

CHECKLIST – BUSINESS DEVELOPMENT

This checklist is based on the Business Development question for the main categories. There will be variations on categories that have a specific question-set.

Have covered:

- Improvements to the product/ experience/ service and/or strategies introduced in the wake of national and world events.
- The rationale (the why) for each improvement/ strategy
- The research and planning undertaken, including:
 - alignment with the business' goals and strategies
 - research undertaken
 - planning process
 - risk management
 - training
- How these improvements/ strategies enhanced the visitor experience or supported business endurance
- The outcome/s of each improvement/ strategy, with quantifiable results and evidence
- If possible: environmental/ social, economic and ethical initiatives or achievements
- Information is relevant to the qualifying period
- Supported answer with evidence and examples
- Supported answer with images

View the above in more detail below.

Past entrants, please note: the Business Development question is different from the Business Planning questions from previous year. Don't just rehash your answer.

Q: During the qualifying period, what have you implemented to improve your product, experience, service and/or to provide business recovery and resilience in the wake of national and world events?

1. All information provided is relevant to the qualifying period (1 July 2019 – 31 June 2021)

Q: During the qualifying period, what have you implemented to improve your product, experience, service and/or to provide business recovery and resilience in the wake of national and world events?

2. You have clearly outlined how the business has improved the product/ experience/ service during this time, and/or the strategies you have introduced in the wake of bushfires and/or COVID-19 (for survival and recovery).

3. You have explained the rationale for each improvement/ innovation/ strategy – why were these implemented?

- In addition, you have explained how these enhanced the visitor experience or supported business endurance.

4. You have demonstrated the planning undertaken by the business before the above innovation/strategies were implemented. This includes:

- The alignment of the above with your business' overall goals and objectives
- Research undertaken
- Planning process
- Risk management
- Training

5. You have explained the outcome/s of each improvement/ innovation/ strategy with quantifiable (number/percentage) results and evidence, and if not accomplished, you have explained why the desired outcome was not achieved.

- **Tables to show the alignment between goals, strategies and outcomes are a good way to display this information.**
- **If you have too many improvements/strategies in your submission - be mindful of the word count and spreading it across all sections - consider including the main ones only and providing a selection of strategies to demonstrate diversity. For instance, financial, operational, product development, human resources, etc.**

6. You have included any environmental/ social/ economic/ ethical initiatives and achievements the business introduced /improved during this period. Your answer includes the goal, activity and outcome for each. This may not have been possible by all, but if relevant, it is highly recommended.

Don't forget:

7. You have provided evidence and examples to substantiate your claims.

8. You have included images to support your answers.

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