



2023 Grey Nomad Awards

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BRING ON THE 2023 AWARDS: SHINING A LIGHT ON TOURISM EXCELLENCE IN REGIONAL AND RURAL AUSTRALIA

The questions you will answer have been crafted by awards specialists with 25+ years of expertise to ensure all nominees have a fair and equitable opportunity to win.

Entry is through either self-nomination or nomination by another body which wishes to nominate and submit on behalf of the nominee. This can include, but is not limited to, regional and local tourism organisations, Chambers of Commerce, regional development groups, business agencies, consultants, tourism agents, and Local Government.

We are offering a couple of sweet deals:

There is the super special EOFY two-for-one deal for any nominee or nominating organisation which registers before COB 30 June

After 30 June then a special 25% Early Bird saving kicks through until 29 September. You do not need to complete the submission at the time you register – you have until Monday 6 November to complete the submission.

All nominations must be made through the online portal accessible at www.greynomadawards.com.au and only online submissions will be accepted.

Submissions due: Monday 6 November 2023

Who is a Grey Nomad?

For the purposes of these Awards and your responses, Grey Nomads are mature-age visitors over the age of 50 who travel overland full or part-time in any type of an RV.



2023 Grey Nomad Awards

Category	Eligibility	Admin Fee
NEW Best Grey Nomad Friendly Town	Is your town a must stay and play place for mature-age travellers? Back by popular public demand, simply tell us why you are a cracker town to enter and showcase your destination. Open to Councils, local and regional tourism organisations, business chambers, progress associations and other groups with a charter to promote the nominating town, which must have fewer than 100,000 residents.	\$349 + gst
Best Grey Nomad Small Caravan Park	Do you deserve national recognition for your private or Council-owned caravan park with up to 75 RV sites (excluding any cabins, glamping tents or villas)? If so, then 2023 is your time to shine. The sites can be any mix of powered and non-powered sites, or all powered sites.	\$349 + gst
Best Grey Nomad Large Caravan Park	Are you THE place to stay in your area? If so, and you are a private or Council-owned caravan park with more than 75 RV sites (excluding any cabins, glamping tents or villas) then this is the accolade for you. The sites can be any mix of powered and non-powered sites, or all powered sites.	\$349 + gst
Best Grey Nomad Farm or Station Stay	Nothing beats camping out under our brilliant Southern Cross, but how can RV travellers choose you over other places? If you are a farm, hobby farm, station, large rural property, rural distillery or winery that provides RV camping within your property boundaries, then these Awards are your way to stand out. The sites can be powered, non-powered or a mix.	\$349 + gst
Best Grey Nomad Freedom Stay	For many travellers, the ability to choose where to park up sometimes is a big bonus. That is why this Award is for any type of stay where RV travellers are given the freedom to choose their own campsite and therefore spaces / sites are not allocated. The campground, RV park, caravan park or farm / station stay can be operated by a private, public or not-for-profit organisation. The sites can be user-pays, donation or completely free.	\$349 + gst
Best Grey Nomad Community Stay	Communities work hard to attract visitors and we want to say 'thanks' through this Award. This is open to any community organisation or not-for-profit , including sporting clubs, services clubs, progress associations, museums, show societies or recreation groups, that provide RV camping at a property or campground under their administration or for which they receive funds or donations. The sites can be powered, non-powered or a mix, plus free, free with meal or user-pays.	\$349 + gst
Best Grey Nomad Dog-Friendly Stay	A whopping 35 percent of mature-age travellers take Fido along for the drive. That makes this sub-segment a very important one for regional and rural economies. So this Award is for any type of place or space where RV visitors travelling with a dog can stay . It includes any type of campground, RV park, caravan park or farm / station stay operated by a private, public, government or not-for-profit organisation.	\$349 + gst
NEW Best Grey Nomad Foodie Experience	Can you taste the success? If you offer an epic food-centred experience for travellers , then this is where you will gain national exposure. Entries open to all types of food experiences that cater to mature-age visitors, including food tours and attractions, providores, farm gate experiences, food trails, paddock-to-plate and trawler-to-table offerings, farmers markets, cooking schools, pub experiences, themed restaurants, brilliant bakeries and all places that offer an exceptional feed. You do NOT need to offer RV camping.	\$349 + gst
Best Grey Nomad Attraction	Do you want more senior travellers visiting your attraction? A tourist attraction is a permanent place deriving all or part of its income (if any) from visitors and which operates with visitor attraction as one of its primary objectives . This could include, but is not limited to, places of art, history, science, agriculture, nature, culture, and entertainment. It would also include theme parks, zoos, aquariums, visitor centres, wineries, and food tourism businesses.	\$349 + gst

