



NORFOLK ISLAND TOURISM AWARDS 2009

THE ENTRY GUIDANCE MANUAL *INDEX*

Welcome to the Awards

Entry Specifications

General Guidance Hints

The Awards Timetable

Terms and Conditions

Categories and Entry Specifications

Addressing the Submission Questions

General Guidance and Hints for Entrants

Your Entry Checklist

**The Awards Entry Forms are available in the
ENTRY FORMAT
Document**

WELCOME TO THE AWARDS

Welcome to the Norfolk Island Tourism Awards for 2009 – the third year of the event which highlights our tourism industry, draws the industry together and recognises excellence. It is designed to be an enjoyable and interesting challenge for your business – one which will help into the future.

All you need to know about the Tourism Awards is contained in two sets of documents:

- **The Entry Guidance Manual**, which contains the detail and specifications.
- **The Entry Format**, which sets out the entry forms and submission questions

These documents and other Awards information is available on www.norfolkisland.com.au/tourism_industry_news/

THE RATIONALE FOR THE AWARDS

Businesses on Norfolk operate in a very challenging market. We believe that recognising and rewarding excellence is one tangible way we can help you compete in the market.

Norfolk Island Tourism operates the annual Tourism Awards with the objectives of:

- Increasing the skills of businesses, benchmarking against others,
- Encouraging improvements in service and quality standards,
- Recognising entrants that demonstrate superior levels of business excellence and quality,
- Enhancing and unifying our diverse tourism industry operations, and
- Promoting our tourism industry, its growth and economic significance.

ENTERING THE AWARDS

You may enter only 1 category – choose the one which best suits your business. Begin planning your entry well in advance of the closing date in view of the detail required in the submission.

All Norfolk Island businesses are invited to enter the Awards in categories 1-13 by self-nomination, whether they are directly or indirectly involved in the tourism industry. Australian, New Zealand and Norfolk Island wholesalers that are recognised by Norfolk Air and Air New Zealand to sell Norfolk Island tourism packages are invited to enter the Awards in category 14 by self-nomination.

By making an official entry, you will have to think about your business planning; your customers; your products and services; and your marketing. In doing so, you might find ways to improve what you do. By also competing against other businesses, you might see ideas that could be applied to your business to improve its performance.

Note that the relevant entry question under the Business Plan does not require you to provide sensitive financial information. But it does require you to demonstrate your financial viability with explanations and trends, or marks may be deducted.

The judging panel supplies a Feedback Report to each entrant to assist them with improvements to their entry and to business practices. As such, the Tourism Awards process is primarily about the pursuit of business excellence and the use of best practice business processes, but particularly planning and self-assessment, and so it should be viewed as a journey, not a destination. It is also about how the business presents itself, so supporting testimonials from visitors should be provided.

The winners will be the businesses of Norfolk Island, their owners, and our visitors.

IS YOUR BUSINESS ELIGIBLE TO ENTER?

Your business is eligible to enter if it has been established and trading in its current form for more than 12 months at the time of submitting this entry, and your submission data relates to the financial year July 2008 to June 2009. If your entry relates to a specific project or event, it must have been completed and fully implemented during the past 12 months.

There is a special category for **New Business** or event that has been established during the 12 months prior to the entry closing date. This entry may not enter another category until next year.

An awards sponsor may enter the awards competition, but is not eligible to compete in the category that they are sponsoring.

Entrants from 2008 who are entering in 2009 should be aware that there have been changes to some of the questions.

THE TOURISM AWARDS

Awards are presented across 14 tourism categories, and announced at a Gala Tourism Award Dinner. You may enter one these categories, which are designed to be appropriate for all tourism and related businesses. These categories are listed in the Entry Categories table.

There will also be three special awards:

- **OUTSTANDING CONTRIBUTION:** The Minister for Tourism Award for outstanding contribution by an individual to business and tourism over an extended period of time.
- **CUSTOMER SERVICE:** An award for the outstanding Customer Service Person of the Year. A separate entry form is available for your nomination.
- **MARIE BAILEY INNOVATION OF THE YEAR AWARD:** The Award Judges will select what they believe is the best innovation from all entries in categories 1-13 submitted.
- **TOURISM CHAMPION:** The business judged from all category winners as the Tourism Champion for the Year.

