



### 2024 7NEWS Top Tourism Town Awards

The 7NEWS Top Tourism Town Awards recognises and rewards towns in Western Australia which demonstrate a strong commitment to encouraging tourism and increasing visitation to the destination.

#### Categories

- 7NEWS Top Tourism Town Award – population over 5,000 people
- 7NEWS Small Tourism Town Award – population between 1,500 and 5,000 people
- 7NEWS Tiny Tourism Town Award – population below 1,500 people.

#### Rules of Entry

- Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.
- The nomination can be made by a Golden i (accredited) Visitor Information Centre or a Local Council.
- A Visitor Centre may nominate multiple towns within its catchment should a nearby town not have a traditional Visitor Centre.
- Census data from the Australian Bureau of Statistics should be used to determine the most suitable category for entry.
- The entry fee for Tourism Council WA members is \$250+GST per entry/town, and the non-member entry fee is \$750+GST.
- If two nominations are received, the Awards Program Manager has the right to accept which one will proceed. Nominations by Visitor Centres would be favoured over those from Local Councils in this instance.
- The Hall of Fame is awarded to a town that has won the same category over three consecutive years.
- Winners in each category will proceed as finalists in the Australian Top Tourism Town Awards.

#### Important Dates

|                        |   |
|------------------------|---|
| Nominations Open       | Thursday 30 November 2024                     |
| Nominations Close      | Thursday 22 February 2024                     |
| Submissions Due        | Tuesday 26 March 2024                         |
| Consumer Voting Period | Tuesday 30 April 2024 – Wednesday 22 May 2024 |
| Winners Announced      | Tuesday 11 June 2024 (WA Tourism Conference)  |

#### Prizes

**7NEWS Top Tourism Town Award winner will receive:**

- \$20,000 advertising prize package provided by 7NEWS
- 7NEWS on-air acknowledgement
- Electronic logo
- Framed certificate



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**7NEWS Small Tourism Town Award Winner will receive:**

- \$10,000 advertising prize package provided by 7NEWS
- 7NEWS on-air acknowledgement
- Electronic logo
- Framed certificate

**7NEWS Tiny Tourism Town Award Winner will receive:**

- \$5,000 advertising prize package provided by 7NEWS
- 7NEWS on-air acknowledgement
- Electronic logo
- Framed certificate

The Silver and Bronze winners in each category will receive a framed certificate.

**How to Enter**

Entrants are required to complete an [online nomination](#) by close of business, **Thursday 22 February 2024**.

Entrants are then required to submit the following items by close of business, **Tuesday 26 March 2024**.

*Media & Promotional*

- The name/details of the person who will accept the awards at the Awards Presentation should you win the category.
- The name/details of the person who will be corresponding with the Media should you win the category.
- A separate 100-word description about your town.
- Two hero images that best depict your entry.

*Website*

- A website which fits the following criteria:
  - Is a travel/tourism focused website which includes the town nominated.
  - Has a copy of the itinerary provided in the entry.
  - Displays the video provided in the entry.
  - Has an online booking functionality to book tourism activities within the town OR where online bookings are not available, links to individual business websites.

*Overview*

- An overview of the town/city's commitment to tourism.

*Marketing*

- An overview of the town's target market.



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### *Editorial Article*

- A short editorial article on why visitors should come to your town or city and what they could experience during their visit.
- The article must not be more than 800 words and entrants must submit both a Word and PDF version of the article.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six images.
- All images must be free of copyright and will be used during the Awards presentation and on certificates.

### *Video*

- A 30 second to 2-minute promotional video which highlights the key attractions and experiences in the nominated town or city.
- A link to the video must be submitted where the video can be downloaded. The video must be available in MP4 format and must be wide-screen and high-definition.
- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

### *Itinerary*

- An itinerary for a defined target market e.g., two adults and two children for the number of days/nights as per your category requirements:
  - Top Tourism Town
    - 4 days/3 nights
  - Small Tourism Town
    - 3 days/2 nights
  - Tiny Tourism Town
    - 2 days/1 night
- Entrants must submit a text version of the itinerary in the text box. A PDF version should also be provided.
- Itinerary must include both accommodation and activities.

### *Accommodation and Attractions*

- A list of accommodation and attraction activities, and their TripAdvisor URL, that can generate a GRI (Global Review Index) score via ReviewPro.
  - Top Towns – 5 of each (5 x accommodation, 5 x attraction)
  - Small Towns – 3 of each (3 x accommodation, 3 x attraction)
  - Tiny Towns – 2 of each (2 x accommodation, 2 x attraction)
- The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI. ReviewPro accounts are provided complimentary to Tourism Council WA members.



