

## Ashburton District Tourism Awards

Below are some tips for entering the Tourism Awards for your review. We're sure that these tips will help assist you with preparing an entry for the Ashburton District Tourism Awards.

- When preparing your entry don't try and do it all in one weekend - give yourself time.
- Start by writing down each question onto a piece of paper. Write notes under each question as to items you could cover off.
- Then leave it for a few days to give yourself time to remember other items you could add. It's almost guaranteed that as you go about your normal business activities or when you are relaxed and not thinking about the entry (i.e. during the middle of the night or as you take a shower ☺ ) you will remember something else you could add.
- Then starting typing up your answers. Remember to put yourself in the judge's shoes - they don't know your business.
- You don't need to have been a graphic designer in your former life just to prepare your entry. Remember that the judges don't care how pretty your entry looks; they are more interested in the content.
- Try not to use any more than one A4 single sided page per question and try to use a nice simple font type like 12 point Times New Roman or Arial font.
- It's up to you how you present the information, in the past some have answered the questions using bullet points and images, others have inserted some tables and graphs.
- Entries can be posted, dropped off or emailed to Ashburton District Tourism, whatever is easier for you.
- Once all entries have been received they will be photocopied off (in black & white) and posted to the judges. So there is no need to go to the expense of colour printing your entry and presenting in a beautiful folder – the judges won't see it.
- One business brochure can be sent to each of the three judges to help support your application. If you have a website make sure the address is mentioned within the application as the judges will want to have a look at it.
- Please supply Ashburton District Tourism with one colour image that showcases your business. This can be sent in on a CD-ROM, emailed to [admin@ashburtondistrict.co.nz](mailto:admin@ashburtondistrict.co.nz) or drop in a photo and we can scan it for you. This image may be used by the media or Ashburton District Tourism to promote the awards so please ensure that the image has no copyright restrictions.
- The site visits are an opportunity for the judges to meet you, gain a further understanding of the business and to ask any questions they may have following the review of your application. It's not a formal inspection/audit of the business. Note: 20% of the judge's points are allocated from this visit, the rest are allocated via the written application.
- And most importantly – have fun and enjoy the process. Even if you don't end up winning a prize hopefully the process would have given you an opportunity to stop and think about your business - how far you've come and where you want to head in the future. The judges will also provide you with some feedback throughout and at the end of the process. And don't forget the awards function – it's a great opportunity to showcase tourism in the Ashburton District, network with other Ashburton District businesses, and we all deserve a night out every now and then.

## **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.*

- Approach this as if you were communicating to a would-be investor who knows nothing about your business.
- A profile of the business, what it is, why did you decide to buy/start up the business, where you wanted to take the business, how it functions, why it exists, where it is going in the future

## **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.*

- How well do you know your market? Who are they? What are their expectations?
- How do you go about seeking staff, what training/personal development do you do to ensure they meet yours and your customers' expectations?
- What support networks and mentors do you tap into for advice?
- What management systems do you have in place to ensure the business operates efficiently?

## **Question Three**

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

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

- What is/are your unique selling proposition/s? What sets you apart?
- What compelling reasons are there for a customer to choose your services?
- How does the customer benefit from dealing with your business, as opposed to other businesses?
- Why would someone feel confident in using your services?
- How do you communicate your benefits and competitive advantages to prospective clients?

#### **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.*

- What was the baseline that you started from and how have you improved the business?
- How do you monitor your results?
- How do you measure improvements in your business performance?
- Have you been independently quality assessed eg Qualmark
- Do you have any environmental strategies?

#### **Question Five**

What are your key markets?

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

- Who are your customers? Consumer, trade, referral
- Where do they come from?
- What do you know about them and what their expectations are?
- How do you monitor market trends?
- How do you monitor your own performance/service delivery?

#### **Question Six**

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

- What marketing activity do you do? Web, brochure, internet marketing, memberships, etc
- Where do you distribute your promotional literature eg brochures?
- What free or paid links do you have to your website?
- How do you entice customers to come into the region to your business?
- What collective marketing activities are you involved in?