This category is open to South Australian tourism businesses or attractions delivering tourism products or services that are welcoming for people of all abilities. Entrants must demonstrate how they have developed a tourism experience to become more accessible.

**Important notes:**
- This Award is only offered at the South Australian Tourism Awards level. Winners in this category will not proceed to the Australian Tourism Awards.
- **Maximum submission length is 8000 words.**
- Accessible tourism is identified as offering a service that invites participation by people of all abilities.

**1. INTRODUCTION (20 marks)**

**Provide an overview of your business’ tourism products and services including the nature and history of the business in developing a meaningful accessible tourism product. (20 marks)**

**Response Guidance:**
- Take the judge on a journey of your business accessible product/service; where/how it began, describe the visitor experience, what are the accessible tourism products/experiences offered to your visitors, how have you developed your products over time.

- Highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction. How have you demonstrated excellence in reducing any barriers for guests with physical abilities to participate in your business?

- Explain your values, philosophy, commitment to excellence and accessibility, and what makes you stand out.

- Note: barriers to participation can be reduced through providing accurate accessible information, improved customer service, purchasing adaptive mobility equipment or by improving the physical environment.

- Explain how you have been actively involved with and contributed to the tourism industry locally, regionally and nationally.

- List any awards you have won and accreditations you hold. Also include your contribution to the tourism industry. This could be both through business participations and personal participations.

- Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the service and any specific facilities/amenities you have highlighted in your response. A collage of the accreditation programs you participate in and/or any award achievements.
2. BUSINESS DEVELOPMENT (20 marks)

During the qualifying period, what have you implemented or improved in your business to enhance your accessible tourism offering? (20 marks)

Response Guidance:

☐ Consider what strategies, innovations and/or developments the business has introduced or updated to enhance your accessible tourism offering and why. An enhancement can range from introducing a new experience/facility, updating point of sale processes to changing to ethically sourced supplies.

☐ The response should demonstrate why the strategy/innovation/development was implemented and how this enhances accessibility and the visitor experience.

☐ Describe your commitment to training. How do you ensure you and/or your staff gain the correct knowledge and skills to carry out their job? Have they had any training in accessible tourism? How has this improved the services provided to your guests?

☐ The response should include the research, planning and outcome/s of these and how they align with the business’ main goals and strategies.

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

☐ Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.

3. MARKETING (20 marks)

Describe the marketing strategies used to differentiate your tourism business and meet the needs of accessible target markets during the qualifying period. Why were these strategies chosen and what was the result? (20 marks)

Response Guidance:

☐ This question seeks to understand who you have aimed your marketing towards. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations. This could mean targeting more young families, the ageing population or wheelchair users.

☐ What research have you conducted or used to determine accessible target markets? How do you know the target markets you identified are right for you?

☐ What makes you different from your competitors? Consider for example; size, location, exclusivity, services, facilities. What methods do you use to communicate these to your target markets?
What have you done differently to attract your customers? Consider for example: social media, digital advertising, apps. The response needs to focus on innovative approaches to marketing. Remember to also answer the second part of the question and expand on how these new activities have been successful.

Demonstrate how the marketing strategy aligns with local, regional or state marketing plans.

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

4. CUSTOMER EXPERIENCE (20 marks)

How does your business provide quality visitor experiences and demonstrate inclusive and accessible practices? (20 marks)

Response Guidance:

- Outline the practices and procedures your business has put in place to ensure the delivery of high quality of customer service. Consider staff training, policies, staff reward systems etc.

- Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.

- Describe how you monitor and assess customer service to ensure quality delivery and that you are meeting the needs of this market. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider how the business actively encourages feedback and how feedback is used to improve the visitor experience.

- Consider providing a case study/examples of how you cater for customers with specific needs and where you have implemented a change based on customer feedback. Explain the outcome.

- Testimonials could further demonstrate outcomes of quality customer experiences.

- Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

- What processes do you have in place to understand how your customer feels about your product service? For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider providing a case study/example where you have implemented a change based on customer feedback.
5. RESPONSIBLE TOURISM (15 marks)

How has your business considered and progressed its environmental, social, economic and ethical responsibilities during the qualifying period? (15 marks)

Response Guidance

This question requires you to outline how your business has considered and acted on reducing or improving its overall impact within the four areas.

You should break this question into the four parts and consider using a table or headings to assist in your answer.

- **Environmental**
  - Consider the following:
    - How the business has considered its environmental impact
    - What the business has done to be environmentally responsible
  - Some examples are
    - Water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, reuse initiatives in place.
  - The inclusion of actual measurement data including the amounts saved/reduced in comparison to the previous year may enhance response.

- **Social**
  - Outline how you have considered the impact of your business on local people
  - Your response should consider non-monetary examples
  - Some examples are:
    - Supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups
    - Employing locals and the impact their employment has had on the person, mentoring other businesses, speaking at schools
    - Work experience opportunities that are offered
    - 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

- **Economic**
  - Detail how your business supports the local economy
  - Some examples are
    - Local purchasing, % of employment of local people.
    - Operators who stock and sell a local artisan’s products, or stock local produce in minibars/hampers/outlets and how the business has boomed because of it for the manufacturer/producer (or something similar)
    - Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going
  - You should determine the percentage of total contribution. E.g. ‘75% of all our expenses were spent in X region.’
- Ethical
  - Outline how the business has considered its ethical responsibilities
  - For example, the engagement and representation of Aboriginal and Torres Strait Islander people, cultural or historical representation, animal welfare etc.

Use graphics to support and enhance your response.

Submission Score /95

Online review /5