



THIS FORM IS TO HELP YOU PLAN YOUR APPLICATION ONLY THIS IS NOT AN ENTRY FORM
ALL ENTRIES MUST BE SUBMITTED VIA THE DIGITAL FORM ON THE WEBSITE AT WWW.MWCCI.COM.AU
APPLICATIONS CLOSE SUNDAY 25 SEPTEMBER, 11.59PM WST

Excellence in Tourism (Business) Award 2022

Overview:

This award recognises tourism operators who provide a unique or exceptional visitor experience. Adding value and vibrancy toward the Mid West tourism industry and showcasing our region. This business must be able to demonstrate a commitment to providing excellent customer service within the tourism industry. The award is to recognise their dedication to regional awareness, economy, development, and local knowledge.

Entry Criteria:

- To enter this category, your business must be operating in the Mid West Region.
- The business must have a tourism aspect to the business.
- The business must have been trading for a minimum of one full financial year.

For queries about eligibility, please contact awards support at events@mwcci.com.au

When writing your submission, make sure you are reflecting on the last 12 months.

Percentage (%) amount before each section shows how much goes towards your overall score.

Remember that any words over the word limit, will not be included in your submission for scoring.

0% Business Overview

Provide a general overview of your industry and business, including a brief history and a summary of current operations, and products or services. (250 words)





30% Business Planning

Why does your business exist: what is your vision and purpose? Describe your key goals and objectives. (250 words)

Describe your target customers, how you market to them and the effectiveness of these activities. (250)





What tools and technology do you use to support business planning, monitor progress, and measure success? (250 words)

30% Business Success

Describe your major achievements, financial performance, and key milestones in the past 12 months. Briefly outline your plans and actions to help you achieve your goals into the future. (300 words)





What makes your business unique or innovative, setting you apart from your competitors? (250 words)

In a challenging environment that requires businesses to be adaptable, how have you addressed changing needs and expectations, potential threats, or new opportunities? For example, you may like to describe how have you adapted to the Pandemic, supply chain issues or staff shortages. (250 words)





40% Positive impact

How do you create a positive workplace culture that ensures high levels of employee engagement, satisfaction, and well-being? Outline your strategies for recruiting, retaining, and developing your team members, including examples of how you have measured staff satisfaction. (300 words)

Explain how your business delivered excellence in customer service in the past year, including strategies used to create and retain loyal customers. Give examples of how you have measured and responded to customer feedback. (300 words)





What actions are you taking to become more resilient to the inevitable impacts of a changing climate, including reducing your environmental footprint? (250 words)

Describe your involvement in the local, national, or international tourism industry and how your activities have promoted the Mid-West region as a destination for tourism. Please provide details of specific activities (500 words)



