



TOP TOURISM TOWN AWARDS



2018

PRESENTED BY:



IMPORTANT DATES

- Closing Date for Nominations – 27 April 2018
- Closing Date for Submissions – 11 June 2018
- Announcement of Finalists – 06 July 2018
- Site Visits to Finalists – 16 July to 10 August 2018
- Awards Presentation Dinner – 05 September 2018

MESSAGE FROM THE CHAIRPERSON

As Chairperson of VCWA, it gives me great pleasure in inviting our Visitor Centre members to submit an entry for the 29th Annual GWN7 Top Tourism Town Awards.

Entry into the Awards provides you with an excellent opportunity to showcase the services you or your Association provide to members, the community and stakeholders. It encourages teamwork not just in your Visitor Centre, but also with your members and community, and makes everyone proud of their achievements.

We are delighted to welcome back long-term Awards naming-rights sponsors GWN7 for another year. The winner of the GWN7 Top Tourism Town Award will receive television advertising valued at \$25,000 and the GWN7 Top Tourism Town Award (Population under 5,000) winner will receive advertising valued at \$10,000 on GWN7.

VCWA has again appointed Strahan Events to organise the administration and judging of the Top Tourism Town Awards. Pat Strahan has been involved with Awards judging and the organisation of awards for more than 20 years and she will be available to assist should you have any questions.

The winners will be announced at the Conference Dinner to be held on Wednesday, 5 September in conjunction with the 2018 WA Tourism Conference, being held at the Perth Convention and Exhibition Centre from 3 to 5 September, 2018. We look forward to seeing you all at this year's GWN7 Top Tourism Town Awards night.

I wish all entrants the best of luck.



Matt Norton

Chairperson, Visitor Centres WA



OBJECTIVE OF THE AWARDS

The objective of the Awards is to showcase to your community and members how important tourism is to your town/city. It is also an excellent opportunity to raise the profile of your town/city to consumers and encourage visitors to enjoy the tourism experiences that your town/city offers.

The Awards also highlight the importance of Visitor Centres and the role they play in promoting tourism to your town/city. The awards acknowledge the important contribution that community involvement and professionalism offer to the development of 'high quality', though not 'high cost' tourist facilities and experiences.

The GWN7 Top Tourism Town Awards recognises the important contribution that community and local government make in attracting visitors to their town/city and dispersing them throughout the region through innovative tourist experiences and facilities.

Entrants will need to include a 30 second to two minute video with their submission showing the experiences and attractions in your town/city. This can then become a valuable tool to promote your town/city in the future. This has been an outstanding success since its introduction two years ago, providing all entrants a great marketing opportunity for their town/city. Should you have entered the Awards previously, you will need to provide an updated video of your town/city to highlight your achievements over the past 12 months.

It is important that entrants of the awards demonstrate their commitment to working together with their town/city as well as with community partners and other relevant bodies.

The awards are not for the biggest town or city which attracts the greatest number of visitors, but for the one that shows a co-operative approach to visitor servicing and presents itself to visitors relative to the size of the local community. It is vital that entrants of the awards demonstrate their commitment to working together within their town/city as well as with community partners and other relative bodies.

Comments from previous winners, include: *"Winning the Award gave them recognition from Local Government, members and consumers as well as the prestige of being the 'Top Tourism Town' in Western Australia."* The advertising spend offered by GWN7 was also a great incentive as many towns/cities do not have the opportunity to advertise on TV.

Submitting an entry also provides Visitor Centres with a chance to review their business and marketing plans and highlight their achievements over the past year.

INFORMATION FOR ENTRANTS

The Awards are open to all Visitor Centres in Western Australia which includes Regional, Perth City and Metropolitan Visitor Centres.

There are two major Awards - the GWN7 Top Tourism Town Award and the GWN7 Top Tourism Town Award (Population under 5,000) as well as four category awards.

