



27. LOCAL GOVERNMENT AWARD FOR TOURISM

CATEGORY QUESTIONS

2026 AWARDS – STATE ONLY AWARD

LOCAL GOVERNMENT AWARD FOR TOURISM

DESCRIPTOR

This category is open to all Local Government Authorities and recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and to the wider tourism industry.

WORD COUNT

Word Count: 7,500

IMAGE COUNT

Maximum 30 images.

QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 30 June 2026.

SCORE SUMMARY

Submission Score 60 POINTS

TOTAL 60 POINTS

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	10 POINTS
• Question 1.1	(10 points)
• Statement of Achievement	(0 points)
SECTION 2. EXCELLENCE IN LOCAL TOURISM DEVELOPMENT	10 POINTS
• Question 2.1	(10 points)
SECTION 3. EXCELLENCE IN MARKETING	15 POINTS
• Question 3.1	(5 points)
• Question 3.2.	(10 points)
SECTION 4. EXCELLENCE IN VISITOR EXPERIENCE	15 POINTS
• Question 4.1	(10 points)
• Question 4.2	(5 points)
SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES	10 POINTS
• Question 5.1	(10 points)
SECTION 6. FINAL REMARKS	
• Final Remarks	

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF LOCAL GOVERNMENT

- Question 1.1 A. Provide an overview of the Local Government Authority's tourism department.
 B. Provide visual evidence to support your answer.

SECTION 2. EXCELLENCE IN LOCAL TOURISM DEVELOPMENT

- Question 2.1 A. What improvements have been made to improve your LGA/destination's tourism offering and/or support or collaborate with tourism businesses during the qualifying period?
 B. Provide visual evidence to support your answer.

SECTION 3. EXCELLENCE IN MARKETING

- Question 3.1 A. Provide an overview of the LGA/destination's target markets.
 B. Provide visual evidence to support your answer.
- Question 3.2 A. Provide 3–5 examples of marketing strategies the LGA implemented during the qualifying period, along with their outcomes.
 B. Provide visual evidence to support your answer.

SECTION 4. EXCELLENCE IN VISITOR EXPERIENCE

- Question 4.1 A. What initiatives has the business put in place during the qualifying period to deliver quality experiences throughout the visitor journey?
 B. Provide visual evidence to support your answer.
- Question 4.2 A. How has the LGA/destination made improvements to be more inclusive throughout the qualifying period?
 B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS

- Question 5.1 A. What efforts have been made in the qualifying period towards responsible and sustainable business practices in the LGA/destination?
 B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks