile and appeal of the destination?	
How does the marketing campaign align with destination tourism strategies?	
How does the marketing campaign stimulate economic activity for the destination?	

Response Guidance

(?) Profile and appeal of Destination

Provide examples of the positive impact the marketing campaign has on the destination's appeal to visitors.

(?) Alignment with Destination Strategies

Provide an insight into how the marketing campaign supports and aligns with destination tourism strategies e.g., local government economic development plans.

(?) Economic Activity

Use measurable data from the qualifying period to demonstrate how the marketing/campaign has contributed to the destination's economy.

Consider, for example, an increase in visitor numbers, economic spend, awareness, job creation, new skills learned by the locals and permanent infrastructure that is a positive for the local community.

Understanding Question 3.3

This question focuses on how your marketing campaign aligns with local, regional, or state tourism strategies to create a consistent and compelling visitor experience while stimulating economic activity. Your response should highlight collaboration with tourism stakeholders, strategic messaging alignment, and measurable economic contributions.

What Judges Are Looking For

- Clear alignment between the campaign and broader tourism strategies at the local, regional, or state level.
- Examples of collaboration with destination marketing organisations (DMOs), tourism operators, and government bodies.
- Demonstrated economic impact, such as increased visitation, tourism spending, or business growth.

Tips for Crafting Your Answer

- **Brand alignment:** Clearly outline your region's core tourism themes (e.g., nature-based adventure, food and wine, cultural heritage) and explain how your campaign supports them.
- **Collaborative approach:** Describe how you partner with DMOs, local councils, and tourism operators to strengthen marketing efforts.
- **Back it up:** Use measurable results such as visitor growth, increased digital engagement, booking trends, or economic impact studies.
- **Consistent messaging:** Show how the campaign reinforced the region's broader tourism identity through branding, storytelling, and visuals.

Suggested Approach and Examples

Opening Summary

Begin with an overview of your approach to destination marketing alignment. Explain how your campaign strategy ensured a seamless visitor experience by promoting the same key themes, branding, and messaging as your regional tourism body.

Example

Destination:	Select one - Local, Regional, State
How does the marketing campaign support the profile and appeal of the destination?	- Positioned the region as a premier adventure destination for off-peak travel. - Highlighted dramatic winter landscapes, seasonal wildlife, and immersive experiences to attract visitors. - Used high-impact video storytelling, influencer partnerships, and user-generated content to enhance engagement. - Reinforced the region's identity as a must-visit location for outdoor enthusiasts. - Expanded visitor perceptions by promoting winter travel, shifting focus from summer-only tourism. - Utilised targeted digital advertising and social media engagement to increase awareness and attract new visitor segments.
How does the marketing campaign align with destination tourism strategies?	The campaign directly supported the Regional Tourism Growth Strategy 20XX, which prioritises: - Off-peak visitation growth – The campaign promoted winter activities to drive demand outside of peak season. - Adventure and nature-based tourism – Content featured hiking, stargazing, and wildlife encounters, aligning with the region's focus on eco-tourism. - Collaboration with local operators – The campaign integrated local businesses into marketing efforts, featuring adventure tour providers, boutique accommodations, and regional food experiences. - Sustainability objectives – Messaging emphasised low-impact travel and responsible tourism, aligning with the state's eco-tourism goals.
How does the marketing campaign stimulate economic activity for the destination?	The campaign delivered measurable economic benefits, including: - 15% increase in off-peak visitation (June–August), directly supporting local businesses. - $4.2 million in additional visitor spending, benefiting accommodation, hospitality, and tour operators. - 8% growth in adventure tour bookings, boosting revenue for experience providers.

	- Higher engagement with local operators, with 25+ businesses participating in promotions, resulting in increased cross-promotion and sales.

Supporting Evidence Examples

Provide evidence to support your response. For example:

- *Destination images demonstrating*
- *An infographic e.g. graph demonstrating economic activity such as job creation*

- Charts showing growth in visitation and demographic shifts.
- Figures on increased tourism spending, job creation, or business participation.
- Feedback from local businesses, DMOs, or tourism operators on the campaign's impact.

6.7 Final Remarks

Question 6	**0 points**
In 100 words or less, provide any final remarks as to why the business should be considered as a winner in its chosen category.	

Response Guidance
Make this a personal response to close out the submission

This is your final opportunity to connect emotionally with the judges and demonstrate why your business is worthy of winning an award. Judges seek a personal, authentic response that conveys why your business stands out in the chosen category.

