

BEST SPORTING ENTERTAINMENT VENUE

Nomination Cost: \$149.00 (inc. GST)

Nomination Criteria and Submission Requirements

This category recognises excellence in venues with a specific emphasis on sport as a primary form of entertainment. Start the submission with a paragraph that describes your venue including brief history of how you came to be and points of difference/what makes your property special. This is where the judges will gain an understanding of how you fit into this category. It is important to clearly demonstrate your eligibility by aligning with the judging criteria found below. It is recommended that each judging point is addressed with a sentence or two outlining your suitability.

Additional documents

1. 3 x High Resolution images of the property relevant to the nomination category

Judge Assessment Marks

Judges will base their assessment on a range of areas from both the submission and their anonymous visit including, but not exclusive to, the following:

General appearance, theming, design, and décor

Explain any elements of art, décor and atmosphere that allow for character and ambience throughout your property. This could include background music, lighting, and furnishings. Explain any elements of sporting memorabilia onsite, specifically any unique or signed memorabilia and how it was acquired. Use this section to elaborate on how the overall venue theme is relative to your target market.

Staff

This can include how you are committed to quality customer service throughout all areas of the business such as staff training, service principles and policies and staff reward systems.

Service

Elaborate on all points of customer engagement when booking e.g. email, phone or online booking system and booking confirmations that guests receive. Consider the guest greetings/welcome, seating process and interaction during and after the experience.

Adequate external promotion of sporting facilities

This section can include information on any apps, posters, booking relationships and other external promotion of sporting facilities. Snapshots of your website and/or apps can also be included.

Live sport being shown through the hotel

List all sporting codes that are shown throughout the venue. Our judges will be there for a service period and may miss some crucial entertainment. Use this section to elaborate on any particular sport shown on particular times/days. Use this section to also elaborate on any integration of sporting vision throughout the venue.

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Nomination Criteria continued

Relationships with sporting clubs

*Does your venue have any formal sponsorships and/or informal support of local clubs and teams?
Does the venue and/or staff participate in the local community in regard to sporting clubs or groups?
This section could also include any relationships with state or national clubs if applicable.*

Food and Beverage offerings at venue

Use this section to elaborate on the variety and originality throughout your food and beverage menus. This section can also include kitchen open and close times. Show evidence of local produce in use as well as QLD wines and craft beers. Be sure to include any food or beverage items that you recommend our judges try during their visit! This should include the property's current food and beverage menus for judges to browse.

Evidence of Responsible Serving of Alcohol

Provide information and evidence on how your venue upholds RSA requirements and adheres to Queensland regulations in regard to the responsible service of alcohol.

Marketing and Profitability

Demonstrate an increase of promotional and popularity data related to the sporting area of your venue. Describe any marketing techniques or game day specials that have led to an increase in revenue. Provide information on a popular sporting event that was recently shown at your venue and the demographic that attended.

Testimonials

This section can include testimonials from previous guests or media articles. This can be online feedback or feedback sent or captured directly from guests.