



Perth Airport 
Western Australian
Tourism Awards



Australian
Tourism Awards

27. EXCELLENCE IN LOCAL GOVERNMENT TOURISM

CATEGORY QUESTIONS

Sponsored by

VANGUARD
MEDIA GROUP

DESCRIPTOR

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

WORD COUNT

Word Count: 4,000 – 7,500

IMAGE COUNT

Maximum 30 images.

SCORE SUMMARY

Submission Score 60

TOTAL 60

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS

10 POINTS

- Question 1.1

(10 points)

SECTION 2. EXCELLENCE IN LOCAL TOURISM DEVELOPMENT

10 POINTS

- Question 2.1

(10 points)

SECTION 3. EXCELLENCE IN MARKETING

15 POINTS

- Question 3.1
- Question 3.2.

(5 points)

(10 points)

SECTION 4. EXCELLENCE IN VISITOR EXPERIENCE

15 POINTS

- Question 4.1
- Question 4.2

(10 points)

(5 points)

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES

10 POINTS

- Question 5.1

(10 points)

SECTION 6. FINAL REMARKS

- Final Remarks

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF LOCAL GOVERNMENT

- Question 1.1 A. Provide an overview of the Local Government Authority's tourism department.
 B. Provide visual evidence to support your answer.

SECTION 2. EXCELLENCE IN LOCAL TOURISM DEVELOPMENT

- Question 2.1 A. What improvements have been made to improve your LGA/destination's tourism offering and/or support or collaborate with tourism businesses during the qualifying period?
 B. Provide visual evidence to support your answer.

SECTION 3. EXCELLENCE IN MARKETING

- Question 3.1 A. Provide an overview of the LGA/destination's target markets.
 B. Provide visual evidence to support your answer.
- Question 3.2 A. Provide 3-5 examples of marketing strategies the LGA implemented during the qualifying period, along with their outcomes.
 B. Provide visual evidence to support your answer.

SECTION 4. EXCELLENCE IN VISITOR EXPERIENCE

- Question 4.1 A. What initiatives has the business put in place during the qualifying period to deliver quality experiences throughout the visitor journey?
 B. Provide visual evidence to support your answer.
- Question 4.2 A. How has the LGA/destination made improvements to be more inclusive throughout the qualifying period?
 B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS

- Question 5.1 A. What efforts have been made in the qualifying period towards responsible and sustainable business practices in the LGA/destination?
 B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks

RESPONSE GUIDE

SECTION 1. OVERVIEW OF LOCAL GOVERNMENT

10 POINTS

Question 1.1

10 points

Question 1.1.A Provide an overview of the Local Government Authority’s tourism department.

(text box response)

Response Guidance

Explain how your tourism department is structured, e.g. where it sits within the organisation, staff, geographical area it looks after, etc., and what percentage of the shire budget it has.

Describe how tourism is recognised in your organisation’s vision, mission and strategies. Stick to an overview of your commitment to tourism, whether it is part of the Council’s Plans and community vision, whether there is a Visitor Economy/Tourism Strategy, etc. The details of your strategies will be covered later.

Briefly cover any tourism products or services that are owned/operated by the Local Government Authority.

Remember the focus is on tourism. In this question, the judges and auditors should gain an understanding of how you fit into the category.

Question 1.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>

LOCAL GOVERNMENT AWARD FOR TOURISM

		Attachment
		Attachment

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, destination etc.*
- *Map of location of Local Government Authority.*

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

SECTION 2. EXCELLENCE IN LOCAL TOURISM DEVELOPMENT	10 POINTS
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Question 2.1	10 points
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Question 2.1.A What improvements have been implemented to strengthen your LGA/destination’s tourism offering or strategy, OR how have you supported or collaborated with tourism businesses during the qualifying period?

Provide a short overview of the LGA’s approach to developing the local tourism industry.

EXAMPLE

Improvement 1:

 What improvements have been implemented to strengthen your LGA/destination’s tourism offering or strategy, or how have you supported or collaborated with tourism businesses during the qualifying period? *Keep this response to one sentence, providing a basic introduction only.*

Describe the Improvement:

Provide further detail on the improvement.

Rationale:

What were the reasons for implementing this improvement?

	<p>Specific Goals: <i>What specific goals did the LGA aim to achieve with this improvement?</i></p>
	<p>Outcomes: <i>What were the measurable results of these changes?</i></p>

Response Guidance

Provide between 3-5 examples.

