



**NORFOLK ISLAND TOURISM AWARDS  
2009**

**THE ENTRY FORMAT  
*INDEX***

**THE TOURISM AWARDS**

**Notice of Submission of Entry [Award Entry Form 1]**

**Entry Form [Award Entry Form 2]**

**The 6 Submission Questions [Award Entry Form 3]**

**Cover Sheet for Appendix [Award Entry Form 4]**

**CUSTOMER SERVICE NOMINATION**

**Notice of Customer Service Award Nomination [CS Form 1]**

**Customer Service Award Nomination Form [CS Form 2]**

**Customer Service Award Nomination Submission [CS Form 3]**

**Please consult the  
ENTRY GUIDANCE MANUAL  
For further information, including the list of categories**

**➔ TO THE VISITOR INFORMATION CENTRE**

**PLEASE ATTACH THIS TO THE FRONT OF YOUR SEALED ENVELOPE  
THAT CONTAINS YOUR AWARD ENTRY OR ENTRIES**

**NORFOLK ISLAND TOURISM AWARDS  
2009**



**NOTICE OF SUBMISSION OF ENTRY**

**ENTRY DETAILS:**

	Category Number	Category Name
Name[s] of business being entered	1.	
	2.	
	3.	
	4.	
	5.	
	6.	
Contact Details	Name:	Phone No:
	Email:	Fax No:

**PAYMENT DETAILS:**

	Amount
Entry Fee (First business)	\$150 (includes 2 tickets to Awards Dinner)
Entry Fee (Other businesses)	\$50 per business
Entry Fee (Customer service)	\$60 for each entry (includes 1 ticket to Awards Dinner)[Refer to the relevant forms]
Extra Award Dinner Tickets (Number required: _____)	\$65 per person
<b>TOTAL</b>	



## NORFOLK ISLAND TOURISM AWARDS - 2009

# ENTRY FORM

## *Confidential*

Include this ENTRY FORM at the start of your entry submission

Deliver your completed entry [**1 copy**] in a sealed envelope to the Visitors Information Centre, Norfolk Island Tourism by the closing time of 4pm on Monday 14 September 2009.

Attach the “NOTICE OF SUBMISSION OF ENTRY”, together with your payment, to the front of the sealed envelope.

CATEGORY NUMBER ENTERED	CATEGORY NAME ENTERED
-------------------------------	-----------------------------

Business Name, or name of Event/Festival	
Proprietor Name	
Contact Person 1 (Name and Phone No)	
Contact Person 2 (Name and Phone No)	
Address and location details	
Email	

I/We submit our entry for the 2009 Norfolk Island Tourism Awards, and agree to the Entry Terms and Conditions.

Signature		Date	
-----------	--	------	--

## THE SUBMISSION QUESTIONS

1. **OVERVIEW AND HISTORY** [The maximum length of this answer is 1 page]

**Zero Points**

- I. Give a general overview of the nature and history of your business.
- II. Present a summary of your products and services. ★
- III. Demonstrate your eligibility for the category you have entered

★ New Businesses should also outline the philosophies and rationale behind the development.

- I. What do you offer the tourist and visitor?**
- II. Explain the distinctive characteristics and strengths of your business**
- III. What makes your business unique in this market?**

- I. Describe your business vision and objectives
- II. What research did you undertake eg a SWOT analysis?
- III. Summarise the key features of your Business Plan eg annual Goals, Strategies and Outcomes ★
- IV. Demonstrate your financial viability, with explanations
- V. Summarise the specific risk issues you have identified and the mitigation strategies you have in place
- VI. Describe your involvement in and contribution to the tourism industry.

★ New Businesses should also outline the strategies behind the development.

- I. Who are your target markets and why?
- II. Describe your marketing strategies, how they have been implemented, and their success/outcomes.
- III. How do you define your distinctive difference to attract your target market/s?
- IV. Demonstrate how you provide customers with an accurate depiction of your experience/product service?