Award Categories

GWN7 Top Tourism Town Awards

GWN7 Top Tourism Town Award (Population under 5,000)

Marketing and Media

Tourism and Business Planning

Community Engagement

Heritage, Cultural & Environmental Visitor Experiences

All entrants, regardless of their status as a finalist, are eligible to receive the category awards listed above. Judging in these awards is based on the written submission and is common across both entry levels. The winners of the category awards are those that receive the highest score for that question across both awards.

The announcement of the GWN7 Top Tourism Town Award and the GWN7 Top Tourism Town Award (Population under 5,000) will be at the WA Tourism Conference dinner on 5th September 2018.

The two winners will have the opportunity to present a one- minute speech on the key attractions and experiences that attract visitors to their town.

All entrant videos will be shown at the WA Tourism Conference dinner.

Allocation of Points

Questions	Top Award	Tourism
Question 1 – Location & Demographics	30	
Question 2 – Marketing & Media	20	
Question 3 – Tourism & Business Planning	20	
Question 4 – Community Engagement	20	
Question 5 – Heritage, Cultural & Environmental Visitor Experiences	10	
Site Visit (finalists only)	80	
TOTAL	180 points	

Judging

The awards will be presented at the discretion of the judging panel, based on the submissions received and the site visits. All entrants are entitled to receive verbal feedback, by appointment only, following the awards presentation. The judging panel's decision is final and no correspondence will be entered into.

The judges' overall decision is based on an allocation of points from the desktop assessment and an allocation of points from the site visits to finalists. The submission questions for GWN7 Top Tourism Town Award and the GWN7 Top Tourism Award (Population under 5,000) are the same.

Where a nominee's population is clearly at odds with its resource capabilities, VCWA reserves the right to alter the category the nominee may enter regardless of population, as stated on the nomination form. Any such decisions will be made by the judging panel and following discussion with the nominee. The judges' decision on the category in which a nominee may compete will be final and will be made within one week of close of nominations.

The judges' desktop assessment will also determine the winners of the Category Awards.

Finalists will be selected from the assessment of the written submissions by the judges and based on the applicant meeting the rules of entry.

To ensure consistency and fairness in judging, the Rules for Entry must be strictly met. Failure to follow the Rules of Entry will attract a deduction of up to 20 points.

Site Visits

Finalists will receive a site visit by at least two members of the judging panel. The purpose of the site visit is to verify the claims made within the submission. The site visit will be pre-arranged and the judges will adhere to a set format which will be provided to the finalists prior to the visit.

Finalists will be required to provide the judges with an itinerary for the site visit. Your itinerary for the site visitor should be no more than six hours.

All finalists will be responsible for the costs of the judge's site visit, including accommodation and meals. The VCWA will be responsible for airfares and transport to and from your town/city.

Prizes

The winning towns/cities will receive a framed certificate and GWN7 will provide on-air acknowledgment for the winner of the 2018 GWN7 Top Tourism Town Award.

The winner of the GWN7 Top Tourism Town Award will also receive an advertising prize package valued at \$25,000 and the winner of the GWN7 Top Tourism Town Award (Population under 5,000) will receive \$10,000 to be used on the GWN7 network.

In addition, the Category Awards will be awarded to entrants that have achieved and/or made significant contributions in the areas of Marketing & Media, Tourism & Business Development, Community Engagement, Heritage, Cultural & Environmental Visitor Experiences.

Conditions of Entry

The winning town will be required to display the award certificate in a prominent position in the Visitor Centre.

A minimum of one free standing sign is to be erected by the winning entrant of the GWN7 Top Tourism Town Award and the GWN7 Top Tourism Town Award (Population under 5,000), clearly identifying it as the winner of Western Australia's 2018 GWN7 Top Tourism Town Award. Signage should be located in a prominent position, ideally at the entrance to your town/city or around the town, city or region. All signage is to be erected within six months of winning the award and must include the VCWA logo, as well as the official GWN7 Top Tourism Town Award logo. Costs associated with all signage are the responsibility of the winner and a winner's logo will be provided by VCWA. A photograph of the erected sign must be forwarded to pat@strahanevents.com.au within six months from the announcement of the award.