Consider the following:

- **Use an emotional hook:** Share a memorable story or insight that resonates emotionally with the judges and helps your submission stand out.
- **Be personal:** Write sincerely and passionately to convey your dedication to your business and its values.
- **Stay on point:** Summarise your submission with one or two key points. Avoid including too much information.

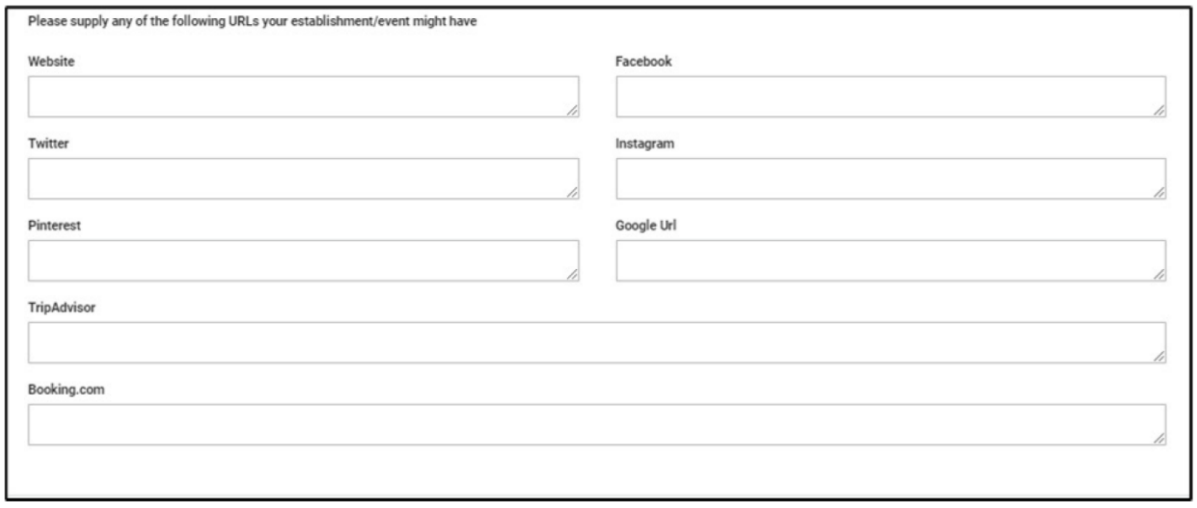
- **Be specific:** Mention specific achievements, initiatives, or values that set your business apart.
- **Keep it concise:** Stick to the 100-word limit and use every word purposefully.

EXAMPLE
We believe travel isn't just about reaching a destination—it's about experiencing it in a way that stays with you forever. Our campaign was more than marketing; it was an invitation to explore, connect, and rediscover the magic of our region. By leveraging powerful storytelling, seamless digital experiences, and strategic industry partnerships, we inspired travellers to go beyond the ordinary and immerse themselves in the heart of our region. This campaign not only drove bookings but strengthened our role as a trusted voice in travel—one that brings people closer to the places, experiences, and moments that truly matter.

SECTION 7. NEARLY THERE – BEFORE YOU SUBMIT

Check the below are correct before you submit your entry for this year's Tourism Awards:

- Nomination Details – Name of establishment/ event/ campaign
- Web/social media URL links
- **Establishment/ Event/ Campaign name**
  - Review the name you have added under the establishment/event/campaign field.
  - **Important**: The name entered in this field will be the name used in the printed program, in announcements, trophies, certificates, etc.
- **Web/social media URL links**
  - The below links are used by judges to conduct the online review component of your entry.



- Images
    - Images within your submission are **clear and legible** – the way you see your images in the portal will be the same for the judges. If the image is not clear for you, or if you can't read the content within the image (in case of charts, infographics, etc.), judges won't either.
    - Have been uploaded under the correct question – under each question, you will see an upload button for images (see marked in red below). Ensure the images uploaded in each are correct and relevant to that question.
    - Have captions up to 10 words.

