

2021 Mentoring Program



Victorian Tourism Awards Mentoring 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 Mentoring Program?

The Mentoring Program aims to provide entrants advice and guidance in preparing an outstanding submission for the Victorian Tourism Awards.

Who can participate?

- The program will be open to all entrants of the [business categories](#) (1-28). Please see below for the eligibility details.
- The program is not open to the individual categories (29, 30, 31).

Eligibility

To be eligible to participate in the VTA Mentoring Program, entrants will need to:

- Have completed an online nomination for the 2021 Victorian Tourism Awards
- Have completed the Business and Accommodation Standards sections (if applicable)
- Have entered to the online portal a draft response for *Q2. Introduction*
- Supply to the mentor, the judges feedback report from past entries (for past entrants only)
- Have not yet won Gold at the Australian Tourism Awards for the same entry
- Have not engaged another paid Consultant/Mentor to support the business with their entry for the 2021 Victorian Tourism Awards
- Commit to finalise their submission
- Agree to the terms and conditions of the program – below.

With limited spaces available, VTIC will also consider whether the entrant is:

- [Quality Tourism](#) Accredited or Certified by [EcoTourism Australia](#)
- Engaged with VTIC and/or the Regional Tourism Board

How can you participate?

- Entrants need to submit an application by **5pm, Wednesday 14 July 2021**. [Click here to complete the form.](#)
- The mentoring program is free to successful applicants.

What does the program involve?

Successful applicants will be assigned a Mentor, with vast experience in the Tourism Awards, who will provide up to 10 hours of one-on-one mentoring.

In the first meeting, the mentor and the entrant will agree on the outcomes of the mentoring by determining the areas of need for the entrant, and the plan and type of preparation required for each meeting/discussion.

What is not included in the program?

Mentors are only required to provide strategic and overall advice and support to entrants.

Mentors are not responsible for:

- Mentors will not write any answer on behalf of the entrant.
- It is not the responsibility of mentors to ensure that entrants are adhering to the schedule.
- Mentors will not be available to entrants at all times. Support and feedback will only be provided during the meetings organised and as agreed by both parties.
- Mentors are not required to be available to answer every question that an entrant may have in regard to the Awards and their submission. Entrants should contact VTIC for general questions.
- Mentors will not provide entrants support with their ReviewPro account.
- Mentors will not check grammar or spelling mistakes. If mentors notice that this is an issue in the entrant's submission, they will advise the entrant but it is not their responsibility to correct these.
- Mentors will only provide the entrant support with one submission (if entering multiple categories).

Timeline

- Applications to be submitted by COB, Wednesday 14 July 2021
- Successful applicants will be notified by Friday, 16 July 2021
- One-on-one mentoring: 19 July to 29 August 2021

Terms and Conditions

By applying for the Victorian Tourism Awards (VTA) Mentoring Program, you agree to the following terms and conditions:

- The VTA Mentoring Program is free of charge to successful applicants (valued at \$1,000 per applicant), but places are limited. The program is funded by the Victorian Government in partnership with the Victoria Tourism Industry Council (VTIC), as part of a wider Industry Development Program to support business recovery and resilience.
- Support is not transferable or redeemable for cash.
- Applications will be open between Thursday 8 July and Wednesday 14 July 2021, 5pm.
- Support is open to tourism businesses located in Victoria that have nominated for the 2021 Victorian Tourism Awards.
- The program is limited to a maximum of 10 hours of mentoring per business.
- Businesses are only eligible to put one application through, and if successful, the mentoring will be for one category only (relevant to businesses entering multiple categories)
- Mentoring may be conducted in person, by phone or conference call, as agreed by both parties.
- The program is only available for entrants of the [business categories](#) – 1-28.

- Entrants that have won Gold at the Australian Tourism Awards are not eligible to apply for the VTA Mentoring Program.
- Participants should be the primary person responsible for preparing and writing the submission.
- Applicants must complete in full the Application Form. Submitting the application form does not guarantee participation in the program.
- Applicants must have completed the Business and Accommodation Standards sections (if applicable) prior to the start of the mentoring program.
- Applicants must have a draft response complete for Q2. Introduction and entered in the Tourism Awards portal.
- Past entrants of the Victorian Tourism Awards agree to supply the judges feedback report from past entries to the Mentor.
- Applicant has not contracted and/or is not engaged with another Consultant or Mentor for the 2021 Victorian Tourism Awards.
- The applicant commits to finalise their submission for the 2021 Victorian Tourism Awards.
- VTIC reserves the right, at any time, to verify the validity of applicants and to disqualify any applicant from support who tampers with the application process or who submits an application that is not in accordance with these Terms and Conditions.
- Applicant commits to attend all online and in-person sessions with the Mentor, as agreed by both parties.
- Mentors are not required to make up for a meeting if the entrant cancels the planned meeting in less than 72 hours.
- Applicant commits to complete all assigned tasks given or recommended by the Mentor, and as agreed by both parties.
- Participating in the VTA Mentoring Program and utilising the service of a Mentor, does not guarantee a win at the Victorian or Australian Tourism Awards.
- You agree that VTIC and the Mentor 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.
- Mentors will not write any answer on behalf of the entrant.
- It is not the responsibility of the Mentor to ensure the entrant is adhering to the rules and criteria of the 2021 Victorian Tourism Awards. Entrants should read [this document](#) thoroughly and contact VTIC to clarify any point that is unclear to the entrant.
- It is not the responsibility of the Mentor to ensure the entrant is adhering to the Victorian Tourism Awards schedule.
- Mentors will not be available to entrants at all times. Support and feedback will only be provided during the meetings organised and as agreed by both parties.
- Mentors will not be available to answer every question that an entrant may have in regard to the Tourism Awards and their submission. Entrants should contact VTIC to clarify general queries.
- It is not the responsibility of the mentor to check grammar or spelling mistakes.
- Applicant agrees to complete a survey within 7 days of the conclusion of the program. Survey will be sent by VTIC.

Privacy & Confidentiality

VTIC collects the personal information in your application for the purpose of the VTA Mentoring Program only. This information is collected and handled in accordance with VTIC's Privacy Policy.

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

1. Any and all information provided by the mentee and associated business (entrant) will remain confidential and used for the sole purpose of mentoring.
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 Mentor 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 Mentor will immediately declare the potential conflict to the Victoria Tourism Industry Council.

The Program's application form will require you to agree with the above terms and conditions.

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