

## 2021 East Coast Tasmania Tourism Awards

# ENTRY CRITERIA



**2021 EAST COAST TASMANIA TOURISM AWARDS**

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## 2021 EAST COAST TASMANIA TOURISM AWARDS

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

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 (60,500 Instagram, 22,500 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@eastcoasttasmania.com.au](mailto:ceo@eastcoasttasmania.com.au).

We will then contact that business to advise that they have been nominated and invite them to complete a submission.

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

## 2021 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 2020 and 30<sup>th</sup> April 2021.

We note that some operations may have had limited trading due to COVID-19, however this will be taken into consideration in the judging process.

### Key Dates

Thursday 25 March	Entries open
Sunday 31 August	Entries close
Wednesday 22 September	Finalists announced
Saturday 30 October	Gala Awards Dinner

### Gala Awards Dinner

Winners will be announced at the Gala Awards Dinner on the night of Saturday, 30 October 2021 at Spring Bay Mill, Triabunna. Ticket sales will be opening soon.

**Spring Bay Mill** is delighted to be our venue partner for the 2021 Gala Awards Dinner and to celebrate they are offering 15% discount on accommodation for both Friday 29<sup>th</sup> and Saturday 30<sup>th</sup> October 2021. The accommodation options include [The Spring Bay Mill](#) and [Triabunna Cabin and Caravan Park](#).

To book your accommodation at the Spring Bay Mill, use the booking code is ECTTGALA at the checkout.

For any enquiries/bookings for the Triabunna Cabin & Caravan Park, please email [admin@springbaymill.com](mailto:admin@springbaymill.com).

## 2021 EAST COAST TASMANIA TOURISM AWARDS

### East Coast Tasmania Tourism Award Categories – Eligibility

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

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

#### 2. Accommodation - Self Contained\*

Entry is open to any business that offers a self-catered accommodation experience.

#### 3. Accommodation – Standard\*

Entry is open to 3 - 3.5\*\* star-rated properties.

#### 4. Accommodation - Deluxe\*

Entry is open to 4 - 4.5\*\* (or higher) star-rated properties.

#### 5. Visitor Experience

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

#### 6. Food, Wine, Retail

Entry is open to any business that offers outstanding food, wine or retail products.

#### 7. 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.

#### 8. Innovative Business Award

Entry is open to any businesses that has implemented innovative ideas to pivot their business structure and remain operational through the COVID-19 environment.

#### 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 2021 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 Tourism and Hospitality industries.

\* Businesses may only nominate for one Accommodation category which represents their core business.

\*\* Ratings refer to self assessment, 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

## 2021 EAST COAST TASMANIA TOURISM AWARDS

### Judging

Judges will be seeking evidence of creative and sound business planning and achievements that demonstrate excellence (at both business and personal levels) that contributes to the local Tourism and Hospitality industries and the wider community.

The decision of the Judges will be final and will be based on the submissions received and, if the Judges deem necessary, independent verification of the information provided. Feedback on entries will be provided to 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 [www.eastcoasttourism.com.au/awards/2021-tourism-awards-form](http://www.eastcoasttourism.com.au/awards/2021-tourism-awards-form)
- Hand written applications will not be accepted
- Applications must be completed online by 5pm Tuesday, 31 August 2021.

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).

## 2021 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 Tourism and Hospitality industries.
- You may choose to enter more than one category, with the exception of multiple Accommodation categories. 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 2020 to 30 April 2021. 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 – write down ideas and activities you think appropriate to each question.
- Re-read the questions and ensure you have covered the individual elements of each question.
- Be passionate about your product, no one knows it better than you!
- 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 Tourism and Hospitality industries.
- Use testimonials from your customers, online reviews and references from your business contacts.
- Basic financial information, growth rates and percentages etc. are acceptable.
- Write:
  - Simply and concisely
  - Use dot points where appropriate
  - Note the character limit for each question
  - Emphasise your involvement in the Tourism and Hospitality industries
- If you find yourself repeating information, it is likely that you are not answering the question as asked.

## 2021 EAST COAST TASMANIA TOURISM AWARDS

### Entry Questions: Categories 1-7

#### Q1. Business Overview

- Provide an overview of the nature and history of your business – your brand story. 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 complements the experience for visitors to the region.

#### Q3. How has your business / organisation adapted to the COVID-19 environment?

- Briefly describe how COVID-19 impacted your normal business operation.
- Provide a summary of your COVID-19 Safety Plan.
- What measures did you undertake to support your ongoing operation.

#### Q4. 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?

#### Q5. What is your organisation doing to support sustainability?

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

Entries must be received through online form: [www.eastcoasttourism.com.au/awards/2021-tourism-awards-form](http://www.eastcoasttourism.com.au/awards/2021-tourism-awards-form)

References/testimonials must not exceed 2 pages. Supporting images and documents must not exceed 4 pages. Note, one image = one file.



## 2021 EAST COAST TASMANIA TOURISM AWARDS

### Entry Questions: Category 8

#### Q1. Business and Innovation Overview

- Provide an overview of the history and nature of your business and the innovation implemented during the qualifying period. You must demonstrate your eligibility for entry in this category.

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

- Further describe the innovative 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 complements the experience for visitors to the region.

#### Q3. How has your business / organisation adapted to the COVID-19 environment?

- Briefly describe how COVID-19 impacted your normal business operation.
- Provide a summary of your COVID-19 Safety Plan.
- What measures did you undertake to support your ongoing operation.

#### Q4. 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?

#### Q5. What is your organisation doing to support sustainability?

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

Entries must be received through online form: [www.eastcoasttourism.com.au/awards/2021-tourism-awards-form](http://www.eastcoasttourism.com.au/awards/2021-tourism-awards-form)

References/testimonials must not exceed 2 pages. Supporting images and documents must not exceed 4 pages. Note, one image = one file.

## 2021 EAST COAST TASMANIA TOURISM AWARDS

### Entry Questions: Category 9

#### Q1. Event / Festival Overview

- Provide a general overview of the nature and history of your event/festival including the number and origin of patrons, program of activities, visitor experiences and the economic benefit to the community.

#### Q2. How has your event / festival adapted the COVID-19 environment?

- Briefly describe how COVID-19 impacted your normal business operation.
- Provide a summary of your COVID-19 Safety Plan.
- What measures did you undertake to support your ongoing operation.

#### Q3. What makes this event / festival so special?

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

#### Q4. 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?

#### Q5. What did your organisation do/doing to support sustainability?

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

Entries must be received through online form: [www.eastcoasttourism.com.au/awards/2021-tourism-awards-form](http://www.eastcoasttourism.com.au/awards/2021-tourism-awards-form)

References/testimonials must not exceed 2 pages. Supporting images and documents must not exceed 4 pages. Note, one image = one file.

## 2021 EAST COAST TASMANIA TOURISM AWARDS

### Entry Requirements: Category 10

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: [www.eastcoasttourism.com.au/awards/2021-tourism-awards-form](http://www.eastcoasttourism.com.au/awards/2021-tourism-awards-form)

Written nomination must not exceed 2 pages. Letters of recommendation must not exceed 5 pages.