



CATEGORY 4 - FESTIVALS & EVENTS

This category recognises festivals, events and exhibitions that attract fewer than 50,000 visitors, enhance the profile and appeal of the destination in which they are held and create a significant economic impact for the destination

Important notes:

- Entrants in this category cannot enter Category 3.
- The numbers after each sub-question refer to the judges' weighting

Question 1 TOURISM EXCELLENCE (20 marks)

- Provide a brief overview on the nature and history of the festival/event and explain your reason for the chosen time of year. You must demonstrate your eligibility for entry in this category as outlined in the descriptor (4)
- Describe the program of activities you stage and the tourism experiences offered. What is your point of difference? (5)
- How does your event enhance the profile and appeal of your destination? (4)
- Detail the number and origin of visitors attracted and what methods were used to determine this data. (4)
- Demonstrate the economic benefit of your festival/event and the methods used to determine this data. (3)

Question 2 BUSINESS PLANNING (20 marks)

- Provide an overview of the key features of your festival/event business plan. (6)
- Describe your funding sources and the processes in place to secure this funding. (4)
- What Risks have been identified for your festival/event? Summarise in more detail the risk mitigation strategies that you have put in place to ensure the safety and security of all the attendees at your event including staff volunteers and contractors. (6)
- What training is in place for staff and/or volunteers and how has this improved your festival/event? (4)

Question 3 MARKETING (20 marks)

- Who are your target markets? (4)
- What innovative marketing and communications strategies did you use? (4)
- Demonstrate how these initiatives have been successful and how that success was measured. (4)
- How does your strategy align with local, regional or state marketing plans? (4)
- Summarise the media coverage received that helped to raise the profile of the region as a tourist destination. (4)



Question 4 CUSTOMER SERVICE (20 marks)

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for guests/visitors with specific needs. (5)
- c) Describe how you measure customer satisfaction and identify areas for improvement. (5)
- d) What processes do you have in place to respond to customer complaints? (5)

Question 5 SUSTAINABILITY (20 marks)

- a) How does your festival/event involve and inspire your local community? (6)
- b) Demonstrate your commitment to environmental sustainability. (7)
- c) What plans do you have in place to ensure the future sustainability of the event? (7)

TOTAL SCORE: _____/100

Please note: You will be sent a Category Toolkit when you nominate to assist you with preparation of your submission. If you don't receive one please request one via email at jwood@tourismcouncilwa.com.au