



How to Write a Strong 250-Word Award Submission

This guide will help you maximise your 200–250-word response and strengthen your award submission.

1. Be Clear and Direct

Start with a short overview sentence that clearly answers the question. Avoid long introductions.

2. Focus on What Changed

Explain what you introduced, improved or delivered during the qualifying period.

3. Include Evidence

Data strengthens applications. Include visitor numbers, growth percentages, revenue increases, participation rates, testimonials or customer satisfaction results where possible.

4. Show Impact

Judges look for outcomes. What improved? What difference did it make for visitors, staff, the community or the local economy?

5. Keep It Simple

Use short sentences. Avoid jargon. Prioritise clarity over complexity.