

# Business Verification Meeting Checklist



## **About the meeting**

The business verification meeting (virtual) is a single meeting between the business owner or representative with a member of the 2021 NSW Tourism Awards judging panel. The purpose of the meeting is for verification of the business, not the awards submission.

Due to the number of entries within the awards program, meetings may be conducted prior to the closing date for award submissions. It will be at a pre-arranged date and time that is convenient to you and the judge and will allow the judge to get a further understanding of your business and talk through your activities. The judge will have a checklist from which they work.

It is **essential** that you are ready for the judge at the appointed date and time of the meeting, and have the relevant documentation prepared to show them. ***The business verification meeting is not scored.***

All businesses will meet the business verification requirements, the exceptions to this are:

- #14 Tourism Marketing & Campaigns, #27 Local Government Award for Tourism and Individual Categories

Prior the meeting, your allocated judge will conduct the [online review](#) of your business. Depending on which category you have entered this is worth up to 10% of your score.

## **Checklist**

The following checklist will assist entrants to prepare for the 2021 NSW Tourism Awards Business Verification Meeting (virtual).

Businesses are encouraged to review this checklist and ensure they have any relevant documentation available for the judge to review.

These documents are to be visually presented on Zoom and should not be emailed to the judge. Note: You are not required to take the judges on a virtual tour of the business via Zoom. It is for the purpose of verifying compliance documents.

Documents required to be sighted by judge (as applicable to your business):

- Public Liability Insurance Document
- Workers Compensation Certificate
- All relevant licences (this will differ from business to business) e.g. Liquor Licence, Food handling, accommodation provider, marine permits)
- Evacuation plan (showing muster points)
- First Aid certificates (at least one of a current employee)
- Fire Safety Equipment (evidence of recent checks and certification)
- Business Plan and Marketing Plans – judges will ask when the content was last updated to ensure relevance

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## Checklist for discussion

- ✓ Customer Service Systems
  - Booking systems that are in place e.g. online
  - Communication with guests/customers
  - Catering to those with special needs
- ✓ Business and Marketing Plan
  - Involvement within the tourism industry
  - Engagement with local industry
  - Business and marketing planning, including target markets and innovation
  - Online presence including social media activity and use of user review sites e.g. TripAdvisor, Google My Business, etc
  - Accreditation logos are current and displayed correctly
- ✓ Business Operations
  - Daily/weekly/monthly tasks for those within the business
  - Cleaning and maintenance procedures
  - Risk management processes including WH&S, first aid, emergency evacuation guides and fire safety equipment
- ✓ Human Resource Management
  - Staff training
- ✓ Environmental Sustainability
  - Sustainable practices in use
  - Contribution to the local community and economy
- ✓ Compliance
  - Relevant licences and insurances are available

The business verification meeting is not scored for the NSW Tourism Awards. Next year we hope to resume in person site verification meetings.