

## 2020 East Coast Tasmania Tourism Awards

# ENTRY CRITERIA



**2020 EAST COAST TASMANIA TOURISM AWARDS**

<b>Contents</b>	<b>Page</b>
<b>What winners receive</b>	<b>3</b>
<b>The Awards process</b>	<b>3</b>
<b>Who is Eligible to Enter?</b>	<b>4</b>
<b>Qualifying Period</b>	<b>4</b>
<b>Key Dates</b>	<b>4</b>
<b>Awards Categories</b>	<b>5</b>
<b>Judging Criteria</b>	<b>6</b>
<b>Levels of Achievement</b>	<b>6</b>
<b>Confidentiality</b>	<b>6</b>
<b>Submission of Applications</b>	<b>6</b>
<b>Hints for a Great Entry</b>	<b>7</b>
<b>Entry Questions - Categories 1- 8</b>	<b>8</b>
<b>Entry Questions - Category 9 Events and Festivals</b>	<b>9</b>
<b>Entry Questions - Category 10 Contribution by an Individual</b>	<b>9</b>

---

## 2020 EAST COAST TASMANIA TOURISM AWARDS

**The East Coast Tasmania Tourism Awards encourage, support and celebrate excellence and professionalism in our visitor industry.**

Entering the East Coast Tasmania Tourism Awards 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.

### 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, 15,800 Facebook followers).
- A beautiful trophy for you to proudly display and a winner's logo for use on 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.

### The Awards process

You can either self-nominate or be nominated by another individual, business, Destination Action Plan 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 [ceo@eastcoasttourism.com.au](mailto:ceo@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 Rhonda at [ceo@eastcoasttasmania.com.au](mailto:ceo@eastcoasttasmania.com.au)

Winners will be selected from the submissions received by a panel of judges appointed by East Coast Tasmania Tourism.

## 2020 EAST COAST TASMANIA TOURISM AWARDS

### Who is Eligible to Enter?

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

### Qualifying Period

Award submissions can only include activities undertaken between 1<sup>st</sup> May 2019 and 30<sup>th</sup> April 2020.

### Key Dates

Monday 16 March	Entries open
Friday 8 May	Entries close
Monday 25 May	Finalists announced
Saturday 20 June	Gala Awards Dinner

### Gala Awards Dinner

Winners will be announced at the Awards Dinner on the night of Saturday 20 June 2020 at Freycinet Lodge, Coles Bay.

**Freycinet Lodge** is delighted to be our venue partner for the 2020 Gala Awards Dinner and to celebrate they are offering s industry rates available from Friday 19 to Monday 22 June. To book your accommodation click the link below or call 6256 7222

<https://reservations.travelclick.com/11370?groupID=2523598#/guestsandrooms>

## 2020 EAST COAST TASMANIA TOURISM AWARDS

### East Coast Tasmania Tourism Award Categories

#### 1. Accommodation - Caravan or Holiday Park

Entry is open to any caravan or holiday parks that offer cabin and/or tenting accommodation.

#### 2. Accommodation - Self Contained

Entry is open to any business that offers a self-catered accommodation experience, providing guests with non-serviced accommodation and the freedom of self-sufficiency.

#### 3. Accommodation - Standard

Entry is open to 3 - 3.5\* star-rated properties that provide a serviced accommodation experience.

#### 4. Accommodation - Deluxe

Entry is open to 4 - 4.5\* (or higher) star-rated properties that provide a serviced accommodation experience.

#### 5. Visitor Experience

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

#### 6. Food, Wine, Retail

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

#### 7. New Business Award

Entry is open to businesses that provide a visitor experience or service that commenced operation after 1 May 2019.

#### 8. Community Initiative

Entry is open to any Community Group or Destination Action Plan group that has undertaken an initiative to attract visitors or enhance the visitor experience in their community.

#### 9. Event of the Year

Entry is open to events or festivals that positively promote the destination and create economic benefit for the local community. Events may be one-off or recurring.

