

## **2021 GWN7 Top Tourism Town Awards Information**

### **About the Awards**

The GWN7 Top Tourism Town Awards recognise and reward towns in Western Australia which demonstrate a strong commitment to encouraging tourism and increasing visitation to the destination.

There are two Awards in the 2021 program – the **GWN7 Top Tourism Town Award** and the **GWN7 Small Tourism Town Award**.

### **Important Notes**

- Nominations must be made by a Golden i Accredited Visitor Centre. The Visitor Centre does not have to be in the town but must be associated/service/support the nominated town.
- The entry fee is \$150.00 per entry/town.

### **Important Dates**

Nominations Open	Monday 9 November 2020
Nominations Close	Tuesday 2 February 2021
Submissions Due	Tuesday 23 February 2021
Consumer Voting Period	Thursday 18 March 2021 – Thursday 8 April 2021
Winners Announced	Wednesday 5 May 2021 (2021 Perth Airport WA Tourism Conference Dinner, Geraldton)

### **How to Enter**

Entrants are required to complete an [online nomination](#), by close of business, **Monday 2 February 2021**.

Entrants are then required to submit the following items by close of business, **Tuesday 23 February 2021**.

#### **1. Editorial Article**

A short editorial article on why visitors should come to your town and what they could experience during their visit.

The article can be up to 500 words and should be written in the style of a feature article for a print or online newspaper or magazine. It must be accompanied by six high-quality images relating to the attractions in your town.

#### **2. Video**

A 30-second to 2-minute promotional video highlighting the key attractions and experiences in your town. It must be wide screen and high definition.

The finalists' videos will be shown at the 2021 WA Regional Tourism Conference Dinner prior to the announcement of the winners.

### **3. Visitor Itinerary**

A self-drive itinerary that starts and finishes in your town.

The itinerary should be for three to four days and can be for a couple or family (two adults and two children). As part of the itinerary, please define your target market for the trip. Both a Word and PDF version must be submitted.

### **Judging and Consumer Voting**

The total score of the submission will be made up of:

- 30% score determined by panel of industry judges; and
- 70% score determined by public consumer vote.

All entrants that reach a score of 75% from the judges will be deemed a finalist and proceed to the consumer voting component of the award process, which will be hosted on [www.westernaustralia.com](http://www.westernaustralia.com). The public will have the opportunity to review your video, itinerary and editorial article, and vote on their favourite.

To incentivise voting, a winner will be selected and receive a \$5,000 credit with the WA Visitor Centre to spend on a holiday in WA. A second prize of a \$500 RAC Parks & Resorts voucher will also be offered. The winning towns' itineraries will be offered as a preferred trip for the winning voter.

### **Prizes**

#### **Top Tourism Town Award winner will receive:**

- \$25,000 advertising prize package provided by GWN7
- GWN7 on-air acknowledgement
- Electronic logo
- Framed certificate

#### **Small Tourism Town Award Winner will receive:**

- \$10,000 advertising prize package provided by GWN7
- GWN7 on-air acknowledgement
- Electronic logo
- Framed certificate

The Silver and Bronze winners in each category will receive a framed certificate.

### **Tourism Western Australia**

Tourism WA will provide tailored marketing support to the winning towns, for example:

- Helping to align regional messaging with Our Story: The Spirit of Adventure and the new State brand platform (released early 2021).
- Working collaboratively to identify opportunities to leverage Tourism WA and/or Regional Tourism Organisation activity.

### **Rules of Entry**

- The Awards are open to all Visitor Centres across Western Australia. Visitor Centres must be accredited to the standard of Golden i Visitor Centre (through the Quality Tourism Framework) to enter the Awards.
- Entrants must be current financial members of Visitor Centres WA for their Accreditation to be current.
- A Visitor Centre may nominate multiple towns within its catchment should a nearby town not have a traditional Visitor Centre.
- Entry fees must be paid by the close of nominations for the nomination to be valid. Entry fees are non-refundable.
- Entrants must select the category which best suits their city or town during the nomination process:
  - GWN7 Top Tourism Town Award – best suited to established tourism towns, particularly those with a population over 5,000 people.
  - GWN7 Small Tourism Town Award – best suited to towns which are in the process of establishing a tourism strategy, particularly those with a population below 5,000 people.

**Please note:** Visitor Centres WA reserves the right to determine the category a nominee may enter on the grounds of fairness and ability to be competitive in a particular category. Any changes deemed necessary to the category indicated by the nominee on the nomination form will be communicated to the nominee within one week of close of nominations.

### **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 Visitor Centres WA, Tourism Western Australia, Tourism Council WA or any Awards sponsors. Entrants agree that the judges' decisions are final and that no correspondence will be entered into concerning such decisions.

### **Correspondence and Enquiries**

Leslee Hall  
Corporate Affairs Manager  
Tourism Council WA  
9416 0700  
[awards@tourismcouncilwa.com.au](mailto:awards@tourismcouncilwa.com.au)