

Updated 4 March 2020

7. QANTAS AWARD FOR EXCELLENCE IN ABORIGINAL & TORRES STRAIT ISLANDER TOURISM

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

Maximum word count: 10,000 words

Maximum images: 25

1. Introduction (15 marks)

A. Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does the business demonstrate tourism excellence? 15 marks

Response Guidance

- This is where you set the story of your product/experience/service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.*
- Your response should demonstrate why your business should be considered as an award-winning tourism business by highlighting your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.*
- This is where the judges (and auditors) will gain an understanding of how you fit into the category, therefore it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.*
- Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the Aboriginal and Torres Strait Islander tourism industry (locally, regionally and nationally) through both business and personal participation.*
- Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.*
- Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.*

Updated 4 March 2020

2. Business Development (15 marks)

A. During the qualifying period, what have you implemented or improved to enhance the Aboriginal and Torres Island tourism visitor experience? 15 marks

Response Guidance

- This question seeks to understand how you have improved the product/experience/service within the qualifying period. To respond, consider what strategies, innovations and/or developments the business has introduced or updated. An enhancement could include, for example, a new experience/facility, updating point of sale processes to changing to ethically sourced supplies.*

The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the visitor experience. The judges will be looking for an understanding of what prompted the innovation/development/improvement e.g. was it a result of guest feedback, change in market demand etc.

- An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation/development/improvement and how they align with the business' main goals and strategies.*
- Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.*

3. Marketing (15 marks)

A. Describe the marketing strategies used to differentiate your Aboriginal and Torres Strait Island tourism business and attract your target markets during the qualifying period. Describe how Indigenous culture is embedded into these strategies and why these strategies were chosen and what was the result? 15 marks

Response Guidance

- This question is looking for a clear understanding of how you are marketing to your target market. You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market. 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 meets their expectations. Identify how the target market/s are right for your business.*
- You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example; social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, packaging initiatives, relationship marketing.*
- Ensure you outline why these marketing strategies were selected by aligning with your target markets attributes as well as local, regional or state marketing plans.*
- Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.*

Updated 4 March 2020

- Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. Customer Experience (15 marks)

A. How do you work to consistently deliver memorable and authentic Indigenous Tourism experiences and demonstrate inclusive practices? 15 marks

Response Guidance

- This question requires you to outline the practices you have put in place to ensure the delivery of high quality authentic Indigenous Tourism experiences throughout the visitor experience journey.
- Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.
- Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.
- Once you have provided an overview of how customer service is delivered you should consider how your business monitors and assesses customer service to ensure continued quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.
- You should ensure that you incorporate the ways in which you deliver an authentic Indigenous tourism experience as a part of your visitor experience.
- Consider how you actively encourage feedback and how feedback is used to improve the visitor experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.
- As a part of your businesses delivery of quality visitor experience you need to demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited to, cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.
- Provide examples of how you catered for customers with specific needs, explain the outcome or successes. A case study would be beneficial here.
- Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

5. Responsible Tourism (35 marks)

A. Demonstrate how you raise awareness to visitors about the need to preserve our Indigenous heritage and influence visitors to enjoy our Indigenous heritage respectfully. 10 marks

Response Guidance

- The judges are looking for leadership in visitor education of Indigenous tourism. Therefore, you need to outline how you share knowledge and awareness of our Indigenous heritage. Consider for example, education programs, communication

Updated 4 March 2020

systems and activity programs delivered throughout the visitor experience (pre/during/post).

- Consider all of the ways in which awareness and education is delivered to visitors. For example, onsite communications/signage, staff training and development, education programs.*
- Demonstrate what the outcomes of these activities are and how you have influenced visitors through activities which foster responsible use and enjoyment of our Indigenous heritage.*

B. Demonstrate how the business' work has contributed to the promotion and advancement of Aboriginal and Torres Strait Islander culture. 10 marks

Response Guidance

- Describe how you work with various stakeholder groups such as governments, communities, stakeholders, travellers and other industries to exchange information and develop a shared plan for the advancement of our Indigenous culture.*
- Demonstrate how the business respects the rights and values of host and local communities, property owners and Aboriginal peoples.*
- Describe how you communicate and educate to communities about the importance of our Indigenous culture.*

C. Demonstrate how the business generates/stimulates tourism, employment and economic activity in the host Indigenous community. 10 marks

- The judges are looking to understand the positive impact you have made to Indigenous communities through the visitor product/experience/service.*
- You should demonstrate the direct benefit to the community in which your business represents/engages/interacts with. Consider the employment opportunities, economic stimulus, awareness generated. Your response should consider how the business optimizes long-term benefits to the community.*
- When demonstrating how you support the local economy it is recommended that this be presented as a percentage of total contribution. E.g. '75% of all our supplies are sourced from the host Indigenous community.'*
- To demonstrate employment opportunities you could consider activities such as mentoring, education, training and career development opportunities that you make available to the host Indigenous community.*

D. Demonstrate how the business has considered its other responsibilities to the wider community. 5 marks

Judges are looking for you to highlight any further activities undertaken to ensure the product/experience/service is conducted in a responsible manner within the community.

Consider the following:

- *Non-monetary examples of supporting the local community including supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups*
- *Monetary examples of supporting the local community e.g. local purchasing, % of employment of local people.*
- *How the business has considered the engagement and representation of other cultural or historical representation, animal welfare etc.*

Updated 4 March 2020

- *Offering gifts for the school raffle that allowed the school to raise money for an item they wouldn't have otherwise been able to afford*
- *Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going*

Submission Score /95

Online review /5