

## 2019 EAST COAST REGIONAL TOURISM AWARDS

# The Great Eastern Drivers

## ENTRY CRITERIA



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## 2019 Great Eastern Drivers

**The Great Eastern Driver awards encourage, support and celebrate excellence and professionalism in the visitor industry.**

### What winners receive

- Your business will be included in emails to our consumer and industry databases announcing winners.
- We will post your win on our social media channels (44,500 [Instagram](#) and 15,800 [Facebook](#) followers).
- A beautiful trophy for you to proudly display and a winner's logo for your website, email etc.
- Your listing on our [consumer website](#) will include a winners logo and your listing will receive preferential placement (i.e. top of page).
- Your win will be recorded on our [industry website](#) with a link to your business.
- We will cover the entry fee for you to participate in the Tasmanian Tourism Awards in either 2019 or 2020.

Entering the Great Eastern Driver Awards also provides an opportunity to:

- Raise the profile and reputation of your business;
- Review your business goals and record achievements;
- Receive recognition of excellence by your peers; and
- Build morale and team spirit among your staff.

### How Great Eastern Drivers are chosen

You can either self-nominate or be nominated by another individual, business, Destination Action Plan leadership group, chamber of commerce or other organisation that sees the great work you are doing. To nominate a business that is not yours submit the name of the business to [alison@eastcoasttourism.com.au](mailto:alison@eastcoasttourism.com.au). We will then contact that business to advise they have been nominated and invite them to complete a submission.

Mentoring will be available to entrants to assist with their submission. To take advantage of this contact Alison at [alison@eastcoasttourism.com.au](mailto:alison@eastcoasttourism.com.au).

Winners will be selected by a panel of judges nominated by the East Coast Regional Tourism Organisation.

## 2019 Great Eastern Drivers

### Who is Eligible to Enter?

The awards are open to all businesses that service visitors located in, or actively operating on the East Coast. You do not need to be a traditional tourism business, but your business must interact with visitors in some way.

Winners will be announced at the Awards Dinner on the night of Saturday 15<sup>th</sup> June 2019 at Freycinet Lodge, Coles Bay.

### Qualifying Period

Award submissions can only include activities undertaken between 1<sup>st</sup> May 2018 and 30<sup>th</sup> April 2019 with the exception of the New Driver Award that is open to new businesses that have commenced operation from 1 January 2018 onwards.

### Key Dates

|                                |                                     |
|--------------------------------|-------------------------------------|
| Friday 5 <sup>th</sup> April   | Entries open                        |
| Friday 17 <sup>th</sup> May    | Entries close                       |
| Monday 27 <sup>th</sup> May    | Finalists announced                 |
| Saturday 15 <sup>th</sup> June | Gala Awards Dinner, Freycinet Lodge |

**Freycinet Lodge** is delighted to be our venue partner for the 2019 Gala Awards Dinner and to celebrate they are offering some incredible industry rates which are available from Friday 14 to Monday 17 June. Get in early as these rooms will sell quickly! To book your accommodation click [here](#) or call 6256 7222.

## 2019 Great Eastern Drivers

### Great Eastern Driver Categories

#### 1. Accommodation

Entry is open to any business that provides visitor accommodation.

#### 2. Visitor Experience

Entry is open to any business that is providing an excellent visitor experience.

#### 3. Food, Wine, Retail

Entry is open to any business that is providing an excellent visitor experience in food, wine or retail.

#### 4. New Great Eastern Driver

Open to businesses that provide a visitor experience or a service that commenced operation after 1 January 2018.

#### 5. Community Initiative

Open to any community group or Destination Action Plan leadership group that has undertaken an initiative to attract visitors to their community or enhance the visitor experience in their community.

#### 6. Great Eastern Drive Event of the Year

Open to events or festivals that:

- Create economic benefit for the local community
- Attract visitors from intrastate and/or interstate
- Generate regional media profile
- Positively promote the destination
- Are one-off or recurring

## 2019 Great Eastern Drivers

### 7. The 2019 Great Eastern Driver

(This award will be given to one individual only)

This award recognises the extraordinary personal and professional achievement and contribution by an individual to the East Coast visitor industry. Judges will consider the activities and contributions of the nominee outside the expectations of normal employment.

- Self-nominations will not be accepted
- A written nomination of no more than two pages must be submitted
- The nominee's resume and no more than five letters of recommendation may be included
- The award will not be made to the same person twice
- The award will be presented at the discretion of the judges, based on the submissions received

If you are not sure which category to enter please contact Alison Wallace, ECRTO Industry Liaison and Events Coordinator:

Email: [alison@eastcoasttourism.com.au](mailto:alison@eastcoasttourism.com.au)

Phone: 0419 090 245

## 2019 Great Eastern Drivers

### Judging Criteria

Judges will seek:

- Creative and sound business planning and achievements
- Business expectations for future growth
- Flair, passion and innovation
- Quality customer service and a developed service culture
- General excellence (at both business and personal levels) that contributes to the local visitor industry and the wider community.

Judges will also be looking at what other people are saying by checking social media feedback on sites like Trip Advisor about your business.

The decision of the judges will be final and will be based on the submissions received and, if judges deem it necessary independent verification of information provided. Feedback on entries will be provided to non-winning entrants if requested.

### Levels of Achievement

There will be two levels of recognition:

**Winner** – presented to the entrant with the highest score in each category

**Certificate of Merit** – presented to entries that come within three points of the winner

Judges may choose not to award a winner or certificate of merit in any category.

### Confidentiality

Judges will not release any details about applicants or the information contained in the applications.

