

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.

1 TOURISM EXCELLENCE (20 marks)

- a) 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 above. (4)
- b) Describe the program of activities you stage and the tourism experiences offered. What is your point of difference? (5)
- c) How does your event enhance the profile and appeal of your destination? (4)
- d) Detail the number and origin of visitors attracted and what methods were used to determine this data. (4)
- e) Demonstrate the economic benefit of your festival/event and the methods used to determine this data. (3)

Tips:

- a) *Refer to the ABOUT US section of your festival/event website as this may assist with this response. Judges will want to know who and when the festival/event started, who works there, where it is located (a map will be helpful) and how it has developed over the years.*
- b) *What sets you apart from other festivals/events and makes you special.*
- c) *Explain how your festival/event links to the destination that you operate within.*
- d) *Explain the techniques you use to track visitors and gather information on the people attending your festival/event. Using charts would help present this information.*
- e) *Include figures to substantiate what your festival/event contributes to the local area. Include calculations to show how you know the economic impacts.*

2 BUSINESS PLANNING (20 marks)

- a) Provide an overview of the key features of your festival/events business plan. (6)
- b) Describe your funding sources and processes in place to secure this funding. (4)
- c) 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)
- d) What training is in place for staff and/or volunteers and how has this improved your festival/event? (4)

Tips:

- a) *Include all business plan elements that are specific to your festival/event. Ensure that you broadly cover all areas such as financial management, human resources, operations etc.*
- b) *Provide figures to substantiate how your festival/event is funded. What systems do you have to manage this, for example, 3 year sponsorship commitments etc.*
- c) *Identify a broad summary of the risks involved in running your event. Follow this with a more detailed summary of the risk management approach for safety and security during the event itself.*
- d) *Highlight volunteer, orientation, induction, and other training programs for onsite event staff.*

3 MARKETING (20 marks)

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

Tips:

- a) *This question seeks to understand who you have aimed your marketing towards. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product fits.*
- b) *What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps. The response needs to focus on innovative approaches to marketing your festival/event.*
- c) *Detail how these new/different/unique marketing activities have been successful. Try and measure the outcomes.*
- d) *Demonstrate your linkages with local, state and/or national strategies. Referencing plans will enhance response.*
- e) *Provide details on media outcomes that profiled not just your event/festival but the region/destination as well.*

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)

Tips:

- a) *Consider the systems and procedures you have in place to deliver outstanding service. How do you make an effort to understand visitor needs, welcome them, respect them, thank them and do business with them?*
- b) *Demonstrate how you consider visitors' special and specific needs. Think about who your customers are and their specific requirements.*
- c) *What processes do you have in place to understand how your customer feels about your product service? For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider providing a case study/example where you have implemented a change based on customer feedback.*
- d) *Consider how you receive feedback for example telephone, email or user generated content such as blogs and TripAdvisor. Explain how you respond to each of these different communication channels.*

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)

Tips:

- a) *This is a two-part question. Consider the quantifiable outcome from your festival/event for the local community. For example; revenue for local businesses, local purchasing, employing locals etc.*
- b) *Explain your commitment to environmental sustainability and provide evidence of any measurement of your environmental footprint (fuel, energy, carbon, water, waste). Detail the practical activities you conduct at the festival/event in relation to conserving and measuring water, waste management and energy.*
- c) *Provide details of, for example, sponsorship programs, funding and commercial business models that will ensure your event continues in the future.*

TOTAL SCORE: _____/100