



## EXCELLENCE IN LOCAL GOVERNMENT AWARD FOR TOURISM

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

### **COVID-19 Impacts (0 marks)**

**Please provide the judges with an understanding of your organisational situation resulting from national and world events during the qualifying period. E.g., COVID-19, natural disasters (fire).**

*NOTE: These responses do not contribute to your overall score but provide a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your story in your written submission.*

*Q.1 Outline the overall impact of national and world events on your organisation and the local tourism industry during the second half of the qualifying period (1 July 2020 – 30 June 2021).*

*Q.2 Describe how these restrictions impacted your organisation and the local tourism industry e.g., gatherings.*

*Q.3 Describe the impact of travel restrictions on your organisation and the local tourism industry e.g., border closures.*

### **1. Introduction (25 marks)**

**A. Please provide an overview of your Local Government Area, including the key tourism attractions, experiences and services that attract visitors to your area. How does your Local Government Authority demonstrate tourism excellence? 25 marks**

#### *Response Guidance*

*Tell the story of your Local Government Area, including the history and population, and give the judge insight into the attractions, experiences, and services on offer. Remember that this is a tourism award, so focus on these aspects from a tourism perspective.*

*Your response should highlight your points of difference/what makes you different/special. Specify amenities, products, services, events, or facilities delivered or supported by the Local Government Authority that enhance visitor satisfaction.*

*This is where the judges (and auditors) will gain an understanding of how you fit into the category; therefore, it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.*

*Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your organisation and how the organisation has been actively involved with and contributed to the tourism industry (locally, regionally, and nationally, where applicable).*

*Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.*

*Use graphics to support and enhance your response. For example, a map of your Local Government boundaries and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.*

## **2. Business Development (25 marks)**

**A. During the qualifying period, how have you adapted your tourism strategy and/or tourism development plan to improve your tourism facilities and services and/or to provide business recovery/resilience in the wake of national and world events during the qualifying period? 25 marks**

### *Response Guidance*

*Consider what strategies, innovations and/or developments you have introduced, implemented, or updated in the qualifying period. The response should demonstrate why the strategy/innovation/development was implemented and how it enhanced the visitor experience, or how it supported business endurance. The judges will be looking for an understanding of what prompted the innovation/development/improvement.*

*An enhancement could include, for example, a new experience, event or facility, or how you have diversified your tourism experiences and/or sought alternative ways for delivery of these experiences. You could also consider what environmental/social/economic/ethical initiatives or achievements were made during the qualifying period.*

*Provide information on your approach to tourism, your involvement in the industry and support of and involvement with local tourism bodies.*

*An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation/development/improvement and how they align with your organisation's main goals and strategies.*

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

### **3. Marketing (25 marks)**

**A. What marketing strategies did you implement to attract or maintain existing or new target markets during the qualifying period? Why were these strategies chosen and what was the result? 25 marks**

#### *Response Guidance*

*This question is looking for a clear understanding of your marketing strategy and how you are marketing to your target market.*

*You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market. Consider for example, who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your organisation meets their expectations. Identify how the target market/s are right for your local area.*

*You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example, social media, digital or interactive advertising, apps, tactical or paid advertising campaigns, relationship marketing and co-operative marketing, for example.*

*Ensure you outline why these marketing strategies were selected by aligning them with your target markets attributes as well as, where able, local, regional, or state marketing plans. It is important that the judge understands why the strategies were developed.*

*Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings, and visitor numbers, for example.*

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

### **4. Customer Experience (25 marks)**

**A. How do you provide quality visitor experiences and demonstrate inclusive practices? 25 marks**

#### *Response Guidance*

*This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey. Consider how the organisation contributes to visitor information services, such as through supporting or delivering a visitor information centre or other local services for visitors.*

*For those organisations and local industries that had significant disruption during this specific qualifying period you should consider how you provided quality customer experiences in the alternatives ways in which you operated, such as how you communicated to visitors during changing restrictions, kept visitors informed during closures, etc.*

*Outline how you are committed to quality customer service throughout all areas of the organisation involved in delivering visitor servicing. This could include staff training, service principles and policies, staff reward systems, etc. Consider all points of customer engagement e.g., email, phone, guest greetings/welcome and interaction during and after the experience.*

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

*Consider how you actively encourage feedback and how feedback is used to improve the visitor experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.*

*As a part of your delivery of quality visitor experiences you need to demonstrate how you consider visitors' special and specific needs and recognise the needs of a diverse community. This can include, but is not limited to, cultural, language, physical, intellectual, dietary, and other specific needs e.g., groups, special interest, LGBTQ, etc.*

*Provide examples of how you catered for customers with specific needs, explain the outcome or successes. A case study would be beneficial here.*

*Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.*

Submission Score – 100 marks

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