Applications will not be publicly displayed without written permission from applicants.

## 2019 Great Eastern Drivers

### Submission of applications

Applications must not exceed four A4 pages and must conform to the following:

- Hand written applications will not be accepted
- Submissions must be presented in Times New Roman or Arial font and font size must not be below 10 point
- Line spacing must be single or 1.5
- Applications must be submitted by 5.00pm Friday 17<sup>th</sup> May 2019 by email to:

[alison@eastcoasttourism.com.au](mailto:alison@eastcoasttourism.com.au)

Questions can be directed to Alison Wallace on 0419 090 245 or via email at:

[alison@eastcoasttourism.com.au](mailto:alison@eastcoasttourism.com.au)

Application forms are included in this document. Separate questions are provided for:

- Categories 1- 5 (same format)
- Category 6 Events and Festivals
- Questions are not provided for category 7

## 2019 Great Eastern Drivers

# Hints for a great entry

- Choose the category that best fits you or your business or organisation. You may like to enter more than one category.
- If you are entering more than one category you need to submit a separate entry for each category.
- Tailor your submission to the specific category entered and to the visitor industry.
- Identify what is special or unique about you or your business in your entry.
- Remember that the judging period covers 1<sup>st</sup> May 2018 to 30<sup>th</sup> April 2019 except for the New Driver category that covers from 1 January 2018. Everything you have done in this period could be relevant.
- Try to prepare your entry well ahead of the due date, get started early! Don't leave it until the last day.
- Set aside at least a couple of hours to complete the entry.
- Think carefully about the questions – jot down ideas and activities you think are appropriate to each question.
- Re-read the questions and the tips on what the judges are looking for several times to be sure you are clear on what is required.
- If you require further assistance contact Alison Wallace on 0419 090 245 or email [alison@eastcoasttourism.com.au](mailto:alison@eastcoasttourism.com.au)
- Be passionate about your product, no one knows it better than you! If you are nominating someone else, ask questions of others who may have insights that could help.
- Allow time to have your team/business network, family and friends review your entry and suggest improvements.
- Ensure you outline why your business is a key part of your community and the visitor industry and how it adds value.
- Use testimonials from your customers and references from your business contacts. Attachments do not count towards the four-page maximum for your entry.
- Basic financial information, growth rates and percentages etc. are acceptable.

## 2019 Great Eastern Drivers

- Write:
  - simply and concisely
  - use dot points and/or graphs and charts where appropriate
  - highlight key points of your entry
  - emphasise your involvement in the visitor industry
- To assist the judges, insert the actual question above your answer.
- If you find yourself repeating information, it is likely that you are not answering the question as asked.
- Remember entries must be submitted by 5pm on Friday May 17<sup>th</sup> 2019.

## 2019 Great Eastern Drivers

### Entry Form – Categories 1- 5 only

**Business/Organisation Name:** .....

**Contact Information:**

Contact Person: .....

Phone : ..... Mobile: .....

Email.....

Website.....

**Award Category:**

Category Number.....Category name .....

**Business Details:**

How long has your business/organisation been operating? .....

Does your business/organisation have Tourism Accreditation? (TICT or other) Yes No

Does your business/organisation have any other form of accreditation? Yes No

If so please provide details:

.....

How many Full Time Equivalent (FTE) staff do you employ? .....

Signature: ..... Date:.....

*(This page is not counted in the 4 page maximum entry length)*

This form is to be submitted along with your submission which is due by 5.00pm on Friday 17<sup>th</sup> May, 2019.

## 2019 Great Eastern Drivers

### Entry Criteria

#### Categories 1- 5

#### Overview / History

Provide an overview of the history/nature of your business. (You must demonstrate your eligibility for entry in the category of your choice)

#### Tell us what this business/organisation is doing that makes it deserving of this award?

Tips:

- Briefly describe the services, facilities, unique features and accomplishments of the business and how these set you apart from similar businesses/organisations.
- Explain how your business enhances and compliments the experience for visitors to the region.

#### What are the plans for this business/organisation over the next 3 years?

Tips:

- Describe what the business/organisation is trying to achieve
- What do you see as the strengths and opportunities of the business and what plans do you have to enhance or maximise them?
- What do you see as the weaknesses and threats to your business and what plans have you developed to minimise their impact?

#### What is your organisation doing to support environmental sustainability?

Tips:

- Describe and demonstrate your commitment to environmental sustainability (e.g. waste management, energy and water conservation, environmentally friendly cleaning products)

**Submissions must not exceed 4 pages**

**References/testimonials can be attached and do not count towards the 4 page limit**

## 2019 Great Eastern Drivers

### Category 6: Events and Festivals

#### Overview and History

Tips:

- Provide a general overview of the nature and history of your event/festival including the number and origin of patrons
- Describe the programme of activities and the visitor experiences offered
- Describe the economic benefit to the community of your festival or event

#### What makes this event/festival so special?

Tips:

- Describe what sets this event apart from others and why people choose to attend your event.

#### What is the future for this event/festival?

Tips:

- Describe what this event is trying to achieve
- What do you see as the strengths and opportunities for the event and what plans do you have to enhance or maximise them?
- What do you see as the weaknesses and threats for the event and what plans have you developed to minimise their impact?

#### What is your organisation doing to support environmental sustainability?

Tips:

- Describe and demonstrate your events commitment to environmental sustainability.
- What major initiatives have you introduced to reduce your environmental footprint and what are the outcomes?

**Submissions must not exceed 4 pages**

**References/testimonials can be attached and do not count towards the 4 page limit**