The response to this question can include examples relating to:

- *Improvements to tourism strategy*
- *Product development*
- *Initiatives to support or collaborate with tourism businesses*

(?) Tourism Strategy

If you have made any improvements to your tourism strategy, provide a clear explanation of the change and why it was made. Examples could include:

- *Developing a new brand identity for the region to enhance recognition and appeal.*
- *Promoting local arts, food, or music festivals to attract diverse audiences.*
- *Adding accessibility and inclusion as a key pillar of the Council's Tourism Strategy.*
- *Creating a new Agritourism Strategy for municipality.*

(?) Product Development

This question seeks to understand how you have improved your region's tourism offering within the qualifying period. "Product offering" generally refers to the products, services and experiences a LGA or destination offers its visitors.

Some examples of improvements include;

- *Technology (developed a mobile app to improve the visitor experience, introduced AI chatbots to assist in visitor enquiries etc.)*
- *Product packaging (e.g. establishing partnerships between local businesses to create bundled experiences.)*

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- *Infrastructure (upgraded or introduced new facilities, expanded visitor information centres, enhanced public transport links to key tourism experiences, upgraded signage and wayfinding, etc.)*
- *Experiences (upgraded or introduced new experiences e.g. new cultural or heritage trails, developing ecotourism experiences, launching or expanding events, etc.)*

Note: this is not a complete list but does provide some examples for consideration.

(?) Support or Collaboration

Describe the actions your organisation has undertaken to support and develop tourism in your area. Demonstrate how these link to the LGA's strategic goals and identified needs of both visitors and businesses.

How has the organisation been actively involved with and contributed to the tourism industry locally, regionally and nationally? Consider, for instance:

- o Your relationship and support of tourism associations, committees, local tourism businesses, the State Tourism Organisation, Regional Tourism Board, etc.*
- o Do you work with neighbouring councils in tourism development and marketing?*
- o What contribution does the organisation make towards the provision of visitor information services?*

(?) Rationale

Provide the judge with a clear understanding of why the improvement was made to meet the needs of your visitors. Consider what processes (consider consultation, engagement and monitoring) you have in place to:

- Identify and meet the needs of those visiting or passing through your region?
- Identify and meet the needs of tourism operators in your region?
- Judges are looking to understand what prompted each of the improvements, e.g.: external research that was considered, visitors surveyed, etc.
- Explain how it aligns with the Council's strategy for tourism development

Note: this is not a complete list but does provide some examples for consideration.

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Consider how the improvement aligns with the vision or values of the LGA as identified in Q1.

(?) Specific Goals

Provide the judge with the specific goals that the LGA aimed to achieve with the improvement.

Some examples of specific goals could be:

- Increase visitation to the region/destination by 10%.
- Improve workflow efficiency by 30%.

(?) Outcomes

What were the measurable results of these changes?

Provide measurable results that demonstrate to the judges the outcomes of the improvement. If the outcomes are still pending, provide what data is available and what the forecasted results may be.

Consider what learnings were made during this process, particularly if intended outcomes were not achieved.

Question 2.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Provide evidence to support your response. For example:

- An image of the improvement
- A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)
- Before and after images of works
- An infographic e.g. graph, demonstrating the outcomes.

SECTION 3. EXCELLENCE IN MARKETING **15 POINTS**

Question 3.1 **5 points**

3.1.A Provide an overview of the LGA/destination’s target markets.

Provide a brief introduction to the LGA or destination’s target markets and how the top 2 to 3 markets were identified.

EXAMPLE

Name of Target Market:	

<p>What stage is the target market in for the LGA/destination? <i>Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.</i></p>	(tick box)
<p>Target market characteristics <i>Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.</i></p>	
<p>How does the LGA/destination meet the expectations of this target market? <i>Demonstrate how you have tailored the destination to the target market.</i></p>	
<p>What research have you undertaken to confirm this target market is right for the destination? <i>Describe the research or analysis undertaken to determine that this target market and their characteristics are suitable to the destination.</i></p>	

Response Guidance

Provide between 2-3 markets.

A **target market** is a specific group of potential customers that a destination 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 LGA/destination 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 LGA/destination's understanding of the target market's needs, preferences, and behaviours, and how the LGA/destination has tailored its products, services or experiences to meet these needs.

(?) Research

Outline how the LGA has determined that this target market is suitable for the destination. What research was undertaken, and what was concluded from this research.

3.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment

LOCAL GOVERNMENT AWARD FOR TOURISM

		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Provide evidence to support your response. For example:

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

Question 3.2. **10 points**

Question 3.2.A Provide 3-5 examples of marketing strategies the LGA implemented during the qualifying period, along with their outcomes.

