

# 7. Excellence in Aboriginal & Torres Strait Islander Tourism



## 7. EXCELLENCE IN ABORIGINAL & TORRES STRAIT ISLANDER TOURISM

This category recognises Aboriginal and Torres Strait Islander tourism businesses that demonstrate authenticity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

### QUALITY TOURISM FRAMEWORK

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Entrants in categories 1 – 25 & 28 are required to demonstrate that they meet minimum business standards in order to enter the NSW Tourism Awards. This can be demonstrated via relevant accreditation with the [Quality Tourism Framework](#) (QTF) OR as part of the accommodation/ business standards question set within their submission.

**There is no additional cost** to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the [Quality Tourism Framework](#)

#### QTF pre-assessment requirements:

1. All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal. Those who are already accredited through QTF (formally known as ATAP) will not be required to complete a pre-assessment.

*Businesses that completed a pre-assessment as part of their 2019 NSW Tourism Awards entry will simply need to verify their previous pre-assessment.*

### SCORING

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Entrants in this category will be scored as follows:

- Written submission: 90 marks
- Online review: 10 marks
- BuiSite verification visits are not scored

**Total score: \_\_\_/100 points**

#### Written Submission

- Submissions are made via the [Australian Tourism Awards portal](#).
- Respond to the questions using maximum 8,000 words and 25 images.
- No score is applied to Question 1 (Covid-19 impact) and it is not included in the word count.
- Follow the response guidance. Judges will refer to this when assessing your submission.

#### Online review

Prior to the Business Verification Meeting each judge will assess the entrant's online activities including;

1. The entrant's website
2. The entrant's social media channels
3. The entrants search engine optimisation
4. The entrants external listing sources

A copy of the Online Review questions is [available here](#).

The online review will account for 10% of the total score available.

Scoring of the online review will occur at the NSW Tourism Awards level only.

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## COVID-19 Impacts (0 marks)

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Please provide the judges with an understanding of your business' situation during the of national and world events during the qualifying period. E.g. COVID-19, natural disasters (drought, fire, flood)

*NOTE: These responses do not contribute to your overall score, but provides a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.*

Q.1 Outline how many months in the second half of the qualifying period were you operational for?

Q.2 Describe what the business restrictions were to your business e.g. gatherings

Q.3 Describe the impact of travel restrictions to your business e.g. border closures

## 1. Introduction (15 marks)

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**A. Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does the business demonstrate tourism excellence? 15 marks**

### Response Guidance

- This is where you set the story of your product/experience/service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.
- Your response should demonstrate why your business should be considered as an award-winning tourism business by highlighting your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.
- This is where the judge will gain an understanding of how you fit into the category, therefore it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.
- Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the Aboriginal and Torres Strait Island tourism industry (locally, regionally and nationally) through both business and personal participation.
- Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.
- Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.

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## 2. Business Development (15 marks)

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**A. During the qualifying period, what have you implemented or improved to enhance the Aboriginal and Torres Island tourism visitor experience or to provide business recovery/resilience in the wake of national and world events during the qualifying period? 15 marks**

### Response Guidance

- This question seeks to understand how you have improved the product/experience/service within the qualifying period. To respond, consider what strategies, innovations and/or developments the business has introduced or updated.
- Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.
- An enhancement could include, for example, a new experience/facility, updating point of sale processes to changing to ethically sourced supplies. Actions that supported the ongoing survival of your business could include, for example, diversifying your product/experience, seeking alternative ways for the delivery of the experience/product/service.
- The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the visitor experience, or how it supported business endurance. The judges will be looking for an understanding of what prompted the innovation/development/improvement e.g. was it a result of guest feedback, change in market demand, etc. or how it was anticipated to support business endurance in the current climate.
- The response could also include how the business has considered its responsibilities to the wider community and implemented activities to ensure the product/experience/service is conducted in a responsible manner within the community.
- An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation/development/improvement and how they align with the business' main goals and strategies.
- Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.