The judges may also give recognition to entrants who have prepared a commendable submission.

HOW DO I ENTER?

You are required to present a submission describing your business under several specific headings and questions. This submission is viewed only by an independent panel of judges, who sign a confidentiality declaration.

There is also provision for a site visit assessment. Both of these are assessed several weeks before the awards presentation.

It is also proposed to stage an entry workshop to provide guidance on the development of a winning entry. You are strongly encouraged to attend this opportunity on the date to be advertised in local media.

Submit your entry before the closing date by completing the Entry Form and attaching one [1] copy of the entry submission and supporting appendix you have prepared. Send this before the closing date in a sealed envelope with the cover sheet: **To the Visitors Information Centre - Confidential – Notice of Submission of Entry**, [These forms are included in The Entry Format document]. Include your entry fee of \$150.

Your entry fee entitles you to two tickets to the Awards dinner. If you own several businesses and wish to enter more than one business, your entry fee will be \$50 for each subsequent business entered. Complimentary Award dinner tickets for these entries are not provided. Contact the organisers for additional award dinner tickets, [at a cost of \$65 each], there is limited availability.

If you wish to nominate someone for the Customer Service Person of the Year, you should complete the Customer Service Nomination Forms. Note that previous winners are not eligible for re-nomination. Send your completed nomination/s before the closing date in a **separate** sealed envelope, with the cover sheet: **To the Visitors Information Centre - Confidential – Notice of Customer Service Nomination**, [These forms are included in The Entry Format document]. Include a nomination fee of \$60 per nomination.

All entries close at 4 pm on Monday 14 September 2009. If you have a problem, contact Morgan Evans [Phone 22114], who will assist with further information.

Please encourage your business associates to enter, as this creates an even wider involvement in the awards competition, and increases awareness of the significance of a quality tourism industry.

THE JUDGING PROCESS

To ensure an objective assessment of all submissions, the entries will be judged by a panel of three (3) independent judges selected from the industry in our major markets of Australia and New Zealand. There is a 100-point marking system – 60 for the submission, 30 for the site visit [where relevant] and 10 for compliance and presentation of your entry.

Subject to the number of entries, the judging process takes about 5 to 7 days, with the team of judges working independently of any committee representatives. There may be some community consultation by judges regarding nominees for the Customer Service Award.

The judges are issued with a set of guidelines, procedures and assessment forms to ensure that the evaluation process is as independent, fair, impartial and thorough as possible. All judging forms are destroyed on completion, and each submission returned to the entrant in sealed envelopes.

Businesses entering these awards are welcome to look at the judging formats if they wish.

SITE VISITS

A site visit will be arranged during the judging process, to confirm the details of your submission and to gain an understanding of the product. The judges will plan to visit as many locations and activities as possible and relevant, though where there is a large volume of entries, this may be restricted to finalists or a brief visit. The process does not involve “mystery” shopping.

The judge/s will usually pre-arrange the visit and will identify themselves on arrival. The Site Visit reviews 7 aspects of your operation: 1. First Impressions; 2. The Product and Its Features; 3. Management and Staff; 4. Customer Service; 5. Service and Facilities; 6. Procedures eg environmental, emergency, risk management; and 7. Professionalism. [Site visits do not apply for Category 4 - Festival or Event].

WHAT IS MY ENTRY FEE USED FOR?

The entry fee you pay will be used by Norfolk Island Tourism towards the costs of running the awards program, including bringing independent judges to Norfolk.

WHAT HAPPENS IF I WIN?

In each category there will be a winner who will be awarded with a perpetual trophy, certificate and banner. The runner-up in each category will receive a certificate and banner.

Winners and runners-up can expect to receive media publicity, and will appear on the official Norfolk Island Tourism website for a period of one year.

Winners may use the Awards logo for promotion and marketing material of their business for a maximum period of two years following the year of winning, then afterwards in text only.

THE 2009 AWARDS TIMETABLE *[Please note these dates in your diary]*

DATE	ACTIVITY	NOTES
From Monday 23 July 2009	Call for Entries	Entry Forms are available from the Norfolk Island Tourism website or the VIC
Early August 2009	Entry Guidance Workshop	To assist you with your submission planning
4 pm Monday 14 September 2009	Entries Close	
Mid September/October 2009	Judging	Including Site Inspections by at least 1 judge
6:00 pm Monday November 09, 2009	Awards Night	
Week beginning Monday 15 November 2009	Entry documents returned	

WHO CAN I CONTACT FOR FURTHER INFORMATION?

- Morgan Evans on 22114 or borrys@norfolk.nf
- David Buffett on 22005
- Wally Beadman on 22778, or by email to window@norfolk.net.nf
- Lisa Woodward on 22405 or by email to petesplace@norfolk.nf

WHAT IS THE FUTURE OF THE AWARDS?

In the future, we will be implementing a Norfolk Tourism Accreditation Program that will allow businesses on Norfolk Island to become accredited with Norfolk Island Tourism as a business whose practices ensure services and products are of a consistent quality and meet or exceed customer expectations.

Accredited businesses will be able to participate in the Awards program. The Accreditation Program will also include training opportunities for businesses who wish improve their overall performance.

We also look forward to the time when our Awards will be linked with those in an Australian State.

ENTRY TERMS AND CONDITIONS

1. **ENTRY:** Entry denotes acceptance of the entry term and conditions.
2. **QUALIFYING PERIOD:** The qualifying period to be covered in the entry submission is the financial year 01 July 2008-30 June 2009.
3. **TRADING PERIOD:** An entrant must have traded in tours, services, events, campaigns and promotions which have occurred during the entire qualifying period [unless a New Business entry].
4. **PUBLICITY:** By entering, entrants agree to being profiled and mentioned in media publicity.
5. **CLOSING TIME:** Entries must be received by the defined closing time.
6. **NON-ACCEPTANCE:** Entries sent by fax or E-mail will not be accepted.
7. **CONFIDENTIALITY:** The information contained in all entries will be treated in strict confidence, and assessed only by the judges.
8. **PACKAGING:** Entries should not be submitted in elaborate presentation packs, boxes etc. Packaging of this style is removed prior to judging.
9. **CATEGORIES:** The judges may alter an entry so it is judged under the most appropriate category.
10. **AWARD:** The Judges reserve the right not to make an award in a particular category.
11. **LOGO USE:** A winner may use this year's award recognition logo for a maximum of two years following the year of winning, then afterwards in text only.
12. **DISCLAIMER:** Norfolk Island Tourism (NIT) & Norfolk Island Government Tourist Bureau (NIGTB), organisers and committees will not be held responsible for any damages, loss and damage of materials that are submitted for judging. I/we agree not to bring any claim against the Judges, NIT or NIGTB in relation to submission feedback. Your details may be supplied to agencies for promotional/advertising purposes.
13. **JUDGES DECISION:** The judges' decision is final and may not be appealed.

ENTRY CATEGORIES

Note: The guidelines are broadly based on other tourism awards, but have been developed to suit the Norfolk Island tourism industry.

THE CATEGORIES FOR AWARD SUBMISSIONS

Choose the category that best describes the main activity of your business. You may enter only **one [1]** category. The judges have the right move an entry to a more appropriate category. The categories are:

No.	CATEGORY	NOTES
1.	Visitor Attraction	An operation featuring a specific interest/s attracting visitors
2.	Environment, history and heritage	Activity primarily related to these aspects
3.	Tour or Activity	Focusing on regular opportunities and experiences for visitors
4.	Festival or Event	Activities presented for larger numbers, annually or regularly
5.	Food and Beverage – Casual Dining	Coffee shops, cafes, catering, pizza, fish and chips, takeaways
6.	Food and Beverage – Formal Dining	Dine-in Restaurants
7.	Standard Accommodation: Up to 3½ stars	Units, motels, resorts, residences which are AAA Tourism assessed up to and including 3 ½ star rated in 2008 grading.
8.	Deluxe Accommodation: 4 stars	Units, motels, resorts, residences which are AAA Tourism assessed at 4 star rated in 2008 grading.
9.	Luxury Accommodation 4½ stars and above	Units, motels, resorts, residences which are AAA Tourism assessed at 4 ½ and above star rated in 2008 grading
10	Retail Business	Any form of retail sales or service focussed on visitors
11	New Business	Having commenced, or had a change of owner, during the year leading up to the Awards [August 2008 to August 2009]
12	Tourism Support Services including Marketing, Promotion and Media	All forms of media, publications and promotions/campaigns, Professional, trade, technical and other services that enhance the industry
13	Transportation Services	Associated with providing/supporting the island internal and external transport needs
14	Wholesalers	Aust, NZ and N.I wholesalers that are recognised by Norfolkair and Air New Zealand to sell Norfolk Island tourism packages.