Provide a short overview of the approach towards developing marketing strategies.

EXAMPLE

Marketing Strategy 1:

What was the marketing strategy? E.g. was it a campaign, an exhibition, an event, a partnership, or other marketing initiative?

Objective:	<i>Provide quantifiable objectives for the strategy.</i>
Target Market:	<i>As per market/s identified in Q3.1</i>
Concept:	<i>Provide greater detail of the strategy.</i>
Rationale and Research:	<i>Describe the research and analysis undertaken to determine that this strategy will achieve the objectives and reach the intended target market.</i>
Activity/Tactics:	<i>Describe the activities or tactics used in the strategy.</i>

<p>How does this strategy align with local, regional or state destination/marketing plans?</p>	<p><i>Detail how the local, regional or state destination/marketing plans were considered in the development of the strategy.</i></p>
<p>What were the outcomes</p>	<p><i>E.g. an increase to website traffic by 21% which generated an increase in online bookings by 30%</i></p>

Response Guidance

Provide between 3-5 examples.

It is recommended that you include examples that differ to any of the improvements you have included in Q2.1.

(?) Objectives

Provide details on the LGA’s marketing objective.

Objectives or goals can include, but are not limited to:

- Improve brand awareness*
- Increase sales*
- Higher number of leads*
- Attract new customers*
- Improve customer retention*
- Increase online engagement*
- Expand into new markets*
- Optimise ROI*
- Highlight new features/experiences*

Be sure to provide some quantifiable objectives e.g. increase leads from website by 10%.

(?) Target Market

Be sure to align this to one or more of the markets identified in Q3.1.

(?) Concept

This is where you can provide an overview of the strategy outlining its key highlights.

For example:

- *A digital campaign to highlight the unique selling proposition of the business*
- *A PR campaign to highlight how the destination fulfils specific visitor needs*
- *Improved website content to create an emotional connection with visitors*
- *Targeted email campaign conveying key ethics/commitments e.g. sustainability or accessibility*
- *Social campaign demonstrating how the destination aligns with target markets values, preferences etc.*

(?) Rationale

Why did the LGA execute this strategy?

And what research was used to support the development of this strategy, e.g. visitor feedback, ticket sales, digital analytics etc.

(?) Activity/Tactics

Describe the activities or tactics used in the strategy

Different channels can include, but are not limited to:

- *Digital Advertising*
- *Emails*
- *Events*
- *Influencer marketing*
- *Search Engine Optimisation*
- *Social Media*
- *Traditional Marketing*
- *Trade activities*

(?) Align with local, regional or state destination/marketing plans

Demonstrate how the activity aligns with local, regional or state destination/marketing plans.

(?) Outcomes

Provide measurable results that demonstrate to the judge the outcome of the strategies.

Consider what learnings were made during this process, particularly if intended outcomes were not achieved.

Be sure these results relate back to your specific objectives.

3.2.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Provide visual evidence demonstrating the marketing activity.

Videos can be included, however do not produce a video for the specific purpose to respond to this question, it must have been produced as part of the activity.

Examples of images/video evidence can include:

- *Instagram Reel*
- *TikTok*
- *Video segment on TV*
- *TV Commercial*

SECTION 4. EXCELLENCE IN VISITOR EXPERIENCE 15 POINTS

Question 4.1. 10 points

Question 4.1.A What initiatives has the LGA put in place during the qualifying period to deliver quality experiences throughout the visitor journey?

Provide a brief overview of the LGA’s visitor experience philosophy.

EXAMPLE

Visitor Experience Initiative 1.	
Describe the initiative that enhances the visitor experience:	
At what stage of the visitor journey does this impact? <i>(Pre, During, Post, All)</i>	(checkbox with multiple choice option)
What influenced the development of this initiative?	
What investment has been made in this aspect of the visitor experience?	
What outcomes have come from this initiative?	

Response Guidance

Provide the top 3 - 5 examples.

Focus on the initiatives that have specifically related to visitor experience and provide examples that have not been included in question 2.1.

Ensure that you include activity that is new in the qualifying period.

This could include, but is not limited to:

- *Staff training and development*
- *Visitor Welcome Programs, e.g. meet and greet ambassadors at main station*
- *Tourism Accreditation – recognising and highlighting businesses that provide exceptional visitor experiences*

(?) Describe the initiative

Consider the various touchpoints of visitor engagement and how these have been enhanced, specifically for the customer experience.

