

3. MAJOR FESTIVALS AND EVENTS

This category is open to hallmark festivals or events (including major exhibitions) that a) create substantial economic impact, b) attract visitors from interstate and/or overseas, c) generate national or international media profile, and d) positively promote the destination. They may be one-off or recurring.

Important note:

- *Entrants in this category cannot enter Category 4.*

Important reminders:

- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*

Tip for all questions:

- *Prior to using an acronym, please state phrase or name in full followed by the acronym in brackets.*

Question 1. Product (20 points)

- Provide a general overview of the nature and history of your festival/event. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (5 points)
- Detail the number and origin of visitors attracted and the methods used to determine this data. (5 points)
- Describe the program of activities you stage and the tourism experiences you offer. (5 points)
- Describe the services and facilities you offer. (5 points)

TIPS: Part a) Consider stating where the festival/event is staged geographically (perhaps include a map shot) and including a picture to help judges visualise your festival/event. Explain what makes you a hallmark event.

Part d) Services and facilities could include venue, catering, transport, information booths, accommodation etc.

Question 2. Business Plans (20 points)

- Describe the key features of your business plan for example goals, strategies and outcomes. (6 points)
- What were your major funding sources and demonstrate how you achieved the planned financial outcome? If you did not, explain. (4 points)
- Describe the risk issues you have identified and summarise the risk mitigation strategies you have put in place. (6 points)
- Demonstrate your involvement in, and contribution to, the tourism industry. Explain how it contributes to the success of your business and the tourism industry as a whole. (4 points)

TIPS: Part a) Explain what you were trying to achieve i.e. your vision for this festival/event, how you went about it and the related outcomes.

Part b) would benefit from the inclusion of graphs illustrating income and expenditure and/or nett profit/loss for the qualifying period. This could be presented as a percentage or dollar value.

To demonstrate if your festival/event is viable you can show:

- *An increase in average spend*
- *Reduction in loans*
- *Amount of forward bookings compared to previous year*
- *Agents/wholesalers – 3rd party referrals*
- *A percentage increase*
- *Visitation numbers (have they increased?)*

Judges want to see that you've got plans in place (particularly if you're a new festival/event) to ensure the continuity of your festival/event, that you have a pipeline. That could be:

- *You have a relationship with a local Visitor Information Centre or other sources for referrals*
- *Repeat customers*

You can also show that you've done research into things like the lifetime value of a customer.

Part c) Risk management relates to all parts of your festival/event including risk to the visiting public, specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works. Also consider displaying information in a matrix form and identifying levels of risk.

Part d) Demonstrate your involvement at local, state and/or national level. Examples could include pre and post touring, cooperative marketing, media famils, cooperation with local and state tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, involvement in tradeshows, other partnerships and alliances etc.

Question 3. Marketing (20 points)

- a) Who were your target markets for and how did you identify them? (4 points)
- b) Describe the marketing strategies used to attract each target market and detail the success/outcomes of those strategies. (4 points)
- c) What is your distinctive difference and how do you promote it to attract each of your target markets? (2 points)
- d) How does your marketing strategy capitalise/link with local or state tourism marketing directions? (4 points)
- e) Outline the media coverage achieved at state, national and international level. (4 points)

- f) Demonstrate how potential visitors are provided with an accurate and responsible depiction of what to expect from the festival/event. (2 points)

TIPS: Consider all arms of marketing (e.g. sales, advertising, public relations, word-of-mouth and e-marketing) where appropriate. Your objective should be to demonstrate a clear plan, supported by market research, and the results achieved.

Part a) Explain what research you used to identify them.

Part b) Consider displaying your target markets and the strategies and outcomes for each in a table format. Ideally there should be a strategy described for each target market listed in part a).

Part f) relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping it up to date if your festival/event is ongoing.

Question 4. Customer Service and Professional Development (20 points)

- a) Explain how you achieve and maintain quality customer service throughout your festival/event. (8 points)
- b) How do you identify and provide for people with specific needs? (4 points)
- c) State the number of people working with the festival/event and explain how you identify and determine professional development needs of staff, including volunteers. (4 points)
- d) Describe the range of training/skill development programs undertaken. (4 points)

TIPS: Part a) Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback.

Part b) Specific needs could include language, physical, intellectual dietary and other special needs e.g. groups, special interest etc.

Part c) You should consider fulltime, part-time, casual and volunteers.

Part d) Points to consider could include the objective of staff/self training/skill development programs, how they were measured, the extent of uptake and outcomes for the festival/event.

Question 5. Sustainability and Innovation (20 points)

- a) Describe and demonstrate your commitment to environmental sustainability. (7 points)
- b) Describe how your festival/event benefits and respects the local community values and culture. (7 points)
- c) Describe any innovations that have taken place during the qualifying period to improve your festival/event and the specific benefits achieved. (6 points)

TIPS: Part a) could include energy and water conservation, restoring the site after your event, waste management, recycling, tree planting, engaging environmentally sensitive procedures, noise management, parking etc.

Part b) Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organisations, free entry, etc. The use of local products and services could include food and beverage suppliers, service providers, tradespeople, and local building material. If local products and services are not available, briefly explain.

Part c) Include innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine repairs and maintenance.

Total score: 100 points. Visitation: 0 points.

Due to festivals/events being seasonal, entrants in this category will be visited and evaluated for verification purposes only and therefore no points will be awarded for the visitation.