

2010 CANBERRA AND CAPITAL REGION TOURISM AWARDS



CANBERRA AND
CAPITAL REGION
TOURISM
AWARDS
2010

ENTRY INFORMATION

The annual Canberra and Capital Region Tourism Awards provide an opportunity to showcase the best of our region's tourism operators and promote, encourage and reward tourism excellence. The awards are open to all tourism businesses and suppliers to the tourism industry and serve to demonstrate the value of tourism to Canberra and the Capital Region. The winners are celebrated at the annual Gala Presentation Evening which everyone involved in the tourism industry is encouraged to attend.

TOURISM AWARDS PROGRAM AIMS TO

- Encourage and celebrate excellence, quality, professionalism and innovation within the Canberra region tourism industry
- Provide a benchmark for best practice within the tourism industry
- Encourage continuous improvement
- Publicly recognise tourism excellence

WHY ENTER?

- Assists as an excellent business planning tool
- Gives consumer feedback from Visitor Experience Appraisal (for relevant entrants)
- Assesses strengths and weaknesses of your business and identifies any organisational gaps
- Contributes useful research
- Analyses the effectiveness of your marketing activities
- Analyses your product and your client's needs
- Provides an accurate record and overview of your business for the financial year
- Reviews goals and records achievements
- Provides a networking opportunity with other entrants, sponsors and the broader tourism industry

BENEFITS OF WINNING AN AWARD

- All winners in categories 1–26 represent the ACT and region as finalists at the 2010 Qantas Australian Tourism Awards
- Gives public recognition at the Gala Presentation Evening
- Gives recognition from your local tourism community and the tourism industry at large
- Provides a competitive advantage through consumer recognition of an outstanding business
- Assists as an excellent staff development tool
- Provides use, in your own promotions, of the Canberra and Capital Region Tourism Awards Winner's logo that is recognised industry wide

MARKETING OPPORTUNITIES AND BENEFITS FOR PREVIOUS WINNERS IN 2009

- Featured in the Winners' list published in *The Canberra Times* the weekend following the event
- Featured in a consumer e-newsletter and an industry e-newsletter delivered by Australian Capital Tourism covering the Canberra and Capital Region Tourism Award winners
- Listed on the canberratourismawards.com.au winners' page
- Featured on the homepage on visitcanberra.com.au
- Listed on the Award winners display at the Canberra and Region Visitors Centre
- Full page display ad for winners in the *2010 Canberra and Region Holiday Planner*
- Free exposure on Datatrax Tourism Touchscreens in all Australian locations for 2009 Canberra and Capital Region Tourism Awards entrants for 3 months following the Gala Dinner

2010 DEVELOPMENT UPDATE

In its 25th year, the Canberra and Capital Region Tourism Awards continues to encourage and celebrate excellence, quality, professionalism and innovation within the Canberra and Region Tourism industry. Below is an update on the developments for 2010.

eAwards

The 2010 Canberra and Capital Region Tourism awards will utilise an eAwards portal to streamline the nomination and submission delivery processes. Entrants are required to **register** for log in details, **nominate** online and **upload** their submission as a pdf document to this eAwards portal.

This process allows entrants to update their contact and entry details directly and saves the time and resources required for printing, binding and delivering a hardcopy submission. Australian Capital Tourism will offer assistance for converting submissions to a pdf document. Further information and access to the eAwards portal can be found at canberratourismawards.com.au

Mystery Shopping introduced at 2010 Qantas Australian Tourism Awards

The Visitor Experience Appraisal program will continue for the Canberra and Capital Region Tourism Awards as in previous years. In 2010 a similar program will be trialled at the national level for two categories; 1. Major Tourist Attractions and 2. Tourist Attractions. The overall results for these categories at the 2010 Qantas Australian Tourism Awards will factor in the visitor experience appraisals .

No additional fees are required by entrants in these categories. Separate visitor experience appraisals will be conducted for the national awards to those conducted for the 2010 Canberra and Capital Region Tourism Awards.

Scoring

The weighting given to each question is now reflected in the questions for each category. This ensures entrants are aware of what each question and its parts are worth.