- Categories continued on next page -



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Best Grey Nomad Historic Attraction	Do you deserve recognition for your attraction which showcases some historic aspect of your destination, Australia or a sector? This award is open to attractions that provide a historic experience or an experience from an historic perspective. A tourist attraction is a permanent place deriving all or part of its income (if any) from visitors and which operates with visitor attraction as one of its primary objectives. This could include, but is not limited to, museums, historic villages, heritage precincts and historic reconstructions.	\$349 + gst
Best Grey Nomad Tour	Let the good times roll when you are rewarded for your awesome experience. A tour is a guided experience of any duration which is provided free or ticketed and is open to the public . The tour must have run one or more times in the eligibility period of 1 Nov 2022 to 1 November 2023. Tours can include, but are not limited to, guided walking, boat, train, scuba, coach. Tours may occur day or night.	\$349 + gst
Best Grey Nomad Trail	Gain national recognition for the epic visitor trail that your town or region offers. A trail is any self-guided experience of any length of time which is provided in a map, app or other format in which the public can follow to experience the trail. Walking, biking or self-drive trails are eligible, including town heritage trails, art trails, country drive trails, food trails, and wine trails.	\$349 + gst
Best Grey Nomad Festival Or Event	It will be time for you to party when you step onto the winners' stage to accept accolades as the Best Festival or Event in the country for mature-age visitors. A festival or event which was free or ticketed, one-day or multi-day, open to the public and held in the eligibility period – between Nov 2022 and Nov 2023. The event could be held at any time interval or have been a one-off celebration.	\$349 + gst
Best Grey Nomad Pub Stay	<p>NEW Voting Process: Not by submission in 2023.</p> We want to find and reward the best country pub that provides a cracker experience for RV travellers. In 2023 we will be partnering with other organisations to identify short-listed pubs and then the public will vote to identify the winners. While camping does NOT need to be within the property boundary, there must be RV camping available within 500 metres. Get ready Australia, it will be a fiercely fought competition!	NA



2023 Grey Nomad Awards

QUESTIONS / CRITERIA

FOR TOUR, ATTRACTIONS, TRAIL AND ALL STAY CATEGORIES EXCEPT BEST DOG-FRIENDLY STAY

Overview: Outline for judges your location, and product and experience offering as at today, including the percentage of grey nomad visitors to total visitors. This question is NOT scored and provides judges with important background information. (Max length 800 words / Weighting 0%)

1. Products and Experiences

How does your overall product and the experiences that you offer make the lives of Grey Nomads:

- a. Happier?
- b. Healthier?
- c. Safer?

(Max length 1,250 words / Weighting 30%)

2. Product and Experience Changes

What changes were made to your product and / or experience offering during the qualifying period (between 1 November 2022 and 1 November 2023)? Why were they made? Were they successful? How do you know? (Max length 800 words / Weighting 20%)

3. Proposed Product and Experience Changes

What changes are currently underway* that will be fulfilled between 1 November 2023 and 1 November 2024? Why were they made? What will they achieve? How will you know if you are successful?