## 3. Marketing (15 marks)

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**A. Describe the marketing strategies used to differentiate your Aboriginal and Torres Strait Island tourism business and connect with your target markets during the qualifying period. Describe how Indigenous culture is embedded into these strategies and why these strategies were chosen and what was the result? 15 marks**

### Response Guidance

- This question is looking for a clear understanding of how you are marketing to your target market. You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations. Identify how the target market/s are right for your business.
- You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example; social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, packaging initiatives, relationship marketing.

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- *Ensure you outline why these marketing strategies were selected by aligning with your target markets attributes as well as, where able, local, regional or state marketing plans. It is important that the judge understands whether the strategies were developed for business growth, or whether the strategies were adopted to keep connected to your target market whilst normal business operations were unable to take place.*
- *Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.*
- *Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).*

## 4. Customer Experience (15 marks)

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### A. How do you work to consistently deliver memorable and authentic Indigenous Tourism experiences and demonstrate inclusive practices? 15 marks

#### Response Guidance

- *This question requires you to outline the practices you have put in place to ensure the delivery of high quality authentic Indigenous Tourism experiences throughout the visitor experience journey.*
- *For those businesses that had significant disruption as a result of COVID-19, you should consider how you provide quality customer experiences in the alternative ways in which you operated – communicated to customers during changing restrictions, kept customers informed during closures etc.,*
- *Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.*
- *Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.*
- *Once you have provided an overview of how customer service is delivered you should consider how your business monitors and assesses customer service to ensure continued quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.*
- *You should ensure that you incorporate the ways in which you deliver an authentic Indigenous tourism experience as a part of your visitor experience.*
- *Consider how you actively encourage feedback and how feedback is used to improve the visitor experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.*
- *As a part of your businesses delivery of quality visitor experience you need to demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited to, cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.*
- *Provide examples of how you catered for customers with specific needs, explain the outcome or successes. A case study would be beneficial here.*
- *Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.*

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## 5. Heritage and culture (30 marks)

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### A. Demonstrate how you raise awareness to visitors about the need to preserve our Indigenous heritage and influence visitors to enjoy our Indigenous heritage respectfully. 10 marks

#### *Response Guidance*

- The judges are looking for leadership in visitor education of Indigenous tourism. Therefore, you need to outline how you share knowledge and awareness of our Indigenous heritage. Consider for example, education programs, communication systems and activity programs delivered throughout the visitor experience (pre/during/post).*
- Consider all of the ways in which awareness and education is delivered to visitors. For example, onsite communications/signage, staff training and development, education programs.*
- Demonstrate what the outcomes of these activities are and how you have influenced visitors through activities which foster responsible use and enjoyment of our Indigenous heritage.*

### B. Demonstrate how the business' work has contributed to the promotion and advancement of Aboriginal and Torres Strait Islander culture. 10 marks

#### *Response Guidance*

- Describe how you work with various stakeholder groups such as governments, communities, stakeholders, travellers and other industries to exchange information and develop a shared plan for the advancement of our Indigenous culture.*
- Demonstrate how the business respects the rights and values of host and local communities, property owners and Aboriginal peoples.*
- Describe how you communicate and educate to communities about the importance of our Indigenous culture.*

### C. Demonstrate how the business generates/stimulates tourism, employment and economic activity in the host Indigenous community. 10 marks

- The judges are looking to understand the positive impact you have made to Indigenous communities through the visitor product/experience/service.*
- You should demonstrate the direct benefit to the community in which your business represents/engages/interacts with. Consider the employment opportunities, economic stimulus, awareness generated. Your response should consider how the business optimizes long-term benefits to the community.*
- When demonstrating how you support the local economy it is recommended that this be presented as a percentage of total contribution. E.g. '75% of all our supplies are sourced from the host Indigenous community.'*
- To demonstrate employment opportunities, you could consider activities such as mentoring, education, training and career development opportunities that you make available to the host Indigenous community.*