

28. Excellence in Local Government Tourism

This category is open to all local government authorities and recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and overall to Western Australia's tourism industry.

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 the organization. (6)
- b) What tourism products, experiences and services do you offer visitors? (6)
- c) Describe your commitment to tourism excellence. (4)
- d) Describe your involvement in the tourism industry. (4)

2 BUSINESS PLANNING (20 marks)

- a) Outline your tourism strategy and Council's tourism development plan. (4)
- b) Describe council's internal structure for identifying and communicating on tourism issues and requirements. (5)
- c) Describe the processes you have in place to identify and meet the needs of tourists visiting, or passing through, your region. (4)
- d) What relationships do you have with the local tourism industry, visitor centres, regional tourism associations, your State Tourism Organisation and neighbouring councils in the provision of tourism services/infrastructure and in tourism marketing? (4)
- e) Describe the risk issues you have identified for your local authority in relation to the tourism industry and the risk mitigation strategies you have put in place. (3)

3 MARKETING (20 marks)

- a) Who are your target markets and how does your Councils' tourism activity align with them? (4)
- b) How do you know your products/services meet the needs of your target markets? (4)
- c) What are your unique selling points and demonstrate how you communicate these to your target markets? (4)
- d) What contribution does council make towards the provision of visitor information services? (4)
- e) Describe the involvement that Council has in innovative marketing strategies to encourage new and/or repeat business and demonstrate the success of these initiatives. (4)

4 CUSTOMER SERVICE (20 marks)

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for 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)

5 SUSTAINABILITY (20 marks)

- a) Demonstrate how you contribute to the local economy. (6)
- b) Demonstrate how you engage with and bring benefits to the local community. (7)
- c) Describe how you care for the local environment. (7)

❖ **There is no site Visit for this category**

TOTAL SCORE: ____/100