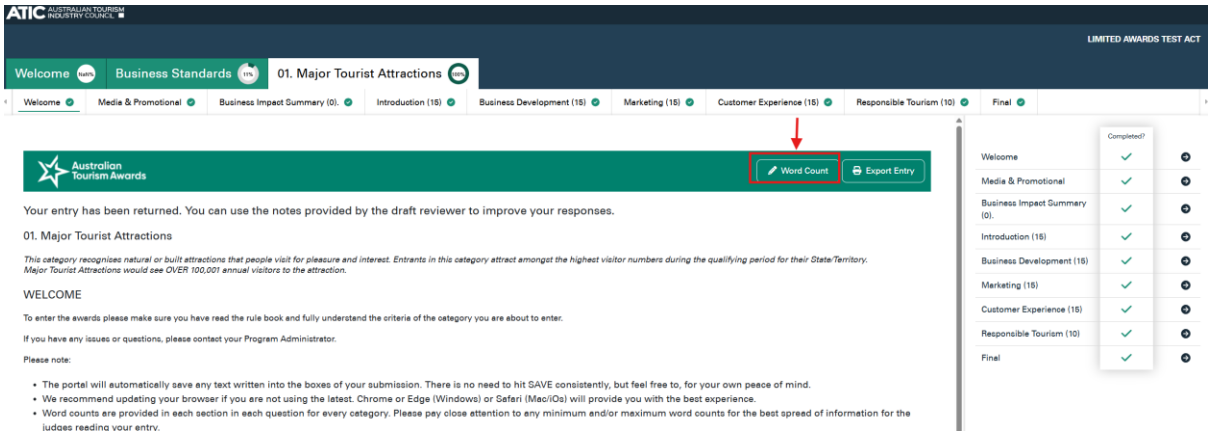
Word count & images allowance

Minimum of 4000 words, maximum of 7500 words.

30 images

Check your word count and images to ensure you are not over the limit – refer to the screenshot below to see where you can review these.

- The portal won't allow you to submit your entry if you are over the limit.



Grammar and spelling

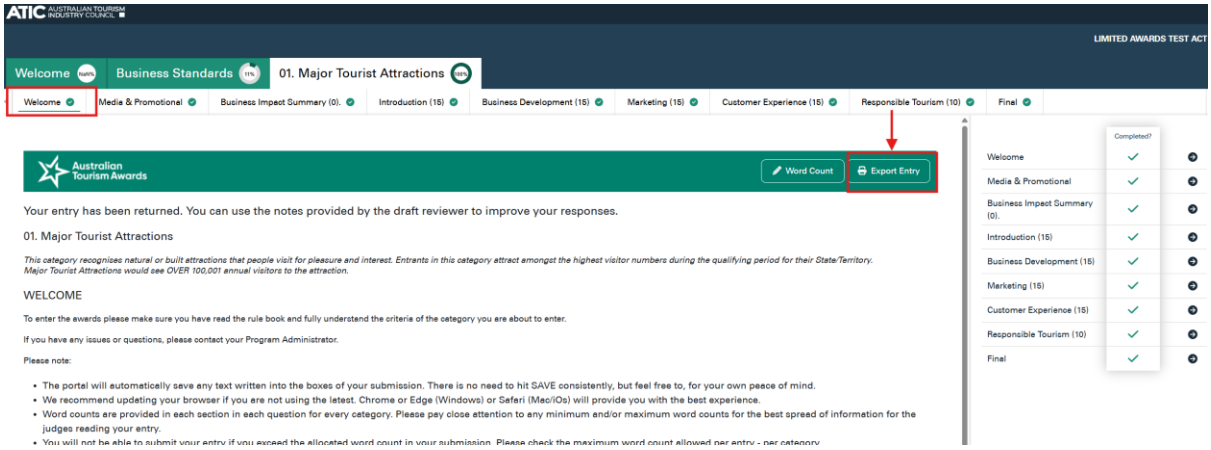
Judges expect a professionally written submission free from errors. What can help:

Consider downloading Grammarly – it's a free app and will help you with spelling and grammar.

Get someone to proof-read your submission before the deadline. When we are too involved in preparing a submission, it's hard to pick up these mistakes so an external person always helps.

Download a copy of your submission

Export and save a copy of your submission for your own record – see marked in red below. Please note this will only export the written answers (not the images).



SECTION 8. ALL DONE – WHAT NOW?

It's time to book your tickets for the Gala Ceremony!

The Gala Ceremony is a premier event in the industry calendar, attended by approx. 800 professionals from across the state. It's a great event to bring your staff so you can celebrate all you have achieved together while enjoying great food and entertainment.

Event information

Date: Saturday, 8 November 2025 **Time**: 5.30pm – 11.30pm **Location**: Crown Perth

Ticket sales will open in September. Keep an eye on our events page.