

## Tourism Awards 2016

### Frequently Asked Questions

#### What are Australia's Indian Ocean Islands Tourism Awards?

Jointly developed and managed by the Cocos Keeling Islands Tourism Association Inc and the Christmas Island Tourism Association Inc, the inaugural Australia's Indian Ocean Islands Tourism Awards were held in 2014. Following on from the success of these awards it was decided that the event should continue on a two yearly basis.

The Awards are open to all in the tourism industry in our region. The Awards demonstrate the **value of tourism** to Australia's Indian Ocean Islands being Christmas Island and the Cocos Keeling Islands. Award winners will be celebrated at the presentations held concurrently on both Christmas Island and Cocos Keeling Islands on the 1<sup>st</sup> July 2016. Everyone involved in the tourism industry is encouraged to enter the awards.

#### Why Enter Australia's Indian Ocean Islands Tourism Awards?

Australia's Indian Ocean Islands Tourism Awards have been designed and developed to recognise **excellence** in our local tourism industry. A win in these awards will enhance the appeal and reputation of your tourism business and may be used as a powerful marketing tool.

Entry into the Tourism Awards may offer the following benefits to your business:

- Awards success can be your **marketing edge**.
- The application process provides a **review of your marketing and business objectives** on a two yearly basis.
- The Awards showcase your **business**, your **efforts**, and your **ingenuity** and will allow you to **be recognised by your customers and industry peers**.
- The entry process is a **great tool** to address some of the needs and challenges that we continually face from year to year.
- Entry into the Awards allows you to **recognise and be proud of your achievements**.
- **Attract new customers** - Customers are drawn to award winning businesses.
- **Increase awareness of your business**. By entering the awards you are reaching potential customers you may not necessarily be in contact with.
- **Great publicity opportunities**. Winning an award provides great opportunities for publicity, networking and promotions to increase the profile of your business.



- **Set yourself apart from your competition.**
- **Motivate your employees.** Recognise your employee's efforts and encourage them to continue to deliver exceptional service.
- **You have to Be In It To Win It!** Not only does it feel great to win an award, but just going through the process may provide huge benefits for your business. Begin the journey which gives your business new opportunities for **growth** and **recognition** throughout Australia's Indian Ocean Islands, **and potentially throughout the tourism industry at a State and National Level.**

## How to Enter Australia's Indian Ocean Islands Tourism Awards?

The Australia's Indian Ocean Islands Tourism Awards are an online submission. There are seven categories which provide an opportunity for all involved in tourism to enter:

- **Tour Operator and Attractions**
- **Food and hospitality**
- **Accommodation - less than five rooms**
- **Accommodation- five rooms or more**
- **Service Excellence Award**
- **Tourism Achiever Award - Open**
- **Tourism Achiever Award - Youth**

Further information is available by the following methods:

Visit [www.christmas.net.au](http://www.christmas.net.au),

Phone 08 9164 8382

Visit [www.cocoskeelingislands.com.au](http://www.cocoskeelingislands.com.au),

Email [manager@cocoskeelingislands.com.au](mailto:manager@cocoskeelingislands.com.au) or

Phone 08 9162 6790

**Need some help? Just ask at the Visitor Information Centres or call 08 9162 6790.**

Entries Close: **5:00 PM (Cocos Keeling Islands time) Friday 20<sup>th</sup> May 2016.**

## Judging - who chooses?

An independent judge from within the tourism industry has been appointed to conduct the judging. The judge has been selected for their knowledge and experience, and for their willingness to commit time to our awards process.

**Judges' Tips** Submissions are judged on their content and scored accordingly to the established criteria. The underlying consideration is what impact the product has on **tourism**. For example, an operator might have a great product but the judges really want to know what contribution it is making to our **local tourism industry** and needs to be evident in your submission. Don't forget you are entering a competition for a **tourism** award.



## What the judges are looking for:

- A sound tourism business, with a business and marketing plan
- Demonstrated flair, innovation and passion
- A business that knows its customers and has a service culture
- A business that has made a contribution to our tourism industry

## Is support available to complete an entry application?

Christmas Island Tourism Association and the Cocos Keeling Islands Tourism Association have developed a number of initiatives to support entrants in the preparation of their submissions for Australia's Indian Ocean Islands Tourism Awards.

**Support** - Staff from the associations are available to answer your questions, please contact them by phone, email or drop into their office.

**Submission mentoring program** A mentor will read your submission and provide a critique detailing possible areas for improvement and enhancement. To take part in the submission mentoring program, you will need to send a completed draft submission through to the Awards Coordinator by **4:00pm (Cocos Keeling Islands time) 11<sup>th</sup> May 2016** (any submissions received after this date will not be able to receive feedback). Your submission must be in a complete form by this time, with all questions answered.

Whilst it is useful to submit a submission that has been formatted and designed, it is not essential. Feedback will be provided within one week. Entrants will then have time before submissions close to incorporate the feedback and suggestions into their final application. For further details, please contact the Awards Coordinator on 08 9162 6790 or email [manager@cocoskeelingislands.com.au](mailto:manager@cocoskeelingislands.com.au) attention "Mentoring Program".

## Do you know a Christmas or Cocos Keeling Islands Tourism Legend?

Nominations are now open for the 2016 Australia's Indian Ocean Islands **Tourism Achiever Award – Open and Youth (under 30) categories**. This award recognises the extraordinary personal and professional achievement and contribution by an **individual** over many years to the Christmas or Cocos Keeling Islands tourism industry. The impact of their achievement and commitment extends beyond their normal employment, and is widely recognised.

If you know someone that you think is an Australia's Indian Ocean Islands **Tourism Legend**, applications are now open to nominate them for the Tourism Achiever Award – Open and Youth (<30) categories. Nominations close **5:00 PM (Cocos Keeling Islands time) Friday 20<sup>th</sup> May 2016**. The winner will be announced at the 2016 Australia's Indian Ocean Islands Tourism Awards event concurrently held on Friday 1<sup>st</sup> July 2016.