**5. CUSTOMER SERVICE AND PROFESSIONAL DEVELOPMENT****12 Points**

- I. Describe your management structure, the number of staff and qualifications**
- II. Outline your procedures for recruitment, training, service and professional development**
- III. Define how you achieve quality customer service and satisfaction**
- IV. What are your procedures for customer feedback and handling complaints?**
- V. Describe your attention to special or specific customer needs**

- I. Describe and demonstrate your commitment to environmental sustainability.**
- II. Describe how your business benefits and respects Norfolk Island's community values and culture.**
- III. Describe your process for continuous improvement, the innovations that have taken place during the qualifying period to improve your business, and explain the specific benefits achieved.**
- IV. Describe how you are aligned to the Norfolk Island 2012 Tourism Strategy.**

## COVER SHEET FOR APPENDIX

ENTRANT: \_\_\_\_\_

CATEGORY NUMBER	CATEGORY NAME

# APPENDIX

## CONTENTS

1. Item:
2. Item:
3. Item:
4. Item:
5. Item:

**Notes:**

1. You may use or vary this format, or develop your own.
2. Please note that all enclosures must be bound and not loose

**→ TO THE VISITOR INFORMATION CENTRE**

**PLEASE ATTACH THIS FORM TO THE FRONT OF YOUR SEALED ENVELOPE THAT CONTAINS YOUR CUSTOMER SERVICE NOMINATION/S**

**\* Please submit this in a separate sealed envelope [not with your Tourism Award entry]**

**NORFOLK ISLAND TOURISM AWARDS  
2009**



**NOTICE OF CUSTOMER SERVICE NOMINATION/S  
*Confidential***

I am pleased to submit the enclosed nomination/S.

Your name: \_\_\_\_\_ Signature

Contact Details: \_\_\_\_\_ ☎ \_\_\_\_\_

**PAYMENT IS ENCLOSED FOR THE FOLLOWING:**

	Amount	
Nomination Fee/s		\$60 for each nomination
Number of nominations _____		
Extra Award Dinner Tickets		\$65 per person
Number required: _____		
<b>TOTAL</b>		

# NORFOLK ISLAND TOURISM AWARDS 2009



## CUSTOMER SERVICE AWARD NOMINATION FORM *Confidential*

**\* Please submit this inside a separate sealed envelope [not with your Tourism Award entry]**

We invite you to nominate an individual for the “Customer Service Person of the Year” award. This person should:

- Be Norfolk Island based
- Be an employee [not management or an owner/operator]
- Be someone who has shown a strong and special commitment throughout the past year for exceeding customer expectations.
- Not be a previous year’s winner of this Award.

Please provide examples of excellence in service to support your nomination by commenting against the criteria noted in the attached form

You may nominate any person who works on Norfolk Island. They can be someone from your business, or from any business on the island. You may nominate more than one person, using separate forms. Note that previous winners are not eligible for re-nomination.

I wish to nominate the following person:

FIRST NAME: \_\_\_\_\_ LAST NAME \_\_\_\_\_

POSITION TITLE: \_\_\_\_\_

PLACE OF WORK: \_\_\_\_\_

TYPE OF BUSINESS: \_\_\_\_\_

SUMMARY OF DUTIES [Including the nature of contact with customers]:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

I am pleased to submit the above nomination.

Your name: \_\_\_\_\_

\_\_\_\_\_  
Signature

Contact Details: \_\_\_\_\_



\_\_\_\_\_

### CUSTOMER SERVICE AWARD SUBMISSION

First Name: \_\_\_\_\_

Second Name: \_\_\_\_\_

CRITERIA	YOUR COMMENTS
<p><b>RELIABILITY</b> ... meaning that information provided to customers is accurate every time.</p>	
<p><b>RESPONSIVE</b> ... meaning when they have requests from customers, they respond quickly and flexibly to their needs.</p>	
<p><b>CLEAR COMMUNICATIONS</b> ... meaning they communicate clearly and in concise language so that customers can understand what is being sold to them.</p>	
<p><b>COURTESY</b> ... meaning they serve customers cheerfully and courteously, and take the time to make the customer comfortable. They display unfailing good manners every time.</p>	
<p><b>ACCESSIBILITY</b> ... meaning they make themselves available to help customers out, and solve their problems.</p>	
<p><b>SPECIAL</b> ... summarising why this employee's approach to customer service is special and deserving of recognition</p>	