



Club Tourism Award

This award celebrates the vital role that WA Clubs play in the tourism industry and recognises the unique methods that Clubs use to attract tourists.



Selection Criteria

Nominations close at 5pm on Monday, 23 March 2020

- Tourism promotions/strategies must have occurred during 2019.
- Nominating clubs are required to submit the Required Attachments outlined below.

Required Attachments

- At least one (1) high resolution photo of your tourism events, promotions, or strategies, suitable for display on the large screen at the Awards Ceremony **Maximum 3 images**
- Video footage of your strategies (optional but encouraged)

Note: By supplying the photo(s) and video(s), you are granting Clubs WA permission to use these for promotional purposes associated with the awards program.

Please send your completed form with attachments to:

- Email: events@clubswa.com.au
- Post: Clubs WA, PO Box 5101, South Lake WA 6164

If you have any queries regarding the nomination questions or process, please contact events@clubswa.com.au or call the Events team on 9417 7149.





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General Information

Your information

Club	
Name of main contact	
Position	
Mobile	
Email	

Questions

Please answer in detail and provide as many examples as possible. Suggested topics to address are listed under each question.

Question One: How do you promote your club to tourists/visitors?

Suggested word count: 200 words (Maximum word count: 250 words)

Examples: Facebook promotion, promotion with local accommodation providers, posters, signage, word of mouth.

Please enter your response below:





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Question Two: What markets (e.g. European tourists, international students, interstate or intrastate) do you mainly target?

Suggested word count: 120 words (Maximum word count: 150 words)

Examples: Overseas tourists, sporting tourists, interstate visitors, intrastate travellers.

Please enter your response below:

Question Three: How do you directly promote your club to your chosen target market/s?

Suggested word count: 200 words (Maximum word count: 250 words)

Examples:

Type of Tourist	Methods (examples)
Overseas tourists	Social media [detail types], local government, state government agencies, federal government agencies
Sporting tourists	Sporting associations, local government, state government agencies, federal government agencies, event organisations, destination marketers
Interstate visitors	Interstate clubs, state government agencies, social media, posters
Intrastate travellers	Facebook, word of mouth, local tourism agency, local businesses

Please enter your response below:

Type of Tourist	Methods (examples)





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Question Four: What services or experiences do you offer to visitors?

Suggested word count: 120 words (Maximum word count: 150 words)

Examples: Food and beverage, access to club facilities, access to sporting facilities, cultural experience.

Please enter your response below:

Question Five: How do you manage tourists in relation to your members?

Suggested word count: 120 words (Maximum word count: 150 words)

Examples for clubs with club licence: Visitor register by the bar, visitor register at front entrance, donation tin provided for required fee, cash payment with receipt, signed in by bar staff, visitor signs themselves in, greeted by member, visitor badge.

Examples for clubs with tavern licence: Greeted by staff, signage on display, regular checks of RGL Prohibition Orders.

Please enter your response below:





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Question Six: Provide an overview of how your business plan incorporates tourism growth.

Suggested word count: 200 words (Maximum word count: 250 words)

Example: Strategy to increase visitation to the club from a number of sources which includes tourists travelling through our area, measured by number of visitors signing the visitors register.

Please enter your response below:

Before you submit...

Please ensure you have the following ready to send with your completed nomination:

- High resolution photo/s of your tourism strategies in action.

