

newsletter

May 2010



Inland Tourism Awards

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P: 02 6884 4654

Dear <First Name>, if you are having trouble reading this email...view it on our website here: <http://>

May 2010

*Photos of our 2010
Host Town TEMORA*



Inland Tourism Awards

Temora 2010

Saturday 24th July 2010



ENTRIES CLOSE 14TH MAY 2010

Frequently Asked Questions

Does my entry have to be in by the deadline?

Yes entries received after the cutoff date will not be accepted. Because the dates between receiving the entries and judging are scheduled so close to each other there can be no allowance for late entries. Please ensure your submission will be on time and if there is an issue please do not hesitate to contact the Secretariat.

Can one business enter two different categories?

Yes if your business fits the criteria for two different categories then you are most welcome to enter both, you will have to provide two complete separate entries.

How will I know if our submission got there on time as sometimes the post isn't that reliable?

The secretariat will contact you to let you know they have received your submission. We encourage you to email us soon as you have posted your submission so we know to expect your submission this way if something goes wrong and we don't receive it we can contact you immediately.

Some of our contact details are going to change this year, like our email address, will this be a problem?

Yes, if any of your contact details change you need to contact the Secretariat and advise them of these changes, otherwise you may not receive important notifications.

I am planning to pay by direct deposit. How will I know that you have received it?

You need to email the Secretariat and advise them of the details and date of your EFT transaction. Then they will be able to liaise with you.

*If you know of great
tourism business in your
town encourage them to
enter the awards and
increase tourism
awareness and
promotion for your town.*

Submission Tips

Here are some handy tips that will help you to answer the responses.

General Comments Made by Judges in Previous Years:

- Be sure to include any documentation that will support your responses.
- Use relevant images, graphs and maps.
- Outline the bottom line impact or benefits to the business of any business activities, initiatives and involvement.
- Use measurable goals and quantifiable outcomes so that progress can be clearly measured.
- Answer the entire question; some questions will require a few different points to be covered.
- Where applicable outline the benefits the community experiences as a result of any of the initiatives, programs, or activities the business is involved in.
- Take care that the presentation of the whole submission and the individual responses is clear and enhances the responses rather than detracting from them, and take care with new paragraphs and spacing can be very beneficial to your responses.
- Use relevant graphs and tables or a matrix where necessary and refer to them in your response. A suitable place to use a graph would be to show increase in visitor numbers over a specific time period, and then explain how this correlates to a marketing campaign or innovation for example.
- Ensure your responses are well structured and communicate the response very clearly with easily identifiable key points. Make it very clear which section of the question you are responding to.
- It may be beneficial to break some questions down and take new paragraphs for each section.
- Be sure to communicate your enthusiasm for your business.
- While the word limit puts some strain on how much detail you can provide in your response, try to ensure the responses are written as succinctly as possible so that you can provide as much detail about your business.
- Include information about courses, or programs that the business has run or that the staff have attended.
- Make sure what makes your business unique is emphasised in the responses.
- Provide as much detail about your target markets as possible, and outline clearly how you market your business to these target markets.
- With any information or statements you provide ensure you state how you came to have that information, and what effect it has on your business.
- Use quantifiable measures such as percentages, graphs, monetary value, visitor numbers, repeat visitation numbers,

anything that can be measured rather than a broad statement.

IF you need assistance please contact us on 02 6884 4654

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