



Victorian Tourism Awards

Draft Review Program



Draft Review Program

For over 30 years the Victorian Tourism Awards (VTA) have showcased and recognised the state’s leaders in tourism excellence. The Awards program encourages businesses to meet and strive to exceed industry standards and play an integral role in rewarding excellence, innovation, industry professionalism and collaboration. In 2021, it will also recognise and celebrate the resilience that our industry displayed when faced by the bushfires and the COVID-19 pandemic.

Going through the awards program is similar to going through a business planning process. The program encourages entrants to investigate key business issues, realign the business objectives, values, positioning, and most importantly, where the business is heading in the future.

What is the Draft Review Program?

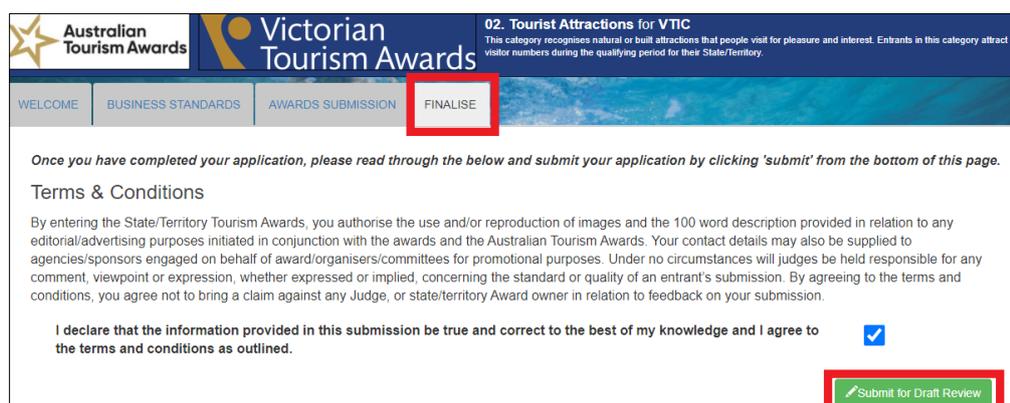
The draft review program will provide entrants the opportunity to get their submission reviewed by an expert and to receive feedback on how the submission can be improved.

Who can participate?

- Entrants of any of the business categories (1-28) who submit their full draft by **COB Monday, 2 August 2021**. Businesses that have not completed the Business and Accommodation Standards sections (if applicable) will not be eligible to get their submission draft reviewed.
- Entrants of the individual categories (29, 30, 31) are not eligible to participate in this program.

How can you participate?

1. Submit your full draft via the online portal and by the deadline above. The draft should also include the images that are to be used in your submission. Please see marked in **red** below where you would submit your draft.



The screenshot shows the 'FINALISE' step of the awards submission process. The 'FINALISE' button in the navigation bar is highlighted with a red box. Below the navigation bar, there is a section for 'Terms & Conditions' with a checkbox for 'I declare that the information provided in this submission be true and correct to the best of my knowledge and I agree to the terms and conditions as outlined.' which is checked. At the bottom right, there is a green button labeled 'Submit for Draft Review' which is also highlighted with a red box.

2. VTIC will review all drafts to ensure it is complete and will confirm back to the entrant if their draft has been accepted and is proceeding to be reviewed.
3. Once accepted, a consultant will review your draft and provide feedback via the online portal within 2 weeks.
4. Entrants will then be offered the opportunity to book a 30-minute session with the consultant to debrief on the feedback. These sessions will be done either via phone or teleconference (e.g., Zoom).

What will be reviewed?

Consultants will provide a strategic review of the submission, offering constructive feedback to help entrants understand how the submission is overall, where entrants have responded well, and the areas for improvement. This includes, for instance:

- Whether you have answered and addressed all parts of the questions and the Response Guidance.
- What is missing and what needs improvement.
- Whether you have provided measurable results where needed.
- Whether you have included enough examples, testimonials, case studies.
- Whether you have made the best use of the images to support your responses.
- Whether your submission is well written, and the information provided is displayed as best as it can be.

