



*entry kit*

**2009**

## Introduction

On behalf of the Ashburton District Tourism Board, I am delighted to present the entry kit for the 2009 Ashburton District Tourism Awards.

Ashburton District Tourism recognises the need to encourage the development of quality tourism product throughout the district and these awards are our opportunity to celebrate those operators providing a high quality visitor experience.

We encourage you to rise to the challenge and be part of these awards.

Good Luck



Michelle Bungard  
General Manager  
Ashburton District Tourism

## Key Dates & Deadlines

1st March 2009	Award entry kits available
17th April 2009	Entries close 5:00pm
May 2009	Site visits by judges take place
5th June 2009	Awards Function

### Declaration

As an entrant to the Ashburton District Tourism Awards I/we certify that the following answers are true and correct and my/our entry document is a true reflection of my/our business.

### Authorisation

As a finalist or winner I/we will agree to comply with the terms and conditions associated with the Ashburton District Tourism Awards, including the use of the awards logos and involvement in promotional activities.

I/we understand that the site visit dates are set by the judges and I/we agree to make ourselves available on the set site visit date. Site visits will take place between the following timeframe: May 2009.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Entry Fees

Please enclose your entry fee with your Official Entry Form and tick the appropriate box:

ADT Business Partner - \$10.00 +GST (\$11.25 incl GST)

Non ADT Business Partner - \$20.00 +GST (\$22.50 incl GST)

### Payment

Please enclose a cheque for your Ashburton District Tourism Awards entry fee.

### Deadlines

All entries for the Ashburton District Tourism Awards must be received by 5:00pm on Friday 17th April. No late entries will be accepted.

Ashburton District Tourism  
211a Wills Street, PO Box 482, Ashburton  
admin@ashburtondistrict.co.nz

# Official Entry Form

## Category Entered

- Backpacker Accommodation
- Guest & Hosted Accommodation
- Holiday Park Accommodation
- Hotel Accommodation
- Self Contained & Serviced Accommodation
- Visitor Activity
- Visitor Transport

## Business Details

Name of Business \_\_\_\_\_

Contact Person \_\_\_\_\_

Position \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Address  
(Physical & Postal) \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

# Award Categories

## 1. Backpacker Accommodation

- includes hostels, lodges, budget hotels and other establishments which typically cater to the active and/or budget traveller, and facilitate social interaction between like minded individuals.

## 2. Guest & Hosted Accommodation

- includes B&B's, guest houses, boutique lodges and home/farm stays which typically feature interaction between the guest and host in a home-like environment with breakfast part of an all-inclusive tariff.

## 3. Holiday Park Accommodation

- includes motor camps and camp grounds which typically feature communal cooking and ablution facilities, recreational facilities and a range of different accommodation types.

## 4. Hotel Accommodation

- includes hotels and resorts which typically provide tea and coffee facilities in the room; easy access to restaurants, bars, breakfast; and other services like room service, concierge, business centre, recreational facilities etc. All-suite hotels have full kitchen facilities.

## 5. Self Contained & Serviced Accommodation

- includes motels, motor lodges, motor inns, motel apartments, serviced apartments and serviced holiday cottages which typically provide self contained kitchen and (in some cases) laundry facilities, daily servicing and car parking close to the accommodation.

## 6. Visitor Activity

- anything from jet boating, scenic flights, leading attractions, museums, cultural experiences, and shopping.

## 7. Visitor Transport

- anything from rental car companies to taxis, shuttles and coaches.



The above categories are based on Qualmark categories. Qualmark is NZ tourism's official mark of quality. All accommodation and tourism businesses that carry the Qualmark rating mean they've been independently assessed as professional and trustworthy, so visitors can book with confidence. *You do not need to be Qualmark rated to enter the Ashburton District Tourism Awards.*

# Awards & Recognition

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## Category Winners

These are presented to the most outstanding entrant in each of the seven award categories: Backpacker Accommodation; Guest & Hosted Accommodation; Holiday Park Accommodation; Hotel Accommodation; Self Contained & Serviced Accommodation; Visitor Activity; and Visitor Transport.

Each category winner receives a certificate, trophy, right to use the Category Award Winner logo in marketing collateral for a 2 year period and a prize package.