*This can include changes in the early development phase, such as with Council for approval or working with specialists or consultants. (Max length 400 words / Weighting 10%)

4. Marketing and Promotion

What strategies, channels and messages are used to communicate information to grey nomads? Why are they used? Are they successful? How do you know? (Max 800 words / Weighting 20%)

5. Due Diligence

You do not need to do anything for this section. As part of the due diligence process, assessment will also include:

- a. How you have communicated through publicly accessible channels that are popular with mature-age travellers, such as Facebook, WikiCamps and your website (Max 0 characters / Weighting 10%)
- b. Online reviews through popular channels, such as Facebook, Google and WikiCamps (Max 0 characters / Weighting 10%)



2023 Grey Nomad Awards

QUESTIONS / CRITERIA BEST GREY NOMAD DOG-FRIENDLY STAY

Overview: Outline for judges your location, and product and experience offering as at today, including the percentage of grey nomad visitors to total visitors. About 35 percent of grey nomads travel with their dog. Please outline what percentage of your guests travel with a dog. This question is NOT scored and provides judges with important background information. (Max length 800 words / Weighting 0%)

1. Products and Experiences for Grey Nomads

How does your overall product and the experiences that you offer make the lives of Grey Nomads:

- a. Happier?
- b. Healthier?
- c. Safer?

(Max length 1,250 words / Weighting 30%)

2. How You Cater for Dogs

Outline the ways in which you make travelling easier, more comfortable and more enjoyable for Grey Nomads who travel with their dog, and the dog itself. Consider your dog-related facilities and services. This could include, but is not limited to, walking tracks, exercise areas, poo bags and bins, welcome packs, treats, special sites or areas, rules around inclusion, and / or pet sitting services. (Max length 800 words / Weighting 20%)

3. Your Stand-out Dog-related Offering

What is the one thing that you do, provide or offer that makes you a stand-out among RV camping places that are dog friendly? Why is this exceptional? (Max length 800 words / Weighting 20%)

4. Marketing and Promotion

Outline the ways in which you promote that you are dog-friendly and explain why you use these specific channels. Are they successful? How do you know? (Max 400 words / Weighting 10%)

5. Due Diligence

You do not need to do anything for this section. As part of the due diligence process, assessment will also include:

- a. How you have communicated through publicly accessible channels that are popular with mature-age travellers, such as Facebook, WikiCamps and your website (Max 0 characters / Weighting 10%)
- b. Online reviews through popular channels, such as Facebook, Google and WikiCamps (Max 0 characters / Weighting 10%)



2023 Grey Nomad Awards

QUESTIONS / CRITERIA BEST GREY NOMAD FRIENDLY TOWN (NEW)

There are only two questions to answer for this Award.

Overview: Provide an overview of your nominated town, including its location, population, industry sectors, key tourism promotion mechanism / organisation and social tags, and brief history. This question is NOT scored and provides judges with important background information. (Maximum response length 500 words)

1. Key question

Outline what makes your town a must stay and play place for mature-age RV travellers?

Consider aspects such as stay options, play options, food options, visitor services, and town facilities that make life happier, healthier and safer for mature-age RV travellers. This could include, but is not limited to, public amenities, long vehicle parking, high-season overflow, dump point and potable water. (Max length 800 words / Weighting 80%)

2. Due Diligence

You do not need to do anything for this section. As part of the due diligence process, assessment will also include:

- a. How the town has been promoted through social and publicly accessible channels that are popular with mature-age travellers, such as Facebook, WikiCamps and your website. This assessment will include the degree to which you engage with visitors and potential visitors online. (Max 0 characters / Weighting 10%)
- b. Online reviews through popular channels, such as Facebook, Google and WikiCamps (Max 0 characters / Weighting 10%)



2023 Grey Nomad Awards

QUESTIONS / CRITERIA BEST GREY NOMAD FOODIE EXPERIENCE (NEW)

Overview: Outline for judges your location and offering as at today, including the percentage of mature-age visitors to total visitors. This question is NOT scored and provides judges with important background information. (Max length 800 words / Weighting 0%)

1. Exceptional You

Outline what makes your foodie experience a must-do for mature-age travellers? (Max = 600 words / weighting 15%)

2. Products and Experiences

What products and experiences do you provide that make the lives of mature-age visitors healthier, happier and safer? (Max = 1,000 words / weighting 25%)

TIP: Show judges that you are mindful of the physical and emotional wellbeing of the older traveller by matching your offerings with the nominated aspects i.e. happier, healthier, safer.