Please note: Consultants will not review the *COVID-19 Impact question*, however, they will read your answers to get a background and full understanding of your submission and answers.

What is not included in the review?

- Consultants will not write any answer on behalf of the entrant.
- Support with the Business Standards and/or Accommodation Standards sections.
- Support with your ReviewPro account for the consumer rating.
- Support with your website, social media channels and other elements that will be reviewed as part of the online review component of the Awards.
- Support or advice for the judge site visit.
- Check or correct grammar or spelling mistakes. If consultants notice that this is an issue in your submission, they will note it on the feedback, but it is not their responsibility to correct it.
- Consultants will not go through each point of the feedback provided during the debrief session – rather, this is a chance for you to ask them questions and clarify the areas of improvement that you are not sure about.
- Consultants are not required to answer general questions about the Tourism Awards program. Entrants should contact VTIC for these questions.

Debrief Consultations

Once the consultant has reviewed your draft and submitted the feedback via the portal, you will be offered a 30-minute session to debrief on the feedback provided. How will this work:

- You will receive a link to the consultant's calendar so you can choose a day/time that best suit you for your debrief. Please note that the schedule is subject to the consultant's availability.
- Debrief consultations will be up to 30 minutes.
- Entrants should read the feedback provided prior to the meeting and come prepared with questions. Consultants will not go through each point of the feedback – rather, this is a chance for you to ask them questions and clarify the areas of improvement that you are not sure about.
- Consultations can be done either via a conference call (e.g., Zoom) or phone.
- All debrief consultations are to be carried out by **Friday, 20 August 2021**. Consultants will not reschedule the sessions if cancelled with less than 72 hours.

Timeline

- Drafts to be submitted between 15 July 2021 and 2 August 2021.
- Drafts will be reviewed in order as of when they are received. Feedback will be provided within 2 weeks.
- Debrief consultations are to occur by 20 August 2021.

Terms and Conditions

By submitting your draft for review, you agree to the following terms and conditions:

- The draft review is free of charge to entrants of the 2021 Victorian Tourism Awards.
- Deadline for submission of the draft is Monday, 2 August 2021.
- Draft is to be submit via the Tourism Awards online portal.
- The draft review is only available for entrants of the [business categories](#) – 1-28.
- Entrants must have completed the Business and Accommodation Standards sections (if applicable) prior to submitting the draft.
- Entrants must submit a full draft, including the images that are being used in the submission, to be eligible to have the draft reviewed.
- Entrants agree with all terms noted in this Draft Review Program Outline, including what is included and not included in the draft review.
- Having a draft reviewed by the Consultants, does not guarantee a win at the Victorian or Australian Tourism Awards.
- You agree that VTIC and the Consultants are not liable (including in negligence) for any personal injury or any loss or damage (including loss of opportunity) whether direct, indirect, special or consequential, arising in any way out from the provision of advice, including, but not limited to, the following:
 - the fitness for purpose of the expert's services to entrants' circumstances;
 - the ability of the expert to provide professional and workmanlike services to entrant;
 - any defective or negligent advice that the expert provides to entrant.

Privacy & Confidentiality

VTIC and Consultants are abided to the Victorian Tourism Awards Confidentiality Rules which states:

1. Any and all information provided by the entrant and associated business will remain confidential and used for the sole purpose of reviewing and providing feedback to the submission draft.
2. All information will not be discussed or revealed to any other party outside the Victoria Tourism Industry Council which is tasked with the coordination of the Draft Review Program and the 2021 Victorian Tourism Awards.
3. Will not disclose at any time, nor in any form, details of entrants, to any third party.
4. In the event of any potential conflict of interest arising from a business or social relationship with any entrant, the Consultant will immediately declare the potential conflict to the Victoria Tourism Industry Council and will not be involved in reviewing the draft.

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