

## **EXCELLENCE IN INNOVATION**

**The Award for Excellence in Innovation recognises leadership through the practical application of innovative customer solutions for new and existing market needs resulting in a commercial, environmental and/or social benefit.**

This category will be judged on a written submission only of no more than 700 words (excluding the organisation profile) plus accompanying documents and pictures where relevant to support the description of the initiative, its planning, execution and performance. This should detail your property's innovative initiative.

*(No word limit on supporting documents although must be kept to a minimum)*

*Important:* Please ensure that your submission follows the "Written Submission and Entry Format".

### **Questions and Judging Criteria**

This Award will be attributed to a new concept, new service or a particular initiative of a group, a brand, a hotel which reflects the capacity of this sector to innovate and to renew itself. This concept brings forward a vision of improved and/or unique guest experience in terms of guest services, design, spatial planning, conference rooms marketing, and application of new technologies (e.g.: social media) etc.

In preparing entries, entrance should include details of one major innovation initiative or project, for example:

- New service and/or customer experience that is unique to the industry, provides new customer value and/or is a source of competitive advantage
- The commercialisation of a new product/service that offers unique customer value and/or attracts a new customer market.
- A marketing innovation (e.g.: customer engagement, customer loyalty, social media initiative etc.) that is unique to industry and has led to significant customer engagement, customer loyalty and/or has attracted new markets.
- Business model innovation that has led to new revenue streams, differentiated revenue models or new channels to market.
- Whole of organisation approaches to instilling a culture of innovation.

## **Questions and Judging Criteria**

Organisation Profile:

Outline your organisational profile including any relevant background information;

- a. Organisational structure and operating environment
- b. Outline organisation's main product/service offerings
- c. Outline current market share and position in industry
- d. Outline key markets your organisation serves

❖ *This section is not included in judging criteria or in word limit. Please keep organisational profile to no more than 200 words.*

1. Innovation or innovative initiative including (where relevant);
  - a. Key elements of the initiative, its goals and objectives
  - b. Planning, research and development process that was undertaken
  - c. Drivers of the initiative. Please indicate whether the initiative was a local initiative or directed from national/global offices. Outline what elements of the initiative were driven locally (list the team/s involved).
  - d. How strategies and ideas were formed (including methodologies applied).
  - e. Key performance indicators to monitor progress

(Maximum 300 words)

2. Execution of innovation/innovative initiative
  - a. Outline how the initiative was implemented
  - b. Outline any challenges overcome, insights and/or learning's that led to successful implementation (note: learning from challenges and failures is a key principle of innovation).
  - c. Outline the most important factors that led to the initiative/s success.
  - d. Describe how your team (organisation) contributed to the outcome. How did the team and/or stakeholders collaborate (or co-create)?

(Maximum 250 words)

### 3. Outcomes:

- a. Provide measurable outcomes that demonstrate the success of the initiative
- b. Provide any available data that supports the outcome (e.g.: customer, financial, operational or market performance). This could include (but is not limited to): increase customer satisfaction, changes in customer behaviour, increased sales/uptake, increased loyalty or engagement, increased brand exposure etc.
- c. Describe any commercial, social or environmental benefits achieved
- d. Describe any results may bring value to your organisation, and/or the industry as a whole
- e. Outline the key learning's for your team and/or organisation (e.g.: how it has changed how your see or do things)

(Maximum 150 words)

#### Open To

This category is open to TAA (Vic) financial members.

#### Judging Process

Accommodation providers will be judged on their written submission submitted.

#### National Awards

The winner of this category will have the opportunity to be a nominee in the AHA National Award for Excellence.

Nomination Close Date                      Thursday 6 April 2017

Entry Fee    \$120 (inc. GST) per application

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