

7. QANTAS AWARD FOR EXCELLENCE IN ABORIGINAL & TORRES STRAIT ISLANDER TOURISM

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

1. TOURISM EXCELLENCE (20 marks)

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature and history of your business. (6)
- b) Describe your Aboriginal and Torres Strait Islander cultural product, services or experiences offered to visitors/guests. (6)
- c) Describe your commitment to excellence through engaging with and supporting the aspirations of Aboriginal and Torres Strait Islander people. (5)
- d) Describe how your tourism business works collaboratively between Aboriginal and Torres Strait Islander people, the tourism industry, governments and the broader community. (3)

Tips:

- a) *Take care to ensure you have entered the right category and that your response aligns to the category descriptor. Failure to demonstrate your eligibility will be reflected in your score. Refer to the ABOUT US section of your website as this may assist with this response. Judges will want to know how and when the business started, who works in the business, where it is located and how it has developed over the years. A map will be helpful here.*
- b) *The focus of this question is to link to Aboriginal and Torres Strait Islander tourism initiatives. Explain how the traditional owners are involved in the development and include welcome to country, storytelling, cultural performances, locally produced merchandise with traditional information, participation in local indigenous community project work etc.*
- c) *Explain your values, philosophy and commitment to excellence and what makes you stand out through your engagement and promotion of local Aboriginal and Torres Strait Islander people and culture.*
- d) *Explain how you have been actively involved with and contributed to linking Aboriginal and Torres Strait Islander people, the tourism industry locally, regionally and nationally, communities and government where applicable.*

2. BUSINESS PLANNING (20 marks)

- a) With a focus on emphasising your commitment to the preservation and sharing of culture, provide an overview of the key features of your business plan including goals, strategies and outcomes. (6)
- b) Describe any innovations that have taken place during the qualifying period to improve your Aboriginal and Torres Strait Islander tourism business and demonstrate how these innovations enhance your tourism experiences/services. (6)
- c) Describe how you promote and foster employment of Aboriginal and Torres Strait Islander people in tourism and how you encourage them to benefit from training opportunities. Describe how this has improved the services provided to your guests/visitors? (4)
- d) Identify the main risks and risk mitigation measures you have implemented that are associated with your business. (4)

Tips:

- a) *Introduce this section with your mission and/or vision statement. A 3-column table would be useful here to display the information. Make sure you use measurable goals and outcomes.*
- b) *This is a 2-part question. An innovation can be defined as "The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes." (Source: Australian Bureau of Statistics). Be sure to include the impact the innovation had on your business.*
- c) *This is a 3-part question. Describe your commitment to training. What investment have you made in staff training and development? How do you ensure you and/or your staff gain the correct knowledge and skills to carry out their job? Investment does not need to be financial.*
- d) *Consider all aspects of business risk and ensure you focus on risks with the potential to impact your Aboriginal and Torres Strait Islander tourism activity, considering cultural protocols. This response is more than just workplace health and safety.*

3. MARKETING (25 marks)

- a) Who are the target markets for your tourism business? (5)
- b) What research did you use to identify these markets? (5)
- c) What are your unique selling points? Demonstrate how your business promotes authentic Aboriginal and Torres Strait Islander culture to your target markets? (5)
- d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business. (5)
- e) Demonstrate the success of the initiatives outlined in (d). (5)

Tips:

- a) *This question seeks to understand who you have aimed your marketing towards. 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.*
- b) *What research have you conducted or used to determine your target markets? How do you know the target markets you identified in Q 3 a) are right for you?*
- c) *Does your connection to Aboriginal and Torres Strait Islander culture form part of your unique selling points and feature in your marketing? To market the business TO's should be involved from the very beginning to ensure success. What makes you different from your competitors? Consider for example; size, location, exclusivity, services, facilities. What methods do you use to communicate these to the target markets you have mentioned in Q 3 a)?*
- d) *What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps. The response needs to focus on innovative approaches to marketing.*
- e) *Outline how the new/different/unique activities you outlined in (d) have been successful.*

4. CUSTOMER SERVICE (20 marks)

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for people with specific needs. (5)
- c) Describe how you measure customer satisfaction and identify areas for improvement. (5)
- d) What processes do you have in place to respond to customers' complaints both online and offline, and manage your online reputation? (5)

Tips:

- a) *Consider the systems and procedures you have in place to deliver outstanding service. How do you make an effort to understand visitor needs, welcome them, respect them, thank them and do business with them?*
- b) *Demonstrate how you consider visitors' special and specific needs. Think about who your customers are and their specific requirements. Do you offer any accessible tourism products, experiences and services to visitors? How do you identify your customers' requirements and provide for them appropriately? Specific needs could include cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest etc. Provide examples of how you catered for customers with specific needs, explain the outcome or successes.*
- c) *What processes do you have in place to understand how your customer feels about your product/service? For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider providing a case study/example where you have implemented a change based on customer feedback.*
- d) *This is a three-part answer. It is crucial to know what your clients are saying about your business and take measures to protect your business. A sound Reputation Management strategy will outline the processes you have in place to understand how your clients see*

you, think of you and talk about you and how you take action when feedback is received (negative or positive). In this response you need to outline your reputation management strategy and (1) what processes you have in place to respond to positive and negative feedback (online and offline), (2) how you measure customer satisfaction and (3) what processes you have in place to monitor your online reputation.

5. SUSTAINABILITY (15 marks)

- a) Demonstrate how your tourism business contributes directly or indirectly to the sustainability of the local Aboriginal and Torres Strait Islander community and or partnerships with other Aboriginal and Torres Strait Islander businesses. (5)
- b) Demonstrate how your business preserves and protects the Aboriginal and Torres Strait Islander traditions. (5)
- c) Describe how your business cares for the local environment. (5)

Tips:

- a) *What percentage of your staff are Aboriginal and Torres Strait Islander people? How have you worked with other Aboriginal and Torres Strait Islander businesses? Consider the economic benefits you provide to your local community for example; supporting local businesses, product packaging, sponsorship, innovation and partnerships and engagement with community groups, and local Aboriginal and Torres Strait Islander people.*
- b) *Outline the activities undertaken, or steps made by the business to preserve and protect Aboriginal and Torres Strait Islander tourism. Do you have a current RAP (Reconciliation Action Plan)?*
- c) *Explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving and measuring water, waste management and energy.*

TOTAL SCORE: ____/100