

# 2017 Queensland Tourism Awards

## Rules for Entry



### ELIGIBILITY – ACCREDITATION/CERTIFICATION

As of 2016, entrants in certain categories are required to be accredited or certified by a recognised program. This accreditation or certification will be in addition to the legal requirements necessary for operation of your business (e.g. registrations for vehicles and equipment, licence requirements for employees).

The following programs are recognised by the Queensland Tourism Awards:

- Australian Tourism Accreditation Program (ATAP) - [10% discount available until 1 June](#).
- Various Earthcheck programs. Discounted rate available for QTIC members for [Earthcheck Evaluate](#).
- Climate Action Certification (Ecotourism Australia)
- Eco Certified Tourism (Ecotourism Australia)
- Respect Our Culture (Ecotourism Australia)
- Visitor Information Centre Accreditation
- China Ready and Accredited
- National Accommodation Recreation and Tourism Accreditation (NARTA)
- Caravan Industry Association of Australia National Accreditation Program
- Star Ratings Australia
- International Customer Service Standard (ICSS)

Due to the existing business development components, businesses that are part of the following groups are automatically eligible to enter the Awards program:

- Accor Hotels
- BIG4 Holiday Parks
- IHG (InterContinental Hotels Group)
- Luxury Lodges of Australia
- YHA Australia

For detailed information please click [here](#) to access your Guide to a list of Accreditation and Certification programs recognised by the Queensland Tourism Awards.

For further information or support please contact the QTIC team on (07) 3236 1445 or [accreditation@qtic.com.au](mailto:accreditation@qtic.com.au)

**PLEASE NOTE:** The following categories **do not** require accreditation or certification to enter the Awards:

- Major Festivals and Events
- Festivals and Events
- Specialised Tourism Services
- The Richard Power Award for Destination Marketing
- Tourism Restaurants and Catering Services
- Excellence in Food Tourism
- Outstanding Contribution by a Volunteer or Volunteer Group
- Young Achievers Awards
- The Marie Watson-Blake Award for Outstanding Contribution by an Individual

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1. You are encouraged to enter the category that best reflects your core business. If you are entering more than one category, a separate and complete nomination and submission must be submitted electronically for each category. Entrants may only enter **one** submission in any **one** of the following group of categories:

- Attractions: Enter either category 1 or 2;
- Festivals & Events: Enter either category 3 or 4;
- Tour and Transport Operators: Enter either category 11 or 12;
- Accommodation: Enter either category 17, 18, 19, 20, 21, 22 or 23.

**Please note:** The Specialised Tourism Services category is for entrants that are unable to meet the criteria of other categories. Entrants to this category are not permitted to enter any other additional categories.

2. Achievements or activities referred to within your entry must relate to the **qualifying period: 1 July 2016 – 30 June 2017.**

Entrants must have traded for the **entire** qualifying period.

Exceptions apply to seasonal facilities and the following categories:

- 3 - Major Festivals & Events
- 4 - Festivals & Events
- 14 - Destination Marketing
- 24 - New Tourism Business

The activity being put forward for consideration must have occurred **within** the qualifying period.

3. Unanswered questions will attract zero points. If you feel that you cannot answer a question please discuss this with the Queensland Tourism Awards Coordinator. If you still feel the question is not relevant please explain your reasons within your submission.

4. Entrants must be based or operate in the state or territory of their nomination.

An exception to this rule exists where there is a genuine community of interest allowing an entrant to choose to nominate in another state/territory's Awards program. To qualify for this exception the entrant must be able to demonstrate proof of membership in a relevant association OR provide a letter from that state/territories tourism office confirming the entrant's participation in marketing campaigns or activities.

Should a company have individual operational branches or properties in other states/territories they may enter the individual state/territory awards as long as the majority of the submission focuses on the activities undertaken in that state/territory.

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5. An entrant, such as a chain or franchise that has multiple products, must enter each product individually if they want each business to be able to promote the achievement of winning a tourism award. Alternatively the business may enter but the logo may only be used by the corporate entity, not the individual products.
6. An entry cannot be moved into another category following the closing date for lodgement of submissions.
7. If at any time following submission of an entry the business being put forward goes into administration, voluntary receivership, liquidation or bankruptcy, the entrant is required to advise the Queensland Tourism Awards Coordinator and accepts that the submission will no longer be eligible for an award.
8. There is no direct entry into the Qantas Australian Tourism Awards. Only state or territory tourism award winners in categories 1 through 25 will automatically become a finalist in the Qantas Australian Tourism Awards.
9. **HALL OF FAME (2017 update):** In order to align with the consistency of other states, QTIC have decided to update the ruling regarding Hall of Fame entrants for Queensland.

Hall of Fame will still be presented to entrants who have won their selected category for three consecutive years, however from 2017 they will now be able to continue to enter the same category until Hall of Fame is reached nationally.

Entrants that are then inducted into the National Hall of Fame are precluded from entering into that specific category at the State level for a period of two years. This updated ruling will also allow Queensland Hall of Fame entrants a greater chance to be inducted into the National Hall of Fame.

For Category 14. Destination Marketing, a Hall of Fame status can be awarded to organisations who enter different campaigns (each year) in this category when they receive three consecutive gold wins (regardless of which campaign is entered).

