

# 14. The Richard Power Award for Tourism Marketing & Campaigns



## Important QTA Accreditation Information:

The Australian Tourism Industry Council (ATIC) has introduced a new, integrated framework for Australia's business quality programs, which incorporate existing programs such as; the Australian Tourism Accreditation Program, Star Ratings program, and the Australian Tourism Awards. This new framework is known as the **Quality Tourism Framework (QTF)**.

Under the new QTF, there have been changes to requirements for the 2019 and 2020 Queensland Tourism Awards (QTA), which all entrants must meet in order to be eligible for the national award categories. The QTF, will provide greater efficiencies for those who are engaged across multiple programs and provide an assurance of minimum standards being met by all.

## Important QTA Accreditation Changes

1. To be eligible for any of the accommodation categories (17 – 23) except Unique Accommodation, all entrants are required to meet a specific Star Rating (dependent on their category), through the completion of a pre- assessment module in your submission portal, which will calculate a proposed rating.

Those who are already Star Rated will not be required to complete a pre-assessment as the rating has already been confirmed. *Note: annual Star Rating renewals are due July each year.*

2. All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal.

Those who are already accredited through QTF (formally known at ATAP) will not be required to complete a pre-assessment.

*Note: annual QTF (formally ATAP) renewals are due July each year.*

3. There is no additional cost for QTA entrants to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the QTF.
4. Queensland entrants were previously required to hold accreditation through one of 17 recognised programs. In order to ensure consistency across the States under the QTF, this requirement **no longer applies**.

Although this requirement no longer applies, QTIC highly recommends that all entrants maintain their current accreditation, as it is a valuable business asset and will strengthen QTA submissions.

Under the new QTF, QTIC will continue to work with our accreditation partners to uphold tourism excellence and deliver quality standards across the industry.

To nominate click this link: <https://online.qualitytourismaustralia.com/>

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## 14. THE RICHARD POWER AWARD FOR TOURISM MARKETING & CAMPAIGNS

This category recognises creativity and innovation in the promotion of tourism products, services and/or destinations. The focus can be for a specific singular or ongoing campaign or ongoing integrated marketing approach delivering innovative marketing/campaigns that supports the promotion of the tourism industry.

This category is open to digital enterprises, Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, Online Travel Agents, local government and marketing alliances. This is not for individual tourism products.

### 1. Introduction (20 marks)

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**A. Please provide an overview of your tourism marketing/promotion/campaign including the rationale behind it. 20 marks**

*Response Guidance*

*Provide a short summary of the tourism marketing/promotion/campaign to introduce the concept to judges.*

*Describe the various stakeholders that worked together, the various roles and collective strengths and reasons for participating (if applicable).*

*Provide rationale for the development of the marketing/promotion/campaign including how it was developed. Ensure to relate it back to tourism. You might like to include details about the state of play at the time and why you felt you needed to implement the marketing/promotion/campaign.*

*Highlight the marketing/promotion/campaign points of difference/what makes it different/special.*

*Take care to demonstrate your eligibility for this category as related to the descriptor.*

*Demonstrate why your marketing/promotion/campaign should be considered for winning an award.*

*Use graphics to support and enhance your response provided.*

### 2. Development and Creativity (25 marks)

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**A. Outline the market research and analysis used to inform the development of your strategy. 15 marks**

*Response Guidance*

*Show the judges the depth of research undertaken from primary and secondary sources to support your concept and how you integrated the insights from the research into your marketing.*

*Describe how your strategy contributed to, or enhanced marketing and promotional efforts in the tourism industry locally, provincially or nationally.*

*Demonstrate your understanding of your target markets and how you determined them. Describe them in terms of who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and what they value.*

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*Describe the elements of your marketing/promotion/campaign including what marketing activities were employed; what goals were established; metrics to measure the success of your actions, the budget breakdown if you care to share this; etc.*

*The response needs to focus on innovative approaches to marketing.*

*Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).*

## **B. Demonstrate your approach to the marketing creative. 10 marks**

### *Response Guidance*

*Detail how you outsourced, or undertook in-house, the various elements of the creative. For example: brand development; graphic design; video production; imagery; written word etc.*

