

TOURISM AWARDS GRATIFY NORFOLK ONLINE

Alison Christian is sure that being involved in the 2007 and 2008 Tourism Awards has benefited the business she, Gaelene Christian and Wally Beadman run together. For the past two years Norfolk Online, the weekly online newspaper, has won the Gold award for Marketing and Promotion, and she is pleased with this result. A printed edition, *The Norfolk Window*, is available every Friday from various Island outlets, but the online version is bigger; with lots of extra content and photos.



Alison feels the Tourism Awards encourage businesses to assess their performance and be innovative. She enjoys the whole process: filling in forms, the judging, and the gala dinner at Governor's Lodge where the awards are announced. People dress up, have a bit of fun and celebrate the achievements of Norfolk's tourism industry. The awards, she says, push everyone "...to lift their game."

Having an overall vision about *what* you want to do is as important, Alison believes, as the day-to-day running of a business. Recognition, via awards, is gratifying but just taking part – looking at your own strategies and plans - has been rewarding for the Online team.

Bart Murray, on behalf of Air New Zealand, who sponsored this award, said: *"These awards go a long way to encouraging local businesses to evaluate their product and look at ways to improve themselves. Self improvement and self development by local operators is a key component to the long term viability of Norfolk Island as a tourist destination. Congratulations to Norfolk Online in winning the marketing category and good luck for the future."*

(Jenny Jauczius)