The winning entrant is also encouraged to utilise the GWN7 Top Tourism Town Award logo on all stationery for marketing and promotional purposes.

All entrants must be a Visitor Centre operating in Western Australia and current financial members of the VCWA or Visitor Centre accredited by TCWA.

The 2018 GWN7 Top Tourism Town Awards qualifying period is 1 January 2017 to 31 December 2017. All tourism initiatives, developments and projects must be started, if not completed, during the qualifying period.

The GWN7 Top Tourism Town Award winner and GWN7 Top Tourism Town Award (Population under 5,000) winner may continue to utilise the official award logo, so long as the year the award was won is

clearly stated on any advertising and marketing collateral. The official award logo to be used may not be altered in any way and will be provided by VCWA.

By submitting an entry, the entrant agrees to allow VCWA to use the video in any way.

Rules of Entry

- The cover page must state the name of the Awards – ie GWN7 2018 Top Tourism Town Awards, the name of your Town/City and the category being entered (ie GWN7 2018 Top Tourism Town Awards or GWN7 2018 Top Tourism Town Awards (Population under 5,000)) plus an image of your town/city.
- Maximum 20 pages, A4 size, plus your cover page. A contents page is not required.
- Any submission that presents more than the allocated 20 pages will attract one (1) point penalty per each extra page.
- Submission must be forwarded via email as a single pdf file.
- The use of dot points, graphs and tables showing outcomes is encouraged.
- No columns are to be used, except in a table.
- 12 point Arial, Calibri or Tahoma font.
- No margin is required.
- 1.5 line spacing (Microsoft Word), exceptions: text contained within a multi-column table may be single line spaced.
- Question text and captions may be single line spaced.
- All pages to be numbered.
- State question, followed by your answer.
- Unanswered questions will attract zero (0) points.
- A 30 second to 2 minute video clip of your town/city highlighting the key attractions and experiences that entice visitors to your town/city must be included in conjunction with your answer to Question 1.2.
- The video is to be original/new and made just for the award submission. Existing videos (if submitted for the 2017 GWN7 Top Tourism Town Awards) must be updated to showcase what has occurred in your town/city in the past 12 months.
- The video cannot infringe the intellectual property, privacy, publicity rights, ownership or any other legal or moral rights of any third party.
- The video cannot be used for promotional purposes until after the winners of the 2018 Top Tourism Town Awards have been announced.
- Any music included in the video must not infringe on third-party rights.
- The video must be suitable for public viewing.
- The video must be in wide screen, high definition and **MP4 format only** and forwarded separately on a USB to Pat Strahan, Strahan Events, 80 Everingham Street, Carine WA 6020

Compliance with Rules

To ensure consistency and fairness in judging, the Rules of Entry must be strictly met. Failure to follow the rules may attract a deduction of up to 20 points on the desktop assessment.

What to Submit

- Signed Nomination Form and Nomination fee - **Due by 27 April 2018**
- Written submission, emailed in pdf format – **Due by 11 June 2018**
- A 30 second to two minute video clip of your town/city highlighting the key attractions and experiences that entice visitors to your town/city must be included in conjunction with your answer to Question 1.2 – **Due by 11 June 2018**. The video must be forwarded on a USB and **only in high definition MP4 format**.
- **A CD or USB of NO MORE THAN 20** digital high resolution images illustrating images relative to the five questions.
- Should you be a winner of either the major awards or a category award, an image will be included on your certificate, so please ensure that at least one of your photos relates to one of the five questions. It is up to the Visitor Centre to ensure that the photos are of a high standard and are a good representation of your town/city.
- Images may be used for promotional purposes and need to be copyright free. They will also be used for the presentation of Awards.
- Finalists only: Itinerary for the Judges' visit – **due five (5) working days prior to site visit**

Any submission that states the title of the award incorrectly will attract an automatic deduction of 5 points. The correct title of the award is to be stated as 'GWN7 2018 Top Tourism Town Awards'.

If you feel that you cannot answer a question, please contact Pat Strahan, Chair of Judges, on 0414 682 892.