## **Scoring**

There are three components to the judging process which will determine your overall score:

- Consumer vote (25%)
- Customer review (ReviewPro GRI) (10%)
- Submission review (65%)

Below are more details on each component.

### *Consumer Vote (25%)*

All entrants that receive a score of 70% or higher in the Submission Review will be deemed a finalist and proceed to the consumer voting component of the award process, which will be hosted on [www.westernaustralia.com](http://www.westernaustralia.com).

To incentivise voting, a winner will be selected and receive a \$5,000 credit with the WA Visitor Centre to spend on a holiday in WA. A second prize of a two nights stay at RAC Karri Valley Resort will also be offered. The winning towns' itineraries will be offered as a preferred trip for the winning voter.

### *Customer Review (ReviewPro GRI) (10%)*

To gain a perspective from visitors that have visited and experienced the town, a GRI from ReviewPro will form part of the entrant's score.

A GRI is an online reputation score based on review data collected from over 175 online travel agencies. Businesses will offer a number of accommodation and attractions within their town (dependent on which category they are entering) and the GRI from each will be combined then averaged to determine the entrant's GRI score.

### *Submission Review (65%)*

A panel of three experienced judges will review the written submission (including article, video and itinerary) and score individually.

These scores are combined and averaged to determine your submission review score.

Below is the weighting for each question and tips for entrants on what the judges will be looking for:

- Introduction (5)
  - The town was able to demonstrate that they have a commitment to growing tourism. (2)
  - A target market/s is clearly identified, and rationale of target market is clear and sound. (3)
- Editorial & Photos (20 marks)
  - Thought, style and theme of the writing is of high quality and in the style of a feature article. (4)
  - Writing has been directed to the visitor. (3)



- Theme is consistent with specified target market and the video and itinerary supplied. (3)
- The theme reflects the brand and values of the town. (3)
- A compelling and enjoyable proposition for specified market. (3)
- Photos (4 marks)
  - Photos are shot in a creative and interesting way to evoke an emotional response. (2)
  - Photos and editorial are connected. (2)
- Video (20 marks)
  - The video concept is creative and interesting to evoke an emotional response. (4)
  - Theme reflects the brand and values of the town and connects to the editorial and itinerary. (3)
  - Narrative and imagery are connected e.g., the story/description/voice over is connected to what is being viewed throughout the video. (3)
  - Key attractions and experiences are shown. (3)
  - Production of the video is of high quality. (3)
  - The town is at the centre of the concept. (3)
- Itinerary (20 marks)
  - Theme of itinerary is consistent with specified target market. (3)
  - Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial. (3)
  - The itinerary is achievable. (3)
  - A range of experiences/attractions are presented, with seasonality noted, if applicable. (3)
  - A compelling and enjoyable proposition that entices the reader to visit. (8)

### **Tips for Entrants**

- Your three elements should all relate back to the target market.
- The various components (itinerary, video, editorial, photos) should be aligned in theme, tone and who they are targeting.
- The judges or consumers may not know your town or city. Your editorial should be written so that judges and consumers are excited to visit your town/city.
- Do not use acronyms unless you include the full name in brackets following it.
- Your itinerary should be achievable and able to be provided for visitors at all times, not just for your submission.
- The itinerary submitted will be suggested to the winners of the consumer promotion so ensure that you are able to provide this.
- You can use any means available to you to create your video, whether it is with a video camera, webcam, iPhone or Go Pro. You may also create a slide show using high-quality images and voice over or music. No budget is required, just your imagination.
- The video should show some of your major attractions or experiences that visitors can experience in your town/city and should include visitors enjoying those attractions and experiences.



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### **Terms and Conditions**

By entering the 7NEWS Top Tourism Town Awards, you authorise the use and/or reproduction of images and the 100-word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

Your contact details may also be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.

By ticking the terms and conditions box, you agree not to bring a claim against any Judge, or state/territory Award owner or sponsor in relation to feedback on your submission. Entrants agree that the judges' decisions are final and that no correspondence will be entered into concerning such decisions.

By ticking the terms and conditions box during nomination, you agree that you have read the rules and entry requirements and agree to abide by these.

Entry fees must be paid by the close of nominations for the nomination to be valid. Entry fees are non-refundable.

Visitor Centres WA/Tourism Council WA reserves the right to determine the category a nominee may enter on the grounds of fairness and ability to be competitive in a particular category. Any changes deemed necessary to the category indicated by the nominee on the nomination form will be communicated to the nominee within one week of close of nominations.

### **Correspondence and Enquiries**

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