

MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION

2021 MARGARET RIVER
WINE TOURISM EXCELLENCE AWARD
APPLICATION



MARGARET RIVER
WINE SHOW

Previous Winners

2020 – Paris Hokin (Arlewood Estate)
2019 – Ulrika Larsson (Clairault | Streicker)
2018 – Emily Bromell (Howard Park Wines)



WINE TOURISM EXCELLENCE AWARD APPLICATION

BACKGROUND

Developed in 2018 the Wine Tourism Excellence Award celebrates the importance of Wine Tourism to the Margaret River Wine Region. It also acknowledges that wine tourism, domestic and export sales are intrinsically linked.

The award recognises a person's outstanding achievement in the Margaret River wine industry.

Associated with the annual Margaret River Wine Show the award will be presented at the 2021 Wine Show Gala Awards Luncheon hosted by the Margaret River Wine Association (MRWA) on **Friday 29 October 2021** at Swings & Roundabouts.

The recipient will receive a \$2000 education and training bursary courtesy of the Margaret River Busselton Tourism Association (MRBTA).

Entries close **10 October 2021**.

ELIGIBILITY CRITERIA

Entrants are required to have managed a single Cellar Door within the Margaret River GI for at least 18 months.

Judging will focus on future vision and achievements over the past financial year (July 2020 - June 2021).

Entrants will be assessed as individual managers rather than the company they are employed by to undertake this role.

JUDGING

Judging will be conducted by a Judging Committee consisting of both MRWA and MRBTA CEOs or nominated delegates and other wine tourism industry representatives. The judges will be independent of any winery and/or cellar door eligible to apply.

This Judging Committee will have no more than three members and will be supported by MRWA staff.



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ASSESSMENT

PART 1

- The Judging Committee will shortlist finalists from the information supplied in the written applications
- Important aspects that will be reviewed include:
 - Innovation and Improvements.
 - Wine and Tourism Industry Collaboration – professional development, involvement with wine industry &/or tourism groups and/or associations.
 - Wine Tourism Experience Management – practical and theoretical understanding of how to drive wine tourism, marketing, customer service, strategic planning, budget control.
 - Social, Environmental and Economic Sustainability.

PART 2

- The winner of the Wine Tourism Excellence Award will be determined by the Judging Committee based on the finding of a series of mystery shopping / anonymous site visit(s).

ANNUAL AWARD

The Wine Tourism Excellence Award is presented by the MRBTA who provide a \$2,000 education and training bursary scholarship to the winner for the advancement of their Wine Tourism knowledge and practice.

TERMS & CONDITIONS

1. The winner will be required to submit a short report to the MRWA within two months of the completion of their studies. The winner will be requested to present the report at an appropriate MRWA event.
2. Education/training must take place within 12 months of the prize being awarded.
3. The education/training is to be pre-approved by MRWA.
4. Payment of the bursary will be made on receipt of education/training documents.
5. Previous winners are ineligible from entering again for a period of at least ten years.

APPLICANT DETAILS

Name				
Position				
Contact Details	Phone		Mobile	
	Email			

CELLAR DOOR DETAILS

Name	
Physical Location	

SECTION A: WINE TOURISM OVERVIEW - 5 POINTS (no more than half a page)

Demonstrate your **involvement** in the wine tourism industry.

Please provide a general history and overview of the nature of your Wine Tourism experiences (including education, training, and work history). Outline your **vision** of how you can affect Wine Tourism in the Margaret River Wine Region.

Top tips

There are two parts to this question, so be sure to answer both parts:

Part 1: Demonstrate your involvement in the wine tourism industry

Explain how you have been actively involved with, and contributed to the wine tourism industry locally, regionally and nationally. This may include:

Have you been instrumental in the development of tourism in your town/region?

- Has your cellar door/winery featured in regional or national tourism promotions as a result of a cooperative marketing campaign?
- During the qualifying period, have you contributed to any local, state or regional marketing/tourism strategies or industry forums?
- Involvement in boards/committees and/or volunteering.
- Has your Cellar Door participated in and supported any industry and/or media famils?

Part 2: Outline your vision and how you can help the region to achieve it

When answering this question, think about what tourism excellence means to you - explain your values, philosophy and commitment to providing an exceptional product.

SECTION B: BUSINESS DEVELOPMENT - 10 POINTS (no more than half a page)

Describe any **innovations** that have taken place during the period of COVID-19 to improve your experience/product/service and demonstrate how these innovations have **enhance** the experience for visitors to the destination.

Top tips

There are two parts to this question, so be sure to answer both parts:

Part 1: Innovations

Describe any innovation that has taken place in the qualifying period and the rationale behind introducing the innovation.

- An innovation doesn't have to be game changing and unique to the industry, it is just something that is new or significantly improved for your operation. For example, it could be as simple as introducing a new process, upgrading infrastructure or adding a new experience.
- Remember, all innovations should have taken place during the qualifying period.