#### 10. The 2020 East Coast Tasmania Tourism – Individual Contribution Award

This award recognises the extraordinary personal and professional achievement and contribution by an individual to the East Coast visitor industry.

\*ratings refer to self assessment or official Star Rating or pre-assessment

If you are not sure which category to enter please contact Rhonda Taylor, CEO, East Coast Tasmania Tourism.

Email: [ceo@eastcoasttasmania.com.au](mailto:ceo@eastcoasttasmania.com.au)

Phone: 0422 222 446

## 2020 EAST COAST TASMANIA TOURISM AWARDS

### Judging

Judges will be seeking evidence of creative and sound business planning and achievements that demonstrate 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 about your business by checking review feedback on sites like Trip Advisor.

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

### Levels of Achievement

Judges may choose to award three levels of recognition:

- **Gold** - presented to the entrant with the highest score in each category
- **Silver** – Certificate presented to entries that come a close second in each category
- **Bronze** – Certificate presented to entries that come a close third in each category

### Confidentiality

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

Applications will not be publicly displayed without written permission from the entrant.

### Submission of Applications

Applications must conform to the following:

- Submissions must be submitted online at <https://eastcoasttourism.com.au/awards-nomination/>
- Hand written applications will not be accepted
- Applications must be completed online by 5.00pm Friday 8 May.

Applications must address the relevant submission criteria provided in this document for each category.

Questions can be directed to Rhonda Taylor, 0422 222 446 or via email at: [ceo@eastcoasttasmania.com.au](mailto:ceo@eastcoasttasmania.com.au)

## 2020 EAST COAST TASMANIA TOURISM AWARDS

### Hints for a great entry

- Choose the category that best fits your business or organisation. Tailor your submission to the specific category entered and the visitor industry.
- You may choose to enter more than one category. If you are entering more than one category you need to submit a separate entry for each category.
- Identify what is special or unique about you or your business in your entry.
- Remember that the judging period covers 1 May 2019 to 30 April 2020. Everything you have done in this period could be relevant.
- Try to prepare your entry well ahead of the due date. Get started early and don't leave it until the last day.
- Think carefully about the questions – jot down ideas and activities you think appropriate to each question.
- Re-read the questions and the tips on what the judges are looking for to be sure you are clear on what is required.
- 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, family and friends or peers review your entry and suggest improvements.
- Ensure you outline why your business is a key part of your community and adds value to the visitor industry
- Use testimonials from your customers and references from your business contacts.
- Basic financial information, growth rates and percentages etc. are acceptable.
- Write:
  - simply and concisely
  - use dot points and/or graphs and charts where appropriate
  - Note the character limit for each question
  - highlight key points of your entry
  - emphasise your involvement in the visitor industry
- If you find yourself repeating information, it is likely that you are not answering the question as asked.

## 2020 EAST COAST TASMANIA TOURISM AWARDS

### Entry Questions: Categories 1- 8

#### Q1. 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).

#### Q2. Tell us what this business/organisation is doing that makes it deserving of this award?

- 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.

#### Q3. What are the plans for this business/organisation over the next 3 years?

- 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?

#### Q4. What is your organisation doing to support sustainability?

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

Entries must be received through online form: <https://eastcoasttourism.com.au/awards-nomination/>

References/testimonials must not exceed 2 pages.



## 2020 EAST COAST TASMANIA TOURISM AWARDS

### Entry Questions: Category 9 - East Coast Tasmania Tourism - Event of the Year

#### Q1. Overview and History

- 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

#### Q2. What makes this event/festival so special?

- Describe what sets this event apart and why people chose to attend your event.

#### Q3. Is this event a one-off event? If not, what is the future for this event/festival?

- 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?

#### Q4. What did your organisation do/doing to support sustainability?

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

### Entry Requirements: Category 10 - East Coast Tasmania Tourism - Individual Contribution Award

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
- This award will be given to one individual only

Entries must be received through online form: <https://eastcoasttourism.com.au/awards-nomination/References/testimonials> must not exceed 2 pages.