(?) Stage of the visitor journey

Specify at what point the initiative takes place within the visitor journey – pre, during, post or at all points.

(?) Influence of Initiative

Consider why the LGA focused on improving this specific visitor experience.

This could be, but is not limited to examples such as:

- *Visitor feedback*
- *Staff input*
- *Competitive landscape*
- *Data/survey insights*
- *Shift in customer demands or expectations*

(?) Investment

Consider all resources put towards the initiative. This could be financial, time investment in staff, technologies, supply chain etc.

(?) Outcomes

Provide examples of what outcomes were achieved as a result of the initiative. For example, increased online ratings by XX%, return visitation etc.

You could include testimonials here to demonstrate an improved visitor experience.

4.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Response Guidance

This is where you can include images to support your answer in Q4.1.A Examples of the type of evidence you could include are:

- *Staff initiatives*

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- *Visitor experiences initiatives in place*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*

Question 4.2.

5 points

Question 4.2.A How has the LGA/destination made improvements to be more inclusive throughout the qualifying period?

(text box response)

Response Guidance

Demonstrate how the LGA/destination has actively considered, and where able, met the needs of a diverse community. This could include:

- *Staff training*
- *Management and leadership*
- *Business policy making*
- *Improved/modified systems/operations/facilities*

Demonstrate how the LGA has analysed its target markets and identified any specific requirements that may need to be considered for these guests.

4.2.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Response Guidance

This is where you can include images to support your answer in Q4.2.A Examples of the type of evidence you can include are:

- Inclusive initiatives in place
- A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES 10 POINTS

Question 5.1. 10 points

Question 5.1.A What efforts have been made in the qualifying period towards responsible and sustainable business practices in the LGA/destination?

Provide an overview of the LGA's philosophy on responsible and sustainable tourism.

EXAMPLE

	Select the type of activity	(drop down list)
Cultural		
	Provide an example of how the LGA supports the engagement and representation of culture. <i>(E.g. Aboriginal and Torres Strait Islander people, heritage, religion.)</i>	What were the outcomes? <i>(E.g. increased employment opportunities for local indigenous community, greater visitor satisfaction in authentic storytelling.)</i>
Example 1.		
Environmental		

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	<p>Provide an example of how the LGA minimises its impact on the environment. <i>(E.g. water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, refuse initiatives, noise cancellation, wildlife destruction/interruption measures in place, participation in programs such as the Tourism Emissions Reduction Program.)</i></p>	<p>What were the outcomes? <i>(E.g. the amounts saved/reduced in comparison to the previous year (or multiple years if you have good records.)</i></p>
Example 1.		
Social/Community		
	<p>Provide an example of how the LGA contributes to or benefits the local community. <i>(E.g., supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, supporting local talent, school education and involvement, work experience, support of community fundraising.)</i></p>	<p>What were the outcomes? <i>(E.g. the number of local people employed, the number of groups supported etc.)</i></p>
Example 1.		
Economic		
	<p>Provide an example of how the LGA supports the local economy. <i>(E.g., local purchasing, creating job opportunities, promotion of local businesses, support of community funding initiatives, understanding of spend by the business customers to the region/community.)</i></p>	<p>What were the outcomes? <i>(E.g. 75% of all our expenses were spent in a particular region.)</i></p>
Example 1.		

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Ethical		
	Provide an example of how the LGA acts ethically throughout its development. (E.g., through animal welfare, restoration, procurement, inclusivity, human slavery etc.)	What were the outcomes? (E.g. The number of online reviews that have improved.)
Example 1.		

Response Guidance

Please provide 2 to 5 examples.

This is an opportunity to offer deeper insight into how the LGA is achieving excellence in both operations and tourism.

Try to include examples that have not already been identified in previous answers.

Entrants are encouraged to provide a response across all areas. However, it is essential to focus on strengths to effectively showcase unique capabilities and achievements.

5.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Response Guidance

This is where you can include images to support your answer in Q5.1.A Examples of the type of evidence you can include are:

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- *Images of visitor participation in cultural programs*
- *Visuals of signage, flyers etc. demonstrating cultural contribution*
- *Images of participation in volunteering activities, community events or other local economic initiatives*
- *Images of water stations, upcycled materials, zero-waste kitchens and other environmentally friendly initiatives*

SECTION 6. FINAL REMARKS

0 POINTS

In 100 words or less, provide any final remarks as to why the LGA should be considered as a winner in its chosen category.

(text box)

Response Guidance

Make this a personal response to close out the submission.