

## 7. ABORIGINAL & TORRES STRAIT ISLAND 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.

### SCORING

Entrants in this category will be scored from the following sources:

- Written submission: 90 marks. The score for each question is highlighted below.
  - Online review: 10 marks
  - Site visit: 20 marks
- Total score: \_\_\_/120 points

### WRITTEN SUBMISSION

- Respond to the following questions using maximum 8,000 words and 25 images. Please note Q1 (COVID-19 Impact) is not included in the word count and it will not contribute to the overall score.
- Submissions are made via the [Australian Tourism Awards portal](#).
- A good answer should include:



#### 1. COVID-19 IMPACT (0 marks)

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**Provide the judges with an understanding of your business situation resulting from the national and world events (e.g., COVID-19, bushfire) during the qualifying period. Please answer:**

1. *Outline how many months in the second half of the qualifying period (1 July 2020 – 30 June 2021) you were operational for.*
2. *Describe what the business restrictions were on your business e.g., gatherings.*
3. *Describe the impact of travel restrictions on your business e.g., border closures.*

*NOTE: These responses do not contribute to your overall score but provide 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.*

## 2. INTRODUCTION (15 marks)

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**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?**

### *Response Guidance*

- ❖ *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 and how it began, how you have developed the product over time.*
- ❖ *This is where the judges (and auditors) 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.*
- ❖ *Your response should demonstrate why your business should be considered as an award-winning tourism business by highlighting your points of difference and what makes you stand out. Specify amenities, products, services or facilities that enhance visitor satisfaction.*
- ❖ *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 and services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.*

## 3. BUSINESS DEVELOPMENT (15 marks)

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

### *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 or 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 or service.*
- ❖ *The response should demonstrate why the strategy, innovation and/or 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*

*and/or 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.*
- ❖ *Also include the research and planning that was undertaken as well as the outcome/s of the innovation, development, and/or 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.*

#### **4. MARKETING (15 marks)**

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**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?**

*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. What research have you conducted or used to determine your target customer?*
- ❖ *You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract and/or connect with 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.*
- ❖ *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).*

## 5. CUSTOMER EXPERIENCES (15 marks)

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**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. You should ensure that you incorporate the ways in which you deliver an authentic Indigenous tourism experience as a part of your visitor experience.*
- ❖ *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, such as communicating to customers during changing restrictions, kept customers informed during closers, how you stayed connected with your customers, 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.*
- ❖ *Demonstrate how your business monitors and assesses customer service to ensure continued quality delivery. For example, feedback forms, monitoring social media, blogs, mystery shoppers etc.*
- ❖ *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 business 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.*

## 6. 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 and post).*
- ❖ *Consider all 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, 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**

*Response Guidance*

- ❖ *The judges are looking to understand the positive impact you have made to Indigenous communities through the visitor product, experience and service.*
- ❖ *You should demonstrate the direct benefit to the community in which your business represents, engages and 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 is 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.*