

14. The Richard Power Award for Destination Marketing

Important 2019 QTA Accreditation Changes:

The Australian Tourism Industry Council (ATIC) will introduce a new, integrated framework for Australia's business quality programs, which will incorporate existing programs such as; the *Australian Tourism Accreditation Program*, *Star Ratings* program, and the *Australian Tourism Awards*. This new framework will be known as the **Quality Tourism Framework (QTF)**.

Under the new QTF, there will be changes to requirements for the 2019 Queensland Tourism Awards (QTA), which all entrants must meet in order to be eligible for the national award categories. The QTF, will provide greater efficiencies for those who are engaged across multiple programs and provide an assurance of minimum standards being met by all.

Important 2019 QTA Accreditation Changes

1. To be eligible for any of the accommodation categories (17 – 23) except Unique Accommodation, all entrants are required to meet a specific Star Rating (dependent on their category), through the completion of a pre-assessment module in your submission portal, which will calculate a proposed rating. Those who are already Star Rated will not be required to complete a pre-assessment as the rating has already been confirmed. *Note: annual Star Rating renewals are due July 2019.*

Accommodation	Star Rating required to enter
Luxury	5
Deluxe	4 or 4.5
Standard	3.0+
Unique	Business standards (QTF Level 1)
Hosted	3.0+
Caravan Park	3.0+
Self-contained	3.0+

2. All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal. Those who are already accredited through QTF (formally known as ATAP) will not be required to complete a pre-assessment. *Note: annual QTF (formally ATAP) renewals are due July 2019.*
3. There is no additional cost for 2019 QTA entrants to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the QTF.
4. Queensland entrants were previously required to hold accreditation through one of 17 recognised programs. In order to ensure consistency across the States under the QTF, this requirement **no longer applies**.

Although this requirement no longer applies, QTIC highly recommends that all entrants maintain their current accreditation, as it is a valuable business asset and will strengthen QTA submissions.

Under the new QTF, QTIC will continue to work with our accreditation partners to uphold tourism excellence and deliver quality standards across the industry.

To nominate click this link: <https://online.qualitytourismaustralia.com/>

14. The Richard Power Award for Destination Marketing



Category Descriptor: This category recognises creativity and innovation in fully integrated destination marketing activity/campaign (international or domestic) to attract visitors to a region/destination.

The campaign can be a single promotional activity or a series of related promotions delivered by one organisation.

The Campaign/Activity should:

- Demonstrate innovation, creativity, results
- Attract key target markets of DMO.
- Include before and after key metrics that show results achieved from the campaign

This category is open to Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, local government and marketing alliances delivering consumer marketing campaigns.

Not required to have traded for the entire qualifying period, activity must have occurred during the qualifying period.

Important Notes:

- The numbers after each sub-question refer to the judges' weighting.
- Entrants must ensure their answers refer specifically to the product and category they are entering.
- Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.
- Prior to using an acronym, please state phrase or name in full followed by the acronym in brackets.
- Achievements or activities referred to within your entry must relate to the qualifying period: 1 July 2018 – 30 June 2019.



14. The Richard Power Award for Destination Marketing



1. BACKGROUND (20 points)

Outline the rationale and objectives behind your marketing activity.

Tip: What were you trying to accomplish? You are encouraged to include measurable targets such as number of campaign partners, number of visitors, length of stay, regional dispersal, expenditure etc.

2. RESEARCH (25 points)

Who were your target markets, why and what research did you use to identify them?

Tip: This is a three-part question – make sure you answer a) who, b) why and c) what. Consider including geographic markets, demographics, psychographics, media preference, motivations for travel and purchasing patterns.

3. CREATIVITY (25 points)

Describe the philosophy behind your creative strategy and demonstrate how you have integrated this philosophy into the actual creative.

Tip: Include images that illustrate your creative approach and explain how they linked to what you wanted consumers to think about your destination.

4. EXECUTION (20 points)

Describe the marketing strategies used and detail the success and outcomes.



14. The Richard Power Award for Destination Marketing



Tip: Include all forms of marketing – print, digital, broadcast, PR etc. Include how your activity has positively impacted on the destination and/or stakeholders within your region as well as the individual outcomes of each strategy. This should be linked to the objectives identified in Question 1.

5. EVALUATION (10 points)

Explain how you evaluated the success of your activities.

Tip: Consider surveys, media monitoring, increase visitation.

TOTAL SCORE: _____/100

SUBMIT YOUR ENTRY:

Rules For Entry: <http://queenslandtourismawards.com.au/entrant-information/rules-for-entry>

Submission Due: 19th August 2019

Submit online: Log in using the details you created when you registered to nominate

Questions: awards@qtic.com.au

Gala Ceremony: 08 November 2019 – Sunshine Coast, Novotel Twin Waters