Categories 1 to 13 are for Norfolk-based businesses only; Category 14 is open to wider entry as noted

There is also an Individual Award for Customer Service, for employees of a business, and a specific nomination form is included in this set of information.

ENTRY SPECIFICATION

Entrants are required to conform to these entry guidelines and requirements:

1. **One [1]** full copy of your entry document is required.
2. Entry documents will be accepted in hard copy only [Not Email or fax].
3. Your entry must be A4 size, with numbered pages
4. Landscape or portrait format is acceptable.
5. The submission must not exceed 16 pages [or 8 double-sided]. This does not include your entry form, any cover page/s or index.
6. Include the questions at the start of each answer. It is desirable [but not essential] to start a new question on a new page.
7. We encourage entry in computer-based form and in 10 point Arial font.
8. Single spacing is to be used for text. This does not apply for headings and other lay-out requirements.
9. The use of colour is encouraged, provided the text remains readable.
10. Handwritten entries will be accepted; however, the text must be legible and comply with the entry specification.
11. Entrants may include photos, charts, graphs and other illustrations in their submission, provided it remains within the length specified.
12. Your entry must be bound [eg stapled, spiral, binder or heat seal].

13. Entrants may attach an Appendix of up to 5 supporting documents [brochures, maps, photographs, rate cards, extracts from manuals and website, awards, testimonials etc]. These must be bound in a folder, with no loose material.

A checklist is provided in this documentation. It is recommended that you take advantage of it, as failure to comply with the specification can result in a loss of marks.

CLOSURE OF ENTRIES

Entries close at **4 pm on Monday 14 September 2009**. Late entries may not be accepted after processing/judging has commenced.

ADDRESSING THE SUBMISSION QUESTIONS

Entrants are requested to prepare an “exciting” document which profiles every aspect of their business by addressing six [6] aspects, focussing on the latest financial year:

Entrants in the New Business category will need to address these questions slightly differently - eg concentrating on the concept, planning, establishment and “why” viewpoints.

YOU ARE REQUIRED TO ADDRESS THE FOLLOWING 6 TOPICS. YOU MUST ANSWER EVERY QUESTION. TO ASSIST, THESE ARE PRESENTED IN THE ENTRY FORMAT DOCUMENTS.

A basic template to assist your layout can be emailed to you

You are permitted a total of 16 pages to answer these questions. This includes 1 page for Question 1, with the balance of the questions being your decision to allocate in length. A cover and/or index are **not** included in this total.

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

- 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 commencing the development.

2. PRODUCT

- 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?**

3. BUSINESS PLAN

- I. Describe your business vision and objectives**
- II. What research did you undertake eg a SWOT analysis? [See *GENERAL GUIDANCE AND HINTS*]**
- 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 commencing the development.

* The judges do not require confidential and sensitive financial data. They are seeking a presentation which is an overview/analysis of significant financial trends and relative results, as well as how issues are being addressed.

4. MARKETING

- 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

- 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 *

* This may include provision for disabilities, wheelchair access, sight and hearing impaired, special diets, language, the elderly and children.

6. SUSTAINABILITY AND INNOVATION

- 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. **

* This should include the wide range of opportunity for environmental considerations and improvements in your business.

* This may include how your business relates with the island's social culture, indigenous or historical heritage, and associations/links with the community and local services.

** See further detail under SPECIFIC NOTES ON THE QUESTIONS- Question 6

GENERAL GUIDANCE AND HINTS FOR ENTRANTS

YOUR OBJECTIVES

- To do your homework and research on the contents for the entry
- To highlight the strengths of your operation
- To prepare an attractive, readable winning entry
- To convince the judges that you deserve an award!!