*If outsourced, describe elements of the brief. Or if you developed the creative in-house detail the skill sets of those involved and how you worked up the creative plan behind the marketing.*

*Clearly demonstrate how it is innovative, unique or inspired. Provide evidence as to how you have determined its uniqueness etc.*

*Use graphics to support and enhance your response. For example, a map of the geographical boundaries of the destination (if relevant); images of collateral specifically developed for this marketing/promotion/campaign, images of published articles; screenshots of online activity; etc.*

## **3. Execution (15 marks)**

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### **A. Detail the range of marketing tactics that were used (15 marks)**

#### *Response Guidance*

*Describe the marketing plan activities; why the activities were implemented and how they are innovative or inspired.*

*It is recommended that you demonstrate how the chosen tactics align with overall strategy of the marketing/promotion/concept.*

*Show the judges how you were clear in your messaging, focussing on your clear points of difference (or unique selling points).*

*Demonstrate how you clearly communicated the action you wanted taken (outline the call to action)*

*Ensure that your response is relevant to the qualifying period.*

*Use graphics to support and enhance your response.*

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## 4. Results (30 marks)

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### A. Demonstrate the results of your marketing/promotion/campaign from a media perspective. 10 marks

*The judges are looking at specific media results from your marketing.*

*You should provide statistics from the results of the marketing activities specific to **media** e.g. media visits and press releases as well as published articles, blogs, features etc*

*Outline where the data was sourced from e.g. analytics, media monitoring, focus groups, surveys.*

*Remember, the results should relate back to the objectives and goals outlined in previous questions.*

*Also, ensure that your response is relevant to the qualifying period.*

### B. Demonstrate the results of your marketing/promotion/campaign from an industry perspective 10 marks

*The judges are looking at specific industry results from your marketing.*

*You should provide statistics from the results of the marketing activities specific to industry e.g. industry participation, co-op arrangements, sharing.*

*Demonstrate how you converted the interest generated from the marketing/promotion/campaign into increased visitors to the region.*

*Outline the strategies that were implemented to convert awareness to visitation in-region and the outcomes of these strategies.*

*Outline where the data was sourced from e.g. analytics, media monitoring, focus groups, surveys.*

*Compare the results relative to existing visitor numbers to the destination, product/s or experience/s featured.*

*Where a complete set of results are not yet available, detail what you do know and outline your expectations for success based on what you have seen so far*

*Remember, the results should relate back to the objectives and goals outlined in previous questions.*

*Also, ensure that your response is relevant to the qualifying period.*

### C. Demonstrate the results of your marketing/promotion/campaign from a consumer perspective. 10 marks

*Response Guidance*

*The judges are looking at specific visitor results from your marketing.*

*You should provide statistics from the results of the marketing activities such specific to the consumer e.g. consumer awareness, interaction, conversion.*

*Outline where the data was sourced from e.g. analytics, media monitoring, focus groups, surveys.*

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*You should include metrics that measure the outcomes and consider increased web traffic, increased bookings, increased visitor arrivals etc.*

*Where a complete set of results are not yet available, detail what you do know and outline your expectations for success based on what you have seen so far.*

*Remember, the results should relate back to the objectives and goals outlined in previous questions.*

*Also, ensure that your response is relevant to the qualifying period.*

## 5. Responsible Tourism (5 marks)

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**A. Demonstrate how the business has considered its social and economic responsibilities to the broader community during the qualifying period? 5 marks**

*Response Guidance*

*This is where you can highlight any further activities undertaken by the business to ensure the marketing/promotion/campaign is conducted in a responsible manner.*

*Consider the following:*

- *Non-monetary examples of supporting the local community including supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups*
- *Monetary examples of supporting the local community e.g. local purchasing, % of employment of local people.*
- *How the business has considered the engagement and representation of Aboriginal and Torres Strait Islander people, cultural or historical representation, animal welfare etc.*
- *Offering gifts for the school raffle that allowed the school to raise money for an item they wouldn't have otherwise been able to afford*
- *Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going*

*Use graphics to support and enhance your response.*

*Submission Score /95*

*Online review /5*