Nomination Fees

Nomination fees are \$170.00 incl. GST for the GWN7 Top Tourism Town Award and \$120.00 incl. GST for the GWN7 Top Tourism Town Award (Population under 5,000). Entrants must be current financial members of the VCWA or Visitor Centre accredited by TCWA. The entry fee is non-refundable should you decide to withdraw from the Awards.

Correspondence and Enquiries

Pat Strahan
Strahan Events
80 Everingham Street
Carine WA 6020
Phone: 0414 682 892
Email: pat@strahanevents.com.au

Disclaimer

In no event will the judges be held responsible for any comment, viewpoint or expression whether expressed or implied, concerning the standard or quality of an entrant's submission. With payment entrants agree not to bring any claim against any of the judges, award co-ordinators or the VCWA, TCWA in relation to judge's feedback on their submission. They agree that the judge's decisions are final and that no correspondence will be entered into concerning such decisions.

2018 GWN7 TOP TOURISM TOWN AWARDS CRITERIA Tips

- Each question should be clearly answered, stating the question and then the answer.
- The judges may not know your town/city. Answer the question as if the judge has not visited your town/city.
- Do not use acronyms unless you include the full name in brackets following it.
- Ask an independent person to read your submission. They often can provide you with valuable tips and assist in ensuring you have answered the question.
- The use of tables showing outcomes and graphs is recommended where applicable, however your document should not be in columns.
- You can use any means available to you to film your video, whether it is with a video camera, webcam, iPhone or Go Pro. No budget is required, just your imagination. The video must be in **MP4** format only.
- The video should show some of your major attractions or experiences that visitors can experience in your town/city and should include visitors enjoying those attractions and experiences.

Question 1	Points awarded
Location and Demographics	
1.1 Provide an overview of your town/city's location, population and history.	5
1.2 List the key attractions and experiences that entice visitors to your town/city. In addition to answering this question, a 30 second to 2 minute promotional video clip highlighting the key attractions and experiences in your town/city must be included as a part of your submission. <i>(Video must be in MP4 format only on a USB). 10 points will be allocated to the written question and 10 points to the video.</i>	20
1.3 List the facilities and capacity that your town offers, ie food outlets, accommodation providers, transport (to and from and local)	5
TOTAL	30

Question 2 Marketing & Media	Points awarded
2.1 Outline your main target markets and provide details of your marketing strategies to these markets over the past 12 months showing the outcome of these strategies. <i>(A table format can be used showing outcomes.)</i>	10
2.2 Demonstrate how your town has used digital and social media to increase visitation and expenditure to your town/city.	5
2.3 Provide details and outcomes of any co-operative marketing campaigns you have been involved with.	5
TOTAL	20

QUESTION 3 Tourism & Business Planning	Points awarded
3.1 Demonstrate how your key stakeholders collaborate in the promotion and development of tourism in your town, eg, Local Government, Chamber of Commerce & Industry, RTO's, Regional Development Commissions.	5
3.2 How do you monitor and collect visitor numbers to your town/city and identify visitor trends and how is this data communicated to/shared with stakeholders.	5
3.3 Demonstrate your town's future tourism plans to attract visitors to your town/city.	10
TOTAL	20

QUESTION 4 Community Engagement	Points Awarded
4.1 In addition to facilitating and/or supporting tourism to and within your town/city, list the services that your town/city provides to the community.	5
4.2 How does your Visitor Centre engage with the community to educate and create awareness of the importance of tourism to your town/city.	5
4.3 Provide details of how your Visitor Centre works with local tourism operators and accommodation providers in your town/city.	5
4.4 List the events held in your town/city, the key stakeholders involved with delivery, and demonstrate how these events contribute economically and socially to your community. <i>(A table format can be used showing outcomes)</i>	5
TOTAL	20

QUESTION 5 Heritage, Cultural & Environmental Visitor Experiences	Points awarded
5.1 Provide details of your local heritage (history) and culture (a set of customs, traditions and values) how your town/city embraces this and promotes it to visitors.	5
5.2 How does your town/city embrace and promote environmental tourism	5
TOTAL	10