

24. Inland Champion Award

This category recognises an Individual, Community Group or Event that has contributed to Tourism in their community.

Important reminder:

- ***This category is awarded by the Judges on behalf of the board of the Inland Tourism Awards and as such, the winner of this award WILL NOT proceed to the NSW State Awards.***
- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*
- *Due to the diversity of potential entrants in this category, this category will not be visited and referees will be contacted to answer questions and verify your statements.*

Question 1

Tell us about the contributions that this person, group or event has made to increase Tourism in their community?

Tips:

You can provide supporting information, pictures or illustrations in your submission to demonstrate this. This is so that the judges can gain a good understanding of the contributions.

Question 2 (25 points)

What was the impact of these contributions to the community, include in your answer information about Tourism visitation and/or yield*.

Tips:

**Tourism visitation means where groups and/or individuals travel for more than 50 kms to experience the area and/or to attend an event.*

** Tourism yield is measured by the average dollar spent per visitor (i.e. how much did visitors spend in the community as a direct result of your activities?)*

Question 3 (25 points)

Over the last 3 years, has visitation or yield increased?

- a. If you answered Yes
 - i. Please detail this increase, providing us with a % figure
- b. If you answered No
 - i. What are the factors contributing to this? Tell us what you are doing to try and address this.

Tips:

a) Tell us how you measure this increase, it may be helpful to use a graph or illustration in your submission.

b) Points will not be deducted for this answer, what we are attempting to find out is if you are aware of these issues and the steps you are taking to address them.

Question 4 (25 points)

Please tell us about memberships created and/or partnerships the nominee has made and the benefit this has provided to their community.

Tips:

Part d) Demonstrate how you are involving members of your organisation and/or community in the project.

Detail the partnerships local and/or regional level. you have developed and the short and long-term benefits of these. Examples could include liaising with local tourism representatives, tourism and/or industry accreditation, active membership of industry associations (local tourism membership), attending local and regional industry forums, assisting and supporting trade shows and local and regional events etc.

Question 5 (25 points)

List the achievements of the nominee in the current financial year 2008/2009.

Tips:

It would strengthen your application to show how the difference from the same period last year and detail the benefit/outcome from these achievements. Note: Whilst you may refer to achievements overall this should be detailed in Question 2. This question specifically focuses on achievements made in the current financial year only.

Question 6

Please provide details of 2 referees who are able to confirm the information and the nominee's past achievements.

Total points 100 points.



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