THE CONTENT OF YOUR ENTRY

The length of your submission should be within the 16-page limit set, so what you include will need to be relevant, succinct and clear. Write each question topics at the start of each answer.

THE QUESTIONS

The questions are designed to define the important aspects of a top operation. You are required to answer all questions, or points will be deducted. If you do not think an aspect is relevant, perhaps there is a gap in your planning, or you should explain why it is not part of your business.

CROSS-REFERENCING

As sections in your entry are inter-related, make good use of cross-referencing rather than repeating statements.

ENTRY DETAIL

Ensure that you have answered the specific question. Under each question, you need to demonstrate three things clearly:

- What you do.
- How you do it. This is as important as "What". [Generalisations do not earn points].
- The steps you take to maintain best practice and continuous improvement.

SOME SUGGESTIONS

A few thoughts towards a top submission:

- Design your entry first, then the words
- Work on a good lay-out
- Keep your answers relevant and concise
- Be passionate but not gushy/mushy
- Keep to the facts – don't exaggerate or present opinions
- Be able to justify any claims you make
- Don't "bag" your competitors
- Use relevant photos [with captions if necessary]
- Use charts and graphs to illustrate the points made in the text
- Ensure that you have not omitted important facts about your product, the scope of marketing activities, your full involvement in, and contribution to, the tourism industry.

PRESENTATION

It reflects well on your business if your submission is also attractive. Consider using photos, graphs, charts, "dot" points and other lay-out features. Use relevant photos [with captions], charts and graphs to illustrate the points made in the text.

You also have the opportunity to include an appendix with up to 5 items which provide a more complete profile and presentation of your operation. Choose these carefully.

LAY-OUT HINTS

These are several mechanisms available in computer programs to assist attractive, orderly and communicative lay-outs. Here are three suggestions:

- The use of "dot" points, bullets or numbering, as this paragraph illustrates
- The use of sub-headings, as seen in this chapter
- The use of tables [also called boxes and templates] - with a sample below:

	Topic	Strategies	When	Notes
1.				
2.				
3.				

SPECIFIC NOTES ON THE QUESTIONS

These are background notes which may help you consider your approach to the scope of each defined question. They are not instructions of what to include, but may be idea starters. Take care to avoid providing information under the wrong question

Question 1 - Overview/History (0 points)

You are asked to provide a general overview of the nature and history of your operation, though do not use too much space with history at the expense of “today”. Include some vital statistics eg the number of units, the annual number of visitors, your range of products, and who your business targets.

Ensure that important basic information is not left out – don’t assume that the judges know your business.

You might consider mentioning how long the business has been in operation, and how it has changed over the time you have owned it. You should include reference in this question of why you are eligible for entry in this category. Note that the maximum length of this answer is one [1] page.

Question 2. - Product (12 points)

Provide a comprehensive summary of the operation which captures the “feel” of your product in an exciting way.

Highlight why your product is special, and how it is targeted to your customers. Note any additional or special advantages you offer the visitor.

You can also make reference to the strategies and characteristics your business has, and how they are targeted to your market. For example, why you selected your range of products, type of tour, attraction, event or service.

It is important to note innovations introduced during the past year, but avoid too much mention of future plans, as you are being judged on the past year.

Question 3 -. Business Plans (12 points)

This is an important question with several components, and the answers must be clearly laid out according to the specifics sought – notably, goals, strategies and outcomes.

Your answers need to reflect a thorough approach to planning, management, operations and maintenance. The use of tables can greatly facilitate your presentation here.

Explain what you are trying to achieve i.e. your business vision, how you went about it and the related outcomes.

On the financial questions, your presentation would benefit from the inclusion of graphs illustrating your results and trends. While you need not include financial data you are uncomfortable with presenting, the judges need a clear overview of trends, comparisons and profit margins. Use imagination in the way you present this.

Also, business sustainability relies (in part) on an appropriate financial recording system to be in place. What system do you have in place that allows you to know budgets, income, costs and expenses, breakeven points (ie. how much income is required to cover all costs?), monthly cash flow, and profit and loss?