2010 Canberra and Capital Region Tourism Awards assessment process

The overall assessment will be the same as 2009 with awards being assessed with consideration given to three key elements:

1. Submission (uploaded to eAwards portal)
2. Judges' site visit (for relevant categories)
3. 2 x visitor experience appraisals (for relevant categories)

Important dates

5pm Tuesday 15 June 2010	Nomination deadline
July to October	Entrant workshops
July to October	Site visit period
July to October	Visitor Experience Appraisal period
5pm Tuesday 26 October 2010	Submission deadline
Thursday 2 December 2010	Gala Dinner in the Great Hall at Parliament House

How the eAwards affect the submission process in 2010

	Awards process 2009	eAwards process 2010
Nomination	Nominate online at canberratourismawards.com.au Nomination fee A \$110 Nomination fee B \$396 (includes visitor experience appraisals for relevant categories)	Nominate online by 5pm 15 June 2010 using eAwards portal at canberratourismawards.com.au Nomination fee A \$110 Nomination fee B \$396 (includes visitor experience appraisals for relevant categories)
Entrant workshops	2 x entrant workshops in July and October.	2 x entrant workshops held between 15 June and 26 October 2010. (dates TBC)
Submission preparation	Entrants required to complete the following with adherence to the Rules for Entry: <ul style="list-style-type: none"> • Print hardcopy submission and bind it • Sign a disclaimer and statutory declaration • Complete an entry form • Prepare a CD with 10 images and a 100 word promotional description. 	Entrants required to complete the following with adherence to the Rules for Entry: <ul style="list-style-type: none"> • Prepare submission as normal and then convert submission to a PDF document
Submission delivery	Post or deliver your submission and other entry documentation to Australian Capital Tourism's offices at the Canberra International Airport.	<ol style="list-style-type: none"> 1. Log into the eAwards portal from canberratourismawards.com.au 2. Review nomination details and change if required 3. Complete 100 word description for promotional use 4. Upload submission as a pdf document 5. Upload 10 images for promotional use 6. Check the boxes to agree to the disclaimer and statutory declaration.
Feedback on submission	Feedback session provided for entrants who request feedback.	Feedback session provided for entrants who request feedback.
Return of submission	Submission returned at feedback session or posted where postage is supplied.	No return of submission required.

2009 Qantas Australian Tourism Award winners from ACT

Tourist Attractions

Questacon — The National Science and Technology Centre

Festivals & Events

National Folk Festival

2009 Canberra and Capital Region Tourism Award Winners

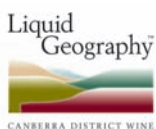
Award winners:

Tourist Attractions	Questacon — The National Science and Technology Centre
Major Festivals & Events	Floriade 21 — <i>Films that shaped our nation</i>
Festivals & Events	National Folk Festival
Specialised Tourism Services	Australian Institute of Sport Tours
Visitor Information Services	Canberra and Region Visitors Centre
Tourism Marketing	Degas — National Gallery of Australia
Tourism Education & Training	Canberra Institute of Technology — Tourism and Hotel Management Centre
Tourism Restaurants & Catering Services	Ginger Catering
Tourism Wineries, Distilleries and Boutique Breweries	Mount Majura Vineyard
Backpacker Accommodation	Thredbo YHA
Hosted Accommodation	Country Guesthouse Schöneegg
Deluxe Accommodation	Novotel Canberra
New Tourism Development	National Portrait Gallery
Education Tourism Program	National Electoral Education Centre
Outstanding Contribution by an Individual	Paul Donohoe
Young Achiever Award	Elizabeth Vance
Visitor Experience Award	Canberra and Region Visitors Centre Lake Burley Griffin Cruises, National Portrait Gallery

Commendations:

Ecotourism	Tidbinbilla
Heritage & Cultural Tourism	Boggy Creek Shows, Canberra Glassworks
Specialised Tourism Services	Datatrax Tourism Touchscreens
Tour and Transport Operators	Lake Burley Griffin Cruises
Luxury Accommodation	Hyatt Hotel Canberra
Qantas Award for Excellence in Sustainable Tourism	Corinbank Festival
Education Tourism Program	Australian Institute of Sport Tours

THE 2009 CANBERRA AND CAPITAL REGION TOURISM AWARDS WERE PRESENTED BY:



Canberra and Capital Region Tourism Awards

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