

## **Frequently Asked Questions:**

### **Why should I enter the Queensland Tourism Awards?**

There are many benefits to entering, not only do you get recognised as one of Queensland's best tourism operators it also helps to:

- Improve planning, development and internal analysis for your tourism business;
- Discover the full potential of your business;
- Gain competitive edge by receiving feedback from industry leaders;
- Energise and motivate your staff;
- Use your submission as a benchmark to improve your bottom line;
- Receive media publicity and exposure;
- Celebrate and network with industry peers and colleagues at the Gala Ceremony;
- Automatic entry to the Qantas Australian Tourism Award for categories 1-25
- Encourage the continual raising of standards among Queensland tourism operators through accreditation and certification;
- Automatic entry into RACQ's People's Choice Awards.
- [Listen to what past entrants have had to say.](#)

### **1. What additional benefits does a Gold Winner receive?**

- Access to professional photo/s of trophy recipient backstage holding trophy.
- Opportunity to film a short Gold Winner Interview which gets distributed to media as well as the entrant for their own distribution ([Check out the 2018 interviews](#)).
- Inclusion in all QTIC media releases which is distributed to an extensive media list following the Gala Ceremony.
- Exposure through QTIC social media channels during/after the Gala Ceremony.
- Potential footage of your business being included in a special Qld Weekender episode on Channel 7, which airs the weekend of the Gala Ceremony.
- Potential inclusion in a Courier Mail/Sunday Mail article which is published the weekend of the Gala Ceremony.
- All winners (Gold, Silver and Bronze) will receive a winner's logo to distribute as they wish for additional exposure and credibility.
- For entrants in categories 1 -25, they will receive additional media exposure via QTIC media releases and social media content for becoming finalists into the Qantas Australian Tourism Awards and you will also receive a finalists logo.
- If you then go on to win, you will gain even more media exposure on a state and national level.
- Gold Winners will also receive a Summary Media Report from QTIC following the Gala Ceremony.

## 2. What type of a commitment is the awards process?

Your commitment to the Queensland tourism Awards can be as time consuming as you make it however it is a big task and is best managed as early as possible. By nominating early you give yourself more of an advantage to time manage your submission.

We encourage all entrants to create a timeline in regards to writing their submission. Nominate early and use that time to plan out how you are going to write your submission. The information that you need to answer the criteria can take some time but if you time manage well and stick to your deadlines you will be fine.

With the new business standard implemented in 2019, we recommend that entrants do the business standard before starting their submission. This business or accommodation standard **MUST** be done by the time of the site visit.

**DON'T LEAVE IT TO THE LAST MINUTE**, leaving it to the last minute creates pressure and mistakes/short falls in your submission. Take the time and plan out when you are going to dedicate time and research and use it wisely.

## 3. What information do I need to nominate?

To nominate all that you're required to enter is a short description on why your business is suited for your desired category, business information and a main contact – who will be your business's point of contact throughout the submission process. See the QTA timeline [here](#).

## 4. Do I need to be accredited/certified to enter the awards?

Under the new QTF, there will be changes to accreditation requirements for the 2019 Queensland Tourism Awards (QTA), which all entrants must meet in order to be eligible for the national award categories. Under the QTF, all entrants in categories 1 – 25 are now required complete a business pre-assessment as part of the entry submission process.

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 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.

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**

## 5. How do I become accredited/certified to enter?

As part of the new Quality Tourism Framework, accreditation is no longer required to enter. Instead all businesses entering the awards (category 1-25) will be required to complete a certain accommodation or business standard that is built into the portal.

QTIC however encourages business who have other forms of accreditation to continue as being involved in these programs will only strengthen your awards submission

## 6. How do I know what category best suits my business?

The Queensland Tourism awards have a total of 30 categories this year, covering a huge range of tourism products, please view the categories [here](#). If you still aren't sure please do not hesitate to contact the QTIC team who can assist in lining you up in the right category. Email [awards@qtic.com.au](mailto:awards@qtic.com.au) or call 07 3236 1445

**7. I am new to this whole process is there any support programs provided to guide me?**

QTIC provides various entrant support services through a number of different formats.

- Webinars for first time entrants (April and May);
- One-on-one mentoring (in person and via skype);
- Your Guide to Writing an Award Winning Submission;
- Paid submission review;

To access and register for any of these program please [click here](#)

**8. What is the difference between nominating and submitting (submission):**

Some people tend to get confused by the terminology used. Nominating is when you are expressing interest in being an entrant for the 2017 Queensland Tourism awards and pay your entry fee. Your submission is the completed entry having answered all the criteria questions and is submitted via the Awards Online Program. .

- Nominations close 31 May 2018
- Submissions due 21 August 2018

\*this doesn't mean you can't start writing your submission prior to nominations closing.

**9. Is there someone out there who I can consult about my submission or someone who can assist in writing it?**

Click [here](#) for a number of consultants who have experience in writing Queensland Tourism Award submissions.

In July/August – QTIC will once again offer a Paid Submission Review Service (for a fee), if you would like to take up this opportunity. The service is conducted by an experienced submission writer and a report on recommendations will be provided to you. More details will be available throughout the year.

\*NOTE: Employing a writer does not always give you an advantage when it comes to your submission. Some of the best submissions are written by the passionate and enthusiastic owners/employees of a business.

## 10. What are some of the costs associated with the Queensland Tourism Awards?

- Entry fees are listed [here](#)

Other costs may include:

- Submission review service (if applicable) : \$310 - \$360
- All other entrant support is free for entrants of the Queensland Tourism Awards
- Price for awards Gala Awards Ceremony ticket (Approx \$205) plus accommodation/travel if required.

## 11. What is the RACQ People's Choice Award?

Thanks to the support of RACQ, we have launched a People's Choice Award – all entrants who have entered a submission in categories 1 -25 (except Cat. 14 Destination Marketing), will automatically be entered into the RACQ People's Choice Award.

This category will be completely independent from the judging process and will come down to consumer choice – tourism operators will be able to connect with visitors and followers to encourage them to vote.

In its 3rd year, the RACQ People's Choice Award will be split over two categories – Experiences/Services and Accommodation - with voting open to the public and managed by RACQ.

Note that we have Hall of Fame – a business who win two years in a row will be place into the QTA Hall of Fame and will be out of the running for two years.

A Gold winner only will be announced for both segments based on the highest number of votes they each receive.

Voting will open once submissions have closed in August. More details will follow.

## 12. How do I enter the RACQ People's Choice Awards?

All completed submissions that have been entered by the due date of 19 August, will automatically enter the RACQ's People Choice Award (**excluding entrants in categories 14, 26, 27 & 28**).

## 13. Do you announce finalists prior to the Gala Awards Ceremony?

No. The Queensland Tourism Awards no longer have finalists so no finalists are announced prior to the Gala Awards Ceremony. Queensland now follows the national structure of having Gold, Silver and Bronze winners which are announced only during the Gala Awards Ceremony.

Some entrants are profiled through regional media in the lead up to the awards; this is done by random selection.

**14. Is a winner for every category announced at the Gala Awards Ceremony?**

No. A minimum percentage/score must be achieved for a gold, silver and bronze winner to be announced in a category. Also, a single entrant category does not guarantee the entrant as a winning entry.

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.

**15. What is the Gala Awards Ceremony like?**

Check out our [2018 Highlights Package](#) which showcases the tourism industry's night of nights!

**Any more questions?**

Please contact the QTA team:

07 3236 1445

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