



## 2011 Submission Toolkit

Suggested Preparatory Tool Kit and background work for generic questions 1-5 (based on accommodation categories 18-24)

Question	Absolute requisites	Source data	Presentation style
1.a) Product Overview	Your brand essence & logo Your best image (essential) A google map location	Your own collateral Web	Narrative + Logo + Graphics
1.b) Describe product mix and tariffs	Your capacity, style, star rating, Nature of the accommodation	Your own	Narrative + Maybe a simple table
1.c) What facilities / services to enhance guest experience?	Interpretation, local tours, compendiums, tour desk, wifi, shuttle bus, activities	Your own collateral	Narrative + Graphics
2.a) Key features of your Business Plan	Goals, Strategies outcomes	Your Business Plan	Narrative + Tables
2.b) Risk assessment	Public Liability assessment for visitors (tours, pool, gym) OHS for staff Management risk if small operator (owner/ manager) Incident reporting systems Fire, accident risks etc	Your accreditation manual Business Plan (succession) Insurance policies about loss of profits etc for forced business closure	Narrative + Excerpts from Accreditation manual + Relevant quotes from Insurance Policy Clauses Develop risk matrix



2. c) Involvement and contribution to the industry	Genuine assistance to local tourism associations, Board memberships, TVIN volunteer Participation in accreditation programs Offering assistance to STOs Leadership etc	Your own work and commitment to Tourism	Narrative
3.a) Target markets	Market segmentation and research	Your Business Plan	Table with segments, description and size (numbers)
3.b) Strategies employed per segment	Sales, PR, Research, promotions, collateral, distribution, on line	Your Business Plan	Table / matrix Segment as above + activity, dollars and success Chart success metrics
3.c) Your distinctive difference	Your unique selling proposition A Competitor Analysis Key messages	Your Business Plan	Examples of collateral, Narrative and graphics Table of competitor features
3.d) Accuracy in depictions	Truthful web content Accurate collateral everywhere	Your collateral and updates. Systems to update contract prices, wholesale rates etc	Narrative + Graphics + Evidence of web updating
4.a) Maintenance of Quality Customer Service	Evidence of client feedback loop Repeat number stats	Customer comment forms Examples of actions	Narrative + Charts + Copy of feedback form



4.b) Provision for special needs	Access Collateral Translations Menus Accreditation manual Group rates policy	Accreditation Your web site Your menus Your operations manual Your employment policy	Photos Policies Narrative
4.c) Numbers of staff and their development	Staff training needs analysis, Professional development and training outcomes from Performance Reviews	Your Business Plan	Excerpts from Staff strategies from Business Plan Charts for numbers of staff employed
4.d) Training / skill development programs	Evidence of performance reviews – selection of training, outcomes from courses	Records from training suppliers	Tables showing number of staff per course attended
5.a) Commitment to environmental sustainability	Water use, water capture Recycling Grounds management Energy sources and use Building materials	Your Business Plan Your operations plan Your risk management plan (spills etc) Accreditation	Narrative + Graphics + photos + Any certification
5.b) Local community values and culture	Employment profile Sensitivity of operations Food miles, Use of local trades, suppliers Trainees, local partnerships	Your Business Plan and policies on employment Certificates of appreciation List of suppliers	Narrative + Menus+ Ops manuals+
5.c) Innovation in the business	Any development New marketing and sales concepts New staff employment schemes Novel recruitment	Your Business Plan	Narrative+ Charts + Graphics / photos



**General suggestions**

Understand what the question is asking and answer all parts

Make sure the tips in the "Categories and Criteria" are also understood and utilised

Spread guest comments that are pertinent into various narrative passages throughout (3<sup>rd</sup> party endorsement)