Your reference to Risk Management should relate to all parts of your business including risks to the visiting public, specific business-related risks, and Occupational Health and Safety, and how you deal with each. You might use a simple table like the following to define your major risks, and the risk mitigation strategies you have in place.

Describe the risk	A: What is the likelihood of this happening (Five point scale - 1 very low to 5 very high)	B: If it did happen, what would be the impact on your business? (Five point scale - 1 very low to 5 very high)	Multiply A by B to get C	What strategies (can/have) you in place to minimise the most significant risks (ie. those with the largest values for C)

You need to demonstrate your involvement in, and support for, the tourism industry. Do not under-rate the many interests you probably have. Examples could include cooperation with local and wider tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, participation in special campaigns, and involvement in trade shows and media visits.

A SWOT Analysis is a way for you to analyse your business by identifying:

Strengths – Those aspects of your business/product that are unique and must be protected. It is important that you identify how you might protect your most important strengths;

Weaknesses – Those aspects of your business/product that are not as strong as you might like, and what are you going to do about the most important of them;

Opportunities – What opportunities do you see to improve your business/product, and how' are you going to take up the best opportunities and make them real;

Threats – What are the threats to your business/product e.g. another competitor, and how are you going to overcome the major threats.

Your strategies to deal with them can be defined in Question III. Eg

HOW are you going to protect your key Strengths?

WHAT are you going to do to minimise the major Weaknesses?

HOW are you going to make real the key Opportunities?

HOW' are you going to negate the major Threats?

Question 4 - Marketing (12 points)

Present a clearly laid-out, innovative and well-implemented plan, with the emphasis very much on the detail of "how" you are marketing.

Define the markets you are working to attract, what strategies you have implemented and how successful they have been, including your repeat business strategy and new/developing markets.

Your objective should be to demonstrate a clear plan, supported by market research and the results achieved.

Consider displaying your target markets and the strategies and outcomes for each in a table format. Use the opportunity to include several items of marketing material in the Appendix, with cross-referencing eg *See Appendix 2*.

Consider and explain all arms of your marketing – for example: Advertising, brochures, maps, public relations, word of mouth, special offers, e-marketing and websites, signage, shopfront, cooperative campaigns and the others you know about!

Question 5 - Customer Service and Professional Development (12 points)

This question concentrates on the people side of your business – your employees and your customers.

You are asked to outline the structure of your organisation, including owner/managers, full-time, part-time and casual employees, and volunteers.

Include a statement [or even a chart] of your approach to induction, identifying training needs, training manuals, operations manuals, and professional development of your people.

Define how quality customer service is achieved and maintained throughout your organisation – both formally and informally. Note your methods such as a guest survey form, and how comments are dealt with. Consider a sample in the Appendix.

There is increasing emphasis on providing for people with specific needs and it desirable to stay abreast of industry developments. Some aspects which come to mind are provision for disabilities – for example: Wheelchair access, sight and hearing impaired, special diets, language, the elderly and children.

Question 6 - Sustainability and Innovation (12 points)

Because there is increasing emphasis on conservation measures within business and industry, this question focuses on the total environment in which you operate.

You are asked here to define your commitment to environmental sustainability, and then to define and explain the steps taken or being introduced.

These could include [but is not limited to] activities for energy savings, water conservation, building design and location, landscaping, waste management, recycling, use of safe chemicals, tree planting, wildlife care, adopting environmentally-sensitive procedures and “green” accreditation programs.

There is great scope for listing how your business benefits and respects local community values and culture. This may include how your business relates with the island’s social culture, indigenous or historical heritage, and associations/links with the community, organisations and local services.

Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, and partnerships with community-based organisations. The use of local products and services could include food and beverage suppliers, service providers, tradespeople, and local building material.

A simple continuous improvement process is outlined below as a guide:

- What ideas are there for improving your products and services?
- Which ideas best fit with your business goals?
- How do you test that the ideas are worthwhile? For example, do you do simple market research like asking your customers, or undertake a test of the idea?
- How do you incorporate the new product or service into your marketing plan?
- How do you launch the new product or service? For example, do you develop new policies and procedures, train staff, begin to advertise etc?
- How do you monitor the impact of the new product or service on your business, and what fine-tuning was required?