Part 2: Enhance your tourism experiences/services

Explain how the innovation enhanced, or the impact the innovation had, on your tourism experiences/services/business for visitors to your region.

- Provide concrete outcomes here, for example, because of the innovation, what was the increase in visitation or the reduction in costs etc.
- Prove how your innovation has enhanced the visitor experience through customer feedback or improved efficiency etc.

SECTION C: MARKETING STRATEGY - 10 POINTS (no more than half a page)

Outline your **Unique Selling Points (USPs)** and how this has been delivered on through marketing communication and product delivery.

Top tips

This is another two-part question, so be sure to answer both parts.

Part 1: Unique selling points (USPs)

The key word here is UNIQUE. What makes your destination different from your competitors? Clearly demonstrate your wine tourism experience's unique selling points. Also consider intangible things such as the quality of service and the little extra things that are done to make a visit to your property a memorable experience. For example: -

- One of a kind
- Eco experience
- Educational experience
- Interactive experience
- Joined with another tourism attraction or service
- Location
- Exclusivity
- Your staff's qualifications
- Services
- Facilities / equipment

Part 2: How do you communicate these to target market

This section is asking you to describe the marketing you use to communicate your USPs to your target markets. Keep in mind, your communication methods might be different for each market. Things you should consider are: -

- Does your website convey your USP's? If yes, how? Through imagery, video, testimonials.
- When you host a fam, do you highlight how your product is unique? If yes, how?
- Do you explain/showcase your USP's when networking or at trade events? If so, how?

SECTION D: CUSTOMER EXPERIENCE - 5 POINTS (no more than half a page)

Describe your customer service philosophy and values. Explain how they are delivered and measured within your business.

Top tips

This question asks you to describe your customer service philosophy, so start with a few paragraphs explaining what is at the heart of your customer service values.

Then, support your values by explaining how you achieve them, consider the systems and procedures you have in place to deliver outstanding service, for example: -

- Do you have formal customer service manuals/documentation/procedures?
- What professional development do you offer staff/volunteers?
- Describe your induction, training and mentoring.
- Do you have staff performance appraisals?
- Explain how you provides for guests/visitors with specific needs.
- What processes do you have in place to respond to customer complaints both online and offline?

SECTION E: RESPONSIBLE TOURISM - 10 POINTS (no more than half a page)

Outline how you have considered and progressed your **environmental, social, economic and ethical responsibilities**, and show how these initiatives have had a positive influence on the business and well as the **local community**.

Top tips

There are several parts to this question, so be sure to consider them all.

Explain how your wine tourism business financially contributes to the local economy in the region. Some examples include: -

- Buying locally – do you have a ‘Buy Local Policy’? What percentage of your goods and services are purchased locally? What does this equate to in actual spend annually?

Being an active part of your local community is vital for business success as it helps to increase awareness of your product locally. This answer should clearly describe the social benefits you provide to your local community for example: -

- Sponsorship or support for local groups (consider including the number of sponsorships or equivalent dollar value).
- Charitable donations (number of, or equivalent dollar value).
- Discounts for locals or local businesses.
- How you or members of your staff participate in community groups or events, for example volunteering, coaching, mentoring, charity events etc.

In this answer, explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving the environment and measuring water, waste management and energy.

SECTION F: PROFESSIONAL DEVELOPMENT - 10 POINTS (no more than half a page)

Provide examples of your commitment to continuous improvement, including involvement with industry bodies, and training/skill development programs undertaken by you and your team.

Top tips

This question is asking you to describe your commitment to training and what you do to ensure your staff can carry out their roles to the best of their ability. Your answer could include the following:

- A description of your staff induction process.
- What internal training do you undertake and how often? For example, are there weekly/monthly meetings and what do they involve?
- Do you offer an internal mentoring program for new or inexperienced staff?
- Detail any external training that you and/or your staff have attended – MRWA workshops, accounting system training, online booking system training, workplace health and safety, visitor servicing, customer service, food safety, cultural awareness, first aid etc.
- Did you fund any of your staff to complete accredited training or qualification, for example through TAFE or universities? Or did you provide them time off (paid or unpaid) to allow them to complete training?



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SECTION F: SITE ASSESSMENT - 50 POINTS

For finalist only: Mystery shopping visit.

SECTION G: DECLARATION

I declare that the information provided by me in this application is complete, true and accurate to the best of my knowledge. I am aware that the Margaret River Wine Association reserves the right to reject this application based on incorrect or incomplete information. I also acknowledge that the Judging Committee decisions on behalf of the Margaret River Wine Association are final and no discussion will be entered into. If successful I commit to the Terms & Conditions of the Award.

Signature		Date	
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Electronic Signature is OK

SUBMISSION

Please email your application, to pipheaford@margaretriver.wine **by 10 October 2021**.