

2. FESTIVALS AND EVENTS

This category is open to festivals or events that a) create substantial economic impact within the local community, b) attract visitors from intrastate and/or interstate, c) generate regional media profile, and d) positively promote the destination. They may be one-off or recurring.

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.*

Question 1. Product (20 points)

- a) Detail the number and origin of visitors attracted and what methods were used to determine this data? (10 points)
- b) Describe the program of activities you stage and the tourism experiences offered. (10 points)

Tips: Part b) Explain how you significantly contribute to tourism in your region.

Question 2. Business Plans (20 points)

- a) Describe the key features of your business plan for example goals, strategies and outcomes. (10 points)
- b) What were your major funding sources and demonstrate how you achieved the planned financial outcome? If you did not, explain. (10 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.

Question 3. Marketing (20 points)

- a) Describe the marketing strategies used to attract each target market and detail the success/outcomes of those strategies. (10 points)
- b) What is your distinctive difference and how do you promote it to attract each of your target markets? (10 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 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.

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

- a) Explain how you achieve and maintain quality customer service throughout your festival/event. (10 points)
- b) Describe the range of training/skill development programs undertaken. (10 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) 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. (10 points)
- b) Describe any innovations that have taken place during the qualifying period to improve your festival/event and the specific benefits achieved. (10 points)

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

Part b) 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.