## Supreme Award

This award is presented to the tourism business considered by the judges to be the most outstanding award entrant. The winner of each award category is eligible for this award and it is considered to be the most prestigious of all the awards presented.

The Supreme Award winner receives a certificate, trophy, right to use the Supreme Award winner logo in marketing collateral for a 2 year period, and a significant prize package aimed at assisting the business financially.

# Award Questions

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## Question One

Describe your business

*Consider the history of your business, key business objectives, mission statement, employees, how many years has the business been in operation, uniqueness.*

## Question Two

What have been the key challenges that your business has overcome to be successful?

*Consider challenges such as customer satisfaction, market share, staff recruitment & training, operational performance and resource management.*

## Question Three

What are the characteristics about your business that make it different?

*What are your competitive advantages? What makes your business special?*

## Question Four

What are your key business results and achievements?

*Highlight your best results - consider areas such as financial, customer, people/staff, operational/quality results.*

## Question Five

What are your key markets?

*Highlight the recent trends in performance and how these markets are monitored. Domestic & International.*

## Question Six

How do you promote the Ashburton District within your marketing activity?

## Entry Guidelines & Tips

- Please use no more than one A4 single sided page per question.
- Please type all answers in 12 point Times New Roman or Arial font.
- One business brochure can be attached to the application.
- Please supply one colour image on a CD-ROM (or by email to admin@ashburtondistrict.co.nz) that showcases your business. This photograph may be used by the media, or Ashburton District Tourism to promote the awards so please ensure that the image has no copyright restrictions.
- Keep your answers concise and simple. Use bullet points, tables, graphs and images where possible to keep within page restrictions.
- Put yourself in the judges shoes - they don't know your business

# Ashburton Business Assn Awards

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The Ashburton District Tourism Awards are held in-conjunction with the Ashburton Business Association's Business awards evening.

The Ashburton Business Association awards involve a number of categories including Mid Canterbury Customer Service Person of the Year Award, the inaugural Sandihurst Winery Ashburton District Café of the Year Award and the Trustpower Ashburton District Top Shop awards.

## **Mid Canterbury Customer Service Person of the Year Award**

This is the second year for this award with the objective to foster and recognise quality customer service within Mid Canterbury.

Nomination forms for this award are available from the Ashburton & Methven i-SITE Visitor Centres or can be emailed out to businesses from our office. Nominations close Friday 10th April.

Public voting (one vote per person) and mystery shopper judging will decide the winner. The prize package for the Mid Canterbury Service Person of the Year for 2009 includes:

- Cash prize of \$300
- The Mid Canterbury Customer service Person of the Year Award trophy
- A framed certificate

All nominees will receive a Mid Canterbury Customer Service Person of the Year Award Finalist Certificate.

For enquiries, please contact the Ashburton Business Association Executive Officer, Janine Sundberg by phone on 303 6025 or by email enquiries@ashbiz.co.nz.

## **Awards Evening**

The Awards Gala Evening involving a sumptuous cocktail party, award ceremony, live entertainment by "off the Cuff" and a guest speaker, will be held at the Ashburton Trust Event Centre on Friday 5th June 2009, commencing at 7:00pm. Tickets for this "red-carpet" event will be available from the 6th April 2009 from the Ashburton Trust Event Centre.

# Award Process & Key Dates

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## **Entry Eligibility**

Entries will be accepted from tourism businesses that meet one of the below criteria:

- Businesses located within the Ashburton District boundary
- Business Partners of Ashburton District Tourism

## **Application**

An entry fee of \$10.00 - \$20.00 per business is charged to enter the Ashburton District Tourism Awards. Applications must be received by 5:00pm Friday 17th April 2009.

All sections of the entry must be complete and all questions answered. Entries will remain property of Ashburton District Tourism. Information supplied within the entry will only be used for the purposes of the Ashburton District Tourism Awards competition, and will not be divulged to any third party. Judges decision will be final and no correspondence will be entered into.

You may enter multiple categories. Ashburton District Tourism Business Partners will not have to pay an additional charge for multiple entries.

## **Judging Process**

All Ashburton District Tourism Award entries will be collated by Ashburton District Tourism staff and forwarded to three industry judges based outside the Ashburton District for their review.

After a combined meeting to evaluate the entries, judges may request a site visit to your business to gain a better understanding of your product and application.