

## Cheat Sheet and Checklist

The primary purpose of DST's Southern Stars of Tourism program is to bring industry together to celebrate great stuff that clever people are doing in our industry, and to reward them with opportunities to help them reach the next level of excellence.

We understand that our members are very busy people at this time of year, so we have designed an approachable and achievable entry process that shouldn't take more than an hour or two at the most to complete. We have also created this document to provide you with some hints and tips to help you write the best submission possible, including a checklist so that you can collect all the elements of your nomination before you start your online submission.

Conciseness is key, so feel free to use dot points if it helps keep your submission tight.

**Please note:** You will need to have all elements of your submission ready *before* you commence the online submission; the submission must be completed and submitted in one go – you cannot save your work and go back to it later.

If you have any queries please contact the DST team on 6223 5650. We're here to help!

### Starlight (community individual):

This category is about recognising individuals who are going above and beyond to support tourism in their community in a voluntary capacity. They will not necessarily be a high-profile identity but what they do brings the tourism industry together in local areas, enhancing the visitor experience in our region.

Nominees in this category are usually nominated by others, so please think about the volunteers in your community who serve on committees, organise events, mentor others, work in visitor information centres or coordinate collaborative promotional opportunities. Nominees do not need to be members of DST to enter this category.

#### Checklist:

- Name and email address of nominator and nominee
- Which southern municipality does the nominee live and/or work in? (Kingborough, Tasman, Sorell, Clarence, Hobart, Glenorchy, Brighton, Derwent Valley, Central Highlands, Huon Valley, Southern Midlands)
- List the voluntary roles/activities the nominee has performed during the year (2017) that have supported tourism in their community or in the region. You'll need to include the name of the organisation, the nominee's role, and name any specific projects or events of significance.
- Think about how the nominee engages others in their volunteer activities. (150 words)
- How does their work enhance the visitor experience? (150 words)
- You also have the opportunity to upload documents to support your entry if appropriate. These may include customer feedback, testimonials, images, reviews, etc.



## Bright Star (business innovation):

This category is all about innovation and recognising the businesses which are applying innovative approaches to tourism. Submissions should focus on what the nominee is doing a bit differently than others and how they are leading by example. Innovation might be in the form of collaborative marketing, creative approaches to customer service, new marketing ideas, utilising digital technologies, social media, unique interpretation and original event creation.

### Checklist:

- Identify the business being nominated, its street address and the type of business it is.
- Have a full name and email address for the primary contact for the business.
- How long has the business been operating under its current management?
- Is the business accredited?
- Does the business belong to a local tourism association?
- How many FTE staff?
- Nominees must be members of DST to qualify for entry.
- What is the specific product, project or service for which the business is being nominated?
- What processes or products make it unique? (150 words)
- How is this innovation shared with the tourism industry? (150 words)  
*HINT: Think about marketing, collaborations and partnerships, media, mentorships, etc.*
- Supporting documentation: you may attach up to three files which support the submission. They may be formal letters of support, testimonials, reviews, awards, visitor book comments, news articles or general feedback. You may also upload an image if you think it's appropriate.  
*HINT: any supporting evidence will improve your submission; don't forego the opportunity to brag!*



## Stardom (brand excellence):

This category is really about showcasing experiences that make southern Tasmania a very special place to visit. The pillars that underpin the Tasmanian brand are:

- arts and culture
- waterways
- history and heritage
- food and beverage, and
- nature and wildlife experiences.

This category provides the opportunity for businesses to demonstrate how they contribute to the southern Tasmanian brand by showcasing these tourism assets in the best possible light. Nominees will need to show how they create lasting memories by delivering unique experiences with the highest standards of service excellence.

*HINT: Where you are invited to upload files to support your submission, don't miss this opportunity to share customer feedback that demonstrates how you have created those unique, lasting memories.*

### Checklist:

- Identify the business being nominated, its street address and the type of business it is.
- Have a full name and email address for the primary contact for the business.
- How long has the business been operating under its current management?
- Is the business accredited?
- Does the business belong to a local tourism association?
- How many FTE staff?
- Nominees must be members of DST to qualify for entry.
- What is the visitor experience delivered by the nominee? (50 words)
- How is it unique? (100 words)
- What are the key brand values of the business? (50 words)
- How are those brand values reflected in the visitor experience? (150 words)  
*HINT: Think about the way the nominee communicates with customers, experience delivery, workplace culture, product quality and content, etc.*
- Supporting documentation – you should attach up to three files containing letters, testimonials, reviews, or other customer feedback that demonstrates the positive impact the business has had on customers.

## Nova (new business):

This category is about showcasing new businesses in the south that have enhanced the visitor experience in the region. The nominee does not necessarily have to be a tourism operation; it may be a supporting service. The focus here is to show how the introduction of this business made a difference to tourism in a local area or the wider region.

### Checklist:

- Identify the business being nominated, its street address and the type of business it is.
- Have a full name and email address for the primary contact for the business.
- How long has the business been operating under its current management?
- Is the business accredited?
- Does the business belong to a local tourism association?
- How many FTE staff?
- Nominees must be members of DST to qualify for entry.
- Brief overview of the nominated business – i.e. what product or service does it offer to which market, and how is it unique? (150 words)
- How has the business positively impacted the visitor experience? (100 words)
- How has the business or service made a difference to tourism in the local area or the southern Tasmanian region? (100 words)
- Supporting documentation: you may attach up to three files which support the submission. They may be formal letters of support, testimonials, reviews, awards, visitor book comments, news articles or general feedback. You may also upload an image if you think it's appropriate.

*HINT: any supporting evidence will improve your submission; don't forego the opportunity to brag!*



## Rising Star (individual, 32 years and under):

This category is about recognising the work of our region's younger industry leaders. This is an opportunity to highlight the work the nominee has done to improve the performance of a business, either back of house or on the front line, and their contribution to the regional tourism industry.

### Checklist:

- Identify the nominator and nominee and their email addresses
- Identify the business where the nominee works (must be a DST member business)
- Provide a brief overview of the nominee's role(s) in the tourism industry. This should be their professional role, however it may be appropriate to also list any relevant board positions, mentorships, committee participation, etc. if they further support the nomination. If the primary tourism achievement of the nominee is in a voluntary capacity, please nominate in the Starlight category.
- How has the nominee exceeded the expectations of their role? (100 words)
- How did the work of the nominee improve business outcomes and the workplace more generally? (100 words)
- What impact has the nominee had on regional tourism in southern Tasmania? (100 words)
- Supporting documentation: you may attach up to three files which support the submission. They may be formal letters of support, testimonials, reviews, awards, visitor book comments, news articles or general feedback. You may also upload an image if you think it's appropriate.  
*HINT: any supporting evidence will improve your submission; just make sure it's relevant to the submission.*