



## **THE NORFOLK ISLAND TOURISM AWARDS 2010**

### **THE ENTRY FORMAT INDEX**

#### **THE TOURISM AWARDS**

<b>Notice of Submission of Entry</b>	<b>[Award Entry Form 1]</b>	<b>Page 2</b>
<b>Entry Details</b>	<b>[Award Entry Form 2]</b>	<b>Page 3</b>
<b>An Award Submission Template</b>	<b>[Award Entry Form 3]</b>	<b>Pages 4 - 9</b>
<b>Contents Sheet for Appendix</b>	<b>[Award Entry Form 4]</b>	<b>Page 10</b>

#### **CUSTOMER SERVICE NOMINATION**

<b>Notice of Customer Service Nomination [CS Form 1]</b>	<b>Page 11</b>
<b>Customer Service Award Nomination Form [CS Form 2]</b>	<b>Page 12</b>
<b>Customer Service Award Nominee Details [CS Form 3]</b>	<b>Page 13</b>

Please consult  
**THE ENTRY MANUAL**  
for full information about the Awards  
and  
**YOUR ENTRY GUIDE**  
for hints and suggestions on preparing your submission

## ➔ TO THE VISITOR INFORMATION CENTRE

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

## NORFOLK ISLAND TOURISM AWARDS 2010



## 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)		<b>\$150 [includes 2 tickets to Awards Dinner]</b>
Entry Fee (Other businesses)		<b>\$50 per business</b>
Entry Fee (Customer service)		<b>\$25 for each entry [Refer to the relevant forms]</b>
Extra Award Dinner Tickets (Number required: _____)		<b>\$65 per person</b>
<b>TOTAL</b>		<b>\$</b>

**→ PLEASE ATTACH THIS TO THE FRONT OF YOUR ENTRY SUBMISSION**



## NORFOLK ISLAND TOURISM AWARDS - 2010

### ENTRY DETAILS

*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 **4 pm on Monday 31 January 2011.**

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

THE CATEGORY <u>NUMBER</u> YOU ARE ENTERING		THE CATEGORY <u>NAME</u> YOU ARE ENTERING	
---------------------------------------------------	--	-------------------------------------------------	--

Name of Business/Organisation/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 2010 Norfolk Island Tourism Awards, and agree to the Entry Terms and Conditions.

Signature		Date	
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# AN AWARDS SUBMISSION TEMPLATE

This basic template is designed to assist and guide you with your entry.

It lists the questions to be answered under five topics. Each question should be included either together at the start of each topic, or at the start of each answer.

Beyond this, the format of your lay-out is your creative responsibility and you are free to edit, add and change this template, and delete any notes that you consider unnecessary.

## FIRST PAGE

[Suggest that you include your name and business logo]

### SUMMARY

NAME OF ENTRANT: \_\_\_\_\_

Include a description of about 100 words profiling your business, products and services.  
This is to [i] Give a brief introduction to the judges and [ii] For use in publicity and promotion.

As it is for publicity purposes, it should be concise, accurate and exciting, highlighting the features of your business and what it offers.

➔ Please also include this summary as a separate loose page in your entry package, so it can be given to the organisers for publicity purposes, separate from your confidential Entry Submission.

As a guide, there are 100 words in this text using 12 point Aerial.

## INDEX

PAGE NUMBER

1. PRODUCT
2. BUSINESS PLANS
3. MARKETING
4. CUSTOMER SERVICE AND PROFESSIONAL DEVELOPMENT
5. SUSTAINABILITY AND INNOVATION

# THE SUBMISSION QUESTIONS

1. PRODUCT	20 points
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- I. Demonstrate your eligibility to enter this particular category ★
  - II. Provide a general overview of the nature and history of your business/event/service.
  - III. Describe your product, service and facilities.
  - IV. Explain how you enhance the tourism experience offered
- ★ New Businesses should outline the philosophies and rationale behind your development.