Innovations in tourism on Norfolk Island reach a new level of importance in 2009. The Award judges will recommend an award (Marie Bailey Innovation Award) be given to that business that, in their opinion, has implemented the most significant innovation in the qualifying period. The judges will review innovations described under the response to Question 6 with regards to originality, and benefits achieved for the business. The innovation could be products or services that demonstrate the introduction of a new idea, method, technology, process or application of benefit and/or commercial significance in the marketplace. A short description (of no more than 50 words) of the innovation that can be publicly read out at the Awards Gala presentation must be provided in your response to this question, so please highlight this for the judges.

On innovations, it is important to show that your business is progressive by explaining all those that have taken place during the qualifying period to improve the operation. Under this question, there is opportunity to mention innovations in the past year to [1] Improve the environment, [B] Enhance the visitor experience, and [C] Introduce new infrastructure, activities or systems/procedures. Define the benefits achieved for each.

Alignment to the Norfolk Island Tourism Strategy to 2012 could address issues like how your business will help to: grow visitor numbers; increase visitor yield; attract the baby boomer market (aged 43 to 60 years); raise service standards and cooperation across the industry; protect our environment, culture and heritage; attract special interest groups to holiday here and better target visitors and deliver on their needs and aspirations.

The Norfolk Island Tourism Strategy to 2012 was launched in mid 2007. The strategy has the following objectives:

- Targets of 350,000 commercial visitor nights per year and a 50% average increase in per visitor expenditure to be achieved by June 30th 2012.
- Norfolk Island's image and experiences become more appealing and consequently a wider and increasingly a higher yielding market (the baby boomer ages 43 to 60 years) be attracted to the Island.
- Increased unification of the tourism industry and involvement by the community in tourism leads to greater professionalism, consistency and general elevation of service standards, cooperative development of the industry and the experiences it provides.
- Development of tourism in Norfolk Island is undertaken in a way and within limits to ensure the sustainability of the Island's fragile and unique natural and social balance, environment and heritage.
- Development of experiences, products and services, and marketing and distribution strategies to be undertaken in accord with and through a greater understanding of changing customer desire and aspirations.

NORFOLK ISLAND TOURISM AWARDS - 2009

✓ YOUR ENTRY CHECKLIST ✓

This is designed to assist entrants check the final detail of their entry.
There is also space for your own items.

	ITEM	CHECK
1.	I have commenced my preparation and research, including attachments, photographs, charts and graphs.	
2.	I plan to attend the entry advisory workshop on the date as advised by the organisers	
3.	I have read the Entry Information and have met the entry conditions eg Fees, selection of category etc.	
4.	I have complied with the 13 entry specifications eg an A4 submission, no more than 16-pages of answers, single spacing as defined, page numbering etc.	
5.	My entry information relates to the qualifying period of the financial year 01 July 2008 – 30 June 2009.	
6.	For a New Business entry: I have commenced during the 01 July 2008 – 31 June 2009 financial year, and have traded continuously since.	
7.	I have checked that the entry specifically and relevantly answers each sub-question under the 6 subject headings.	
8.	I have arranged for the entry to be edited, proof-read and bound, with the completed "Entry Form" as the cover page.	
9.	I have included an Appendix [with an index] of supporting material with no more than 5 items in a bound A4 attachment.	
10.	I am also nominating an individual employee for his/her outstanding Customer Service, and completed the nomination forms.	
11.	I am consulting with the organisers if I have questions or need advice towards entry preparation.	
12.	I am aware that my Entry constitutes acceptance of and adherence to the Entry Conditions.	
13.	I have completed the "Notice of Submission of Entry Form", and the Payment Details, and attach this to the front of the sealed envelope containing my entry f	
14.	I have noted that the closing date for lodging entries is <u>4 pm on Monday 31 August 2009.</u>	
15.	I have retained a copy of my entry if required.	
16.	I have noted that late entries may not be accepted.	
17.	I am aware that during the judging process my business/operation may be visited/attended by a judge/s.	
18.	I have planned to attend the Awards presentation night on <u>November 09, 2009.</u>	
19.	I note that my entry will be sealed after judging and arrangements made for its return to my business after the presentation night.	
20.		
21.		
22.		
23.		