



CATEGORY 7 – ABORIGINAL & TORRES STRAIT ISLANDER **TOURISM**

This category recognises Aboriginal and Torres Strait Islander tourism operations that demonstrate authenticity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

Question 1 TOURISM EXCELLENCE (20 marks)

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature and history of your business. (6)
- b) Describe your Aboriginal and Torres Strait Islander cultural product, services or experiences offered to visitors/guests. (6)
- c) Describe your commitment to excellence through engaging with and supporting the aspirations of Aboriginal and Torres Strait Islander people. (5)
- d) Describe how your tourism business works collaboratively between Aboriginal and Torres Strait Islander people, the tourism industry, governments and the broader community. (3)

Question 2 BUSINESS PLANNING (20 marks)

- a) With a focus on emphasising your commitment to the preservation and sharing of culture, provide an overview of the key features of your business plan including goals, strategies and outcomes. (6)
- b) Describe any innovations that have taken place during the qualifying period to improve your Aboriginal and Torres Strait Islander tourism business and demonstrate how these innovations enhance your tourism experiences/services. (6)
- c) Describe how you promote and foster employment of Aboriginal and Torres Strait Islander people in tourism and how you encourage them to benefit from training opportunities. Describe how this has improved the services provided to your guests/visitors? (4)
- d) Identify the main risks and risk mitigation measures you have implemented that are associated with your business. (4)



Question 3 MARKETING (20 marks)

- a) Who are the target markets for your tourism business? (4)
- b) What research did you use to identify these markets? (6)
- c) What are your unique selling points? Demonstrate how your business promotes authentic Aboriginal and Torres Strait Islander culture to your target markets? (4)
- d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (6)

Question 4 CUSTOMER SERVICE (20 marks)

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for people 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) Demonstrate how your tourism business contributes directly or indirectly to the sustainability of the local Aboriginal and Torres Strait Islander community and or partnerships with other Aboriginal and Torres Strait Islander businesses. (6)
- b) Demonstrate how your business preserves and protects the Aboriginal and Torres Strait Islander traditions. (7)
- c) Describe how your business cares for the local environment. (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