<b>2. BUSINESS PLAN</b>	<b>20 Points</b>
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- I. Describe your business vision and objectives
  - II. Explain what research you have undertaken, eg a SWOT analysis
  - III. Summarise the key features of your Business Plan eg annual Goals, Strategies and Outcomes ★
  - IV. Describe the risk issues you have identified and the mitigation strategies you have in place.
  - V. Demonstrate your financial viability, with explanations.
  - VI. Demonstrate your involvement in and contribution to the tourism industry.
- ★ New Businesses should outline the strategies behind the new development.

**3. MARKETING****15 Points**

- I. Who are your target markets and how did you identify them?
- II. Describe your marketing strategies for each target market, detail how they have been implemented and list their success/outcomes.
- III. What is your product's distinctive difference/s and how do you promote it/them to attract each of your target markets?
- IV. Demonstrate how you provide potential visitors with an accurate and responsible depiction of what to expect from your experience/product/service?

<b>4. CUSTOMER SERVICE AND PROFESSIONAL DEVELOPMENT</b>
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<b>10 Points</b>
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- I. Explain how you achieve and maintain quality customer service and satisfaction throughout your organisation. Make reference to what procedures you have in place
- II. How do you identify and provide for people with special or specific needs?
- III. State the number of people working in the business and the organisation structure.
- IV. Describe your procedures for training and professional development, and the range of programmes undertaken.

<b>5. SUSTAINABILITY AND INNOVATION</b>
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<b>10 Points</b>
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- I. Describe your commitment to environmental sustainability, and programmes to demonstrate this.
- II. Describe how your business benefits and respects Norfolk Island's community values and culture.
- III. Describe how you are aligned to the Norfolk Island Tourism Strategy.
- IV. Describe any innovations during the qualifying period to improve your business, and explain the specific benefits achieved. ★

★ Your answer to this question is the basis for the judges' assessment for the Innovation of the Year Award. Refer to the criteria for this award in Section 5 of the Entry Manual. Please highlight first your most significant innovation, with a 50-word description.

CONTENTS SHEET FOR APPENDIX

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

CATEGORY NUMBER		CATEGORY NAME	
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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 separately [not with your Tourism Award entry]**

**NORFOLK ISLAND TOURISM AWARDS  
2010**



**NOTICE OF CUSTOMER SERVICE NOMINATION/S**

I am pleased to submit \_\_\_\_\_ *[number]* nomination/s enclosed.

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

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

**PAYMENT IS ENCLOSED FOR THE FOLLOWING:**

	Amount	
Nomination Fee/s		<b>\$70 for each nomination</b>
Number of nominations _____		
Extra Award Dinner Tickets		<b>\$70 per person</b>
Number required: _____		
<b>TOTAL</b>		

**NOMINATION FORM - CUSTOMER SERVICE AWARD**

***Confidential – For Judges***

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

**NORFOLK ISLAND TOURISM AWARDS 2010**



**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 or an individual [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.**

**NOMINEE DETAILS: 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]:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PERSON NOMINATING: I am pleased to submit the above nomination.**

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

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

**CUSTOMER SERVICE AWARD – NOMINEE DETAILS**

**First Name:** \_\_\_\_\_ **Second Name:** \_\_\_\_\_

CRITERIA	YOUR COMMENTS AND EXAMPLES	JUDGE'S POINTS *
<p><b>1. COURTESY</b></p> <p>For example, comment on:</p> <p>Customer service Cheerfulness Courtesy Good manners Helpfulness Responsiveness to customer needs</p>		15
<p><b>2. SKILLS</b></p> <p>For example, comment on:</p> <p>People skills Technical skills Special skills Problem solving Other attributes</p>		15
<p><b>3. RELIABILITY</b></p> <p>For example, comment on:</p> <p>Punctuality Dependability Accuracy Accuracy of information provided to customers. Extra effort</p>		15
<p><b>4. COMMUNICATIONS</b></p> <p>For example, comment on:</p> <p>Verbal strengths Clarity of expression Language skills Writing skills</p>		15
<p><b>5. SPECIAL</b></p> <p>It is most important that you explain why this employee's approach to customer service: -</p> <p>Is well above average. Displays special abilities. Goes "the extra mile" Greatly impresses visitors. Is deserving of recognition.</p>		40

\* Points distribution to be confirmed, but is a guide