3. Product and Experience Changes

What changes were made to your public offering during the qualifying period (between 1 November 2022 and 1 November 2023)? Why were they made? Were they successful? How do you know? (Max length 800 words / Weighting 20%)

4. Marketing and Promotion

What strategies, channels and messages are used to communicate information to mature-age visitors? Why are they used? Are they successful? How do you know? (Max 800 words / Weighting 20%)

5. Due Diligence

You do not need to do anything for this section. As part of the due diligence process, assessment will also include:

- a. How you have communicated through publicly accessible channels that are popular with mature-age travellers, such as Facebook, WikiCamps and your website (Max 0 characters / Weighting 10%)
- b. Online reviews through popular channels, such as Facebook, Google and WikiCamps (Max 0 characters / Weighting 10%)



2023 Grey Nomad Awards

2022 QUESTIONS / CRITERIA BEST GREY NOMAD FESTIVAL OR EVENT

NOTE: The event or festival must have been held at least once during the qualifying period of 1 November 2022 to 1 November 2023.

Overview.

Describe the town or destination/s where the event occurred, including population, location, major industries and the relative importance of tourist visitation to the local economy PLUS the event date/s, how the festival or event came into being, including drivers / motivation, budget and public involvement. This question is NOT scored and provides judges with important background information. (Maximum 500 words / Weighting = 0 %)

1. Facilities and Amenities

What facilities and amenities did you provide at the event that made the lives of Grey Nomad event visitors healthier, happier and safer? (Max = 1,000 words / weighting 25%)

TIP: Show judges that you are mindful of the physical and emotional wellbeing of the older traveller by matching your products with the nominated aspects i.e. happier, healthier, safer.

2. Services and Experiences

What services and experiences did you provide that made the lives of Grey Nomads less stressful, happier and safer? (Max 800 words / Weighting 20%)

3. Promotion

How do you promote your festival or event to Grey Nomads? What aspects of your marketing are specifically designed with Grey Nomads in mind? (Max 800 words / Weighting 20%)

4. Success

Outline the success you have enjoyed in attracting, as well as satisfying, mature-age visitors. (Max 600 words / Weighting 15%)

TIP: Consider using charts to show numbers or trends, testimonials to show satisfaction etc.

5. Due Diligence

You do not need to do anything for this section. As part of the due diligence process, assessment will also include:

- a. How you have / your event has communicated through publicly accessible channels that are popular with mature-age travellers, such as Facebook, WikiCamps and your website (Max 0 characters / Weighting 10%)
- b. Online reviews through popular channels, such as Facebook, Google and WikiCamps (Max 0 characters / Weighting 10%)



2023 Grey Nomad Awards

2023 FEES

In this crazy world it is great to know that some things stay the same!
2023 administration fee remains unchanged from 2022.

EOFY special* until COB AEST 30 June 2023:

Two for the price of one!

Simply register and pay before 30 June to receive this super special offer.
You still have until 6 November to finish your submissions!

Early Bird special* until 29 September 2023:

25% off

Simply register and pay before 29 September to receive this discount.
You still have until 6 November to finish your submission!

Multiple entries*

Three nominations or more save 10%

* Cannot be used in conjunction with any other discount offer

* * *

Fee per submission: \$349 + gst

Questions? Call 1300 88 22 59 or kim@greynomadawards.com.au