



Cheat Sheet and Checklist

The primary purpose of DST's Southern Stars of Tourism program is to bring industry together to celebrate all the clever things that smart 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.

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!

Conditions and tips for entry

- ★ Nominations can be received from anyone, and self-nominations are strongly encouraged.
- ★ Nominees must be DST members at the time of the awards presentation on 4 April, 2019 (with possible exceptions in the Starlight category)
- ★ There are TWO individual categories and THREE business/organisation categories.
- ★ In the event that you are nominating someone else for one of the individual categories, there is a component of the submission that must be completed by the nominee, so the nominee must be complicit.
- ★ There is no mechanism for saving your entry form before you submit so all answers and supporting material must be gathered before you begin the online form.
- ★ Conciseness is key, so feel free to use dot points if it helps keep your submission tight. We have included word counts with the questions to give you an idea of what's expected but don't feel that you have to pad things out to reach the recommended word count. Less is usually more but remember not all our judges will be familiar with every business, so you also need to be comprehensive.
- ★ Activities described in award submissions must have taken place during the period from January 2018 to December 2018.
- ★ Applicants can only enter each category once but can enter multiple categories.
- ★ Regarding the individual categories, entrance to I-LEAD 2019 is subject to final approval from Tasmanian Leaders and also commitment from each of the winners to attend. In the event that either winner is not eligible for the I-LEAD Program, they will receive \$1500 towards another form of formalised leadership development to be approved by DST. This can be another leadership program, course, conference registration, or coaching sessions.
- ★ All applications must be made online using the relevant form.
- ★ Deadline for submissions: **8:00am on Monday, 18 March, 2019**



Starlight (industry leadership):

This category recognises those individuals who go 'above and beyond' to contribute to the continuous improvement of the southern Tasmanian tourism industry. Previously, this category has been specifically aimed at recognising the contribution of volunteers in tourism, however this year, both volunteers and paid employees are eligible.

In general, nominees need to be owners or employees of a DST member business to be eligible for the Southern Stars, however in this category, particularly when it comes to volunteers, the lines can get a bit blurry. For example, a person may have strongly driven a regional event, with neither the event nor the individual being directly connected to DST by membership, yet the volunteer would be encouraged to enter this category anyway. If you have any doubt about eligibility in this category, please call DST to discuss.

Checklist for nominator:

- Name and email address of nominator
- List the roles/activities the nominee has performed during 2018 (above and beyond the requirements of their paid role) 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 activities. (100 words)
- How does their work enhance the visitor experience and/or foster development and growth? (100 words)
- The submission will require two written references from people other than the nominator.

Checklist for nominee:

- Name and email address of nominee
- Business web address and/or link to LinkedIn profile
- Details of previous leadership experience and development
- Availability to participate in the I-LEAD Program on 2-3 June, 2019 and 11-12 August, 2019 in Hobart
- Three important challenges facing the industry today (dot points)
- Three opportunities available to the southern Tasmanian tourism industry (dot points)
- The ways you would like to contribute to developing these opportunities (150 words)
- The submission will require two written references from people other than the nominator.
- A high-resolution hero image of your business (this will be for the slide show at the Gala, so make it a good one!)



Rising Star (individual, 30 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 for nominator:

- Name and email address of nominator
- How has the nominee exceeded the requirements of their role? (100 words)
- How has it impacted the performance of the business and workplace? (100 words)
- What contribution have they made to the industry more generally? (100 words)
- The submission will require two written references from people other than the nominator.

Checklist for nominee:

- Name and email address of nominee
- Business web address and/or link to LinkedIn profile
- Details of previous leadership experience and development (if any)
- Availability to participate in the I-LEAD Program on 2-3 June, 2019 and 11-12 August, 2019 in Hobart
- Three important challenges facing the industry today (dot points)
- Three opportunities available to the southern Tasmanian tourism industry (dot points)
- The ways you would like to contribute to developing these opportunities (150 words)
- The submission will require two written references from people other than the nominator.
- A high-resolution hero image of your business (this will be for the slide show at the Gala, so make it a good one!)



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 has it answered a need within the visitor economy? (150 words)
- How is this innovation shared with the tourism industry? (150 words)
HINT: Think about marketing, collaborations and partnerships, media, mentorships, etc.
- A high-resolution hero image of your business (this will be for the slide show at the Gala, so make it a good one!)
- Supporting documentation: 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.

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.
- A high-resolution hero image of your business (this will be for the slide show at the Gala, so make it a good one!)
- 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.
HINT: The proof is in the pudding with this category; it is all about the impact you have on visitors and how their experience measures up to expectations. The best people to assess that is visitors themselves, so tell us what they are saying about you. This comprises 30% of the total score for this category.



SOUTHERN STARS
OF TOURISM 2019



Tourism Brochure
Exchange

H Y P E

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? (100 - 150 words)
- How has the business positively impacted the visitor experience? (100 - 150 words)
- How has the business or service made a difference to tourism in the local area or the southern Tasmanian region? (100 - 150 words)
- A high-resolution hero image of your business (this will be for the slide show at the Gala, so make it a good one!)
- 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!



FAQs

1. Are southern councils eligible to enter all the categories?

Absolutely. Visitor information services, events, programs, markets and other visitor facilities are all eligible for the three business categories. Employees, volunteers and committee members are all eligible for the two individual categories.

2. Can a partnership or group be nominated in the Starlight or Rising Star categories?

No. Both the individual categories have prizes that cannot be shared. If a group of people have all equally contributed to a business, project or initiative, then give us a call to see how they might fit into the other categories.

3. Apart from an age restriction, what is the difference between the Rising Star and the Starlight categories?

The Starlight category used to be solely focussed on recognising the contribution of volunteers in tourism. We have come to discover that volunteers are not exactly the types of people to blow their own trumpet, and are often even reluctant to have someone else publicly recognise them, so we've opened this category up to encompass all industry leaders who see the bigger picture and go above and beyond their position descriptions to make our industry better. This might be through mentorship, driving projects, contributing to industry associations, nurturing young talent, fostering a healthy tourism culture or setting the bar for best practice.

The Rising Star category is however aimed specifically at the next generation of leaders, so by definition the chance of them having done significant work on an industry scale is smaller. With that in mind, this category is looking for those young tourism professionals who have demonstrated their drive, passion, commitment and smarts through their work, but are perhaps looking to apply their skills in a broader context. We want to see evidence that nominees have their eye on the bigger picture but there is less expectation that they will have achieved significant outcomes at this level.

Some applicants may indeed be eligible for both categories.

4. Can a business or individual enter more than one category?

That's a big YES. Enter as many categories as you like but you can only enter each category once. So if for example, you are a business that has developed two innovations during 2018, combine them into one entry for the Bright Star category. The award is about recognising critical thinking, trail-blazing and innovation as qualities that lead to business success, not so much about judging one project as better than another.

It's also worth remembering that each business only has one chance to enter the Nova category, so if you are a new business in 2018, it's a no-brainer to enter that category.

5. There is someone who really drives our local tourism association that I would like to nominate in the Starlight category but they don't work for a DST member business. Can I still nominate them?

Most likely the answer will be yes, particularly if the nominee is acting in a volunteer capacity. Because this category covers volunteers, the requirement for DST membership is a little more relaxed but if in doubt, please call us for a chat on 6223 5650.