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### Site Visits

The purpose of the site visit is to assess the business being nominated and for verification of claims that may be made within the submission. Operations are under no obligation to offer a free experience of their product. The site visit will be prearranged at a mutually convenient time and the judges have a proforma from which they work.

Site visit judges will ask to see the following:

- Customer Service Policies
- OH&S policies and Risk Management Policies
- Human Resources Policies
- Sustainability Policies
- Marketing Plans
- Business Plans

The absence of these documents will be reflected in the score.

The site inspection is worth 20 points of the total score being added to the submission score.

All entrants will receive a site visit with the following exceptions:

- **Categories 3 and 4** – Entrants in these categories will be asked to provide relevant documents via email. The allocated judge will call the entrant direct to discuss requirements and where applicable will visit their workplace/site office. There will be no points awarded.
- **Categories 8 and 24** – These categories will be visited and evaluated but due to the potential diversity of entrants will not be awarded any points.
- **Category 14, 26, 27, 28** – These categories do not undergo a site visit.

Scores from the site visit do **not** apply at the Australian Tourism Awards.

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### Compliance with Competition Rules

The Australian Tourism Industry Council (ATIC), owner of the Australian Tourism Awards, is excited to announce that in 2017 a new online Awards program will be introduced, incorporating a complete online entry process for each State/Territory.

The notable change going forward is the move from a .pdf submission process to a web-based 'form' which businesses will complete online. For those entrants who have entered previously, this means you will no longer need to conform to formatting rules, page limits and page layouts. Instead of the previous 30 page limit, there will now be a maximum word limit and image upload limit.

1. Category changes:

- Category 8: Specialised Tourism Services is for entrants that are unable to meet the criteria of other categories and entrants to this category are not permitted to enter any additional categories.
- Queensland has introduced a new category: [RACQ People's Choice Award](#).

2. New Category Descriptors:

- **Category 7** - Qantas Award for Aboriginal & Torres Islander Tourism
  - This category recognises Aboriginal and Torres Strait Islander tourism operations that demonstrate authenticity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

3. Question changes:

- **Category 3** – Major Festivals and Events – Q1(a)(b)(c)(d) and (e), 2(a)(b)(c) and (d) and associated Tips.
- **Category 4** – Festivals and Events – Q1(a)(b)(c)(d) and (e), 2(a)(b)(c) and (d) and associated Tips.
- **Category 7** - Qantas Award for Aboriginal & Torres Strait Islander Tourism – Q1(a)(b) and (c), Q2(a) and (c), Q3(a)(b) and (c), Q5(a) and (b)

4. Rules for Entry Amendments:

- Formatting rules no longer apply.
- The submission will be up to a maximum of 12,500 words in length and will be entered via the Awards Online Program. However, **category 25: Excellence in Food Tourism**, will have a maximum 8,000 word limit and individual categories (26 -28) will have a 2500 word limit.
- Tables can be embedded into each question and the wording will detract from the word limit.
  - The submission will include up to 25 images with captions.
    - Images include the use of charts, graphs and pictures.

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- Captions are allowed for each image. Maximum of 6 words, not included in overall word count.
- Collages are accepted, however the business must keep in mind the end experience by a judge and if all collaged images are able to be viewed correctly
- Only the first 25 images will be viewed by the judge, all subsequent images will be discarded.

### What do I submit electronically?

- Nomination details (nominations close Thursday, 1 June 2017) through the new Awards Online Program. Please fill out all the available fields that relate to your category.
- A description of no more than 100 words of your company/product, which will be used to determine you're eligibility for that category and will also be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.
- Your submission can be added to regularly by logging into the new Awards Online Program, and the final submission must be submitted by COB Monday, 21 August 2017.
- On top of the images provided throughout your submission, you will also need to provide ten (10) additional images – jpeg format only, illustrating your business. By supplying these images you ensure maximum exposure at the Gala Awards Ceremony and in official advertising and publications.

### Our Assurance

All information submitted is strictly confidential. All persons, for example Tourism Awards Coordinators and judges, who may come into contact with your submission, are each required to sign a confidentiality agreement and at no time will your submission be downloaded.

### Lodgement

Please ensure your submission is lodged electronically to the portal **by 5pm, Monday 21 August 2017.**

*Please note: late entries will not be accepted.*

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### **Disclaimer**

By entering the 2017 Queensland Tourism Awards you authorise the use and/or reproduction of images and the 100-word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

Your contact details may also be supplied to agencies engaged on behalf of award organisers/committees for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission. By ticking the terms and conditions box, you agree not to bring a claim against any judge, or the Queensland Tourism Industry Council in relation to feedback on your submission.

### **Judges' Decision**

All submissions are independently scored by three members of the judging panel. Results are correlated by an Independent Auditor and Chair of Judges and an agreement reached on the winner with the judging panel. A minimum percentage/score must be achieved for a winner to be announced in a category. A single entrant category does not guarantee the entrant as a winning entry.

### **Contact**

For more information, please contact the Queensland Tourism Awards team:

07 3236 1445

[awards@qtic.com.au](mailto:awards@qtic.com.au)

[www.queenslandtourismawards.com.au](http://www.queenslandtourismawards.com.au)

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### How does the Awards process work?

