

## Maximise your participation in the

## Queensland Tourism Awards



Congratulations on participating in the Queensland Tourism Awards (QTA), the industry's annual recognition program hosted by the Queensland Tourism Industry Council (QTIC). Entering the awards is a great way for you to discover the full potential of your business, super charge your business planning and gain a competitive edge through feedback from industry leaders.

If you're an award winner, well done on your achievement! We applaud you and your team for being recognised as one of Queensland's best tourism businesses. You are now one step closer toward winning a National Tourism Award and could be recognised as Australia's best.

The information below provides you with a set of guidelines on ideas and tips for making the most of your status as a 'Queensland Tourism Award winner'. Your award is an amazing achievement and one you should celebrate and incorporate as part of your marketing and ongoing business development.

### Step 1: Be prepared in case you win

- We all know a picture tells a thousand words and in the case of the QTA, good photos could help drive bookings and sales and even boost your bottom line. You will be asked to provide images (photos) during your submission process which will be used for media publicity in the lead up to the Gala Ceremony and following the awards announcement. The quality and resolution of these photos is extremely important as these images will be used to portray your business/services/products on social media and within traditional print media such as newspapers. (Images must be high resolution 300ppi)
- Think about your key messages and statements you might make during interviews with media. If you've never participated in a media interview before, carry out some research on being a media spokesperson. You may wish to speak with your LTO/RTO to seek advice on handling the media or consider engaging the services of a public relations consultant. It's critical that you maximise your space in the newspaper, on television or the radio because this is your (free) opportunity to tell readers and listeners why they (and others) should choose your business.
- Think about the brief points you want to make in your acceptance speech – however keep it short as you get less than 1 minute on stage when receiving your trophy.

### Step 2: Attend the Gala Ceremony

- Put a date claimer in your diary for the QTA Gala Ceremony (held on the 10<sup>th</sup> November 2017) and secure your tickets once they're available for purchase. The black-tie Gala Ceremony is attended by almost 1,000 industry representatives which affords guests the opportunity to network and meet like-minded tourism operators and industry representatives. Some guests have reported that this networking opportunity is just as important as winning – they say use it to your advantage to help your own business. Learn as much as you can from other operators.

### Step 3: When you win, share your good news with the world!

- QTIC (Queensland Tourism Industry Council), as host of the QTA, will distribute a media release to local and state media to publicise your award win. We will work with you to organise media interviews and photo opportunities if required. It is important to be available for media interviews and photos, as well as promptly returning messages to journalists.

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- Announce your success on social media - Facebook, Twitter, Instagram, etc. Share your excitement on the Queensland Tourism Awards Facebook page and if you took photos on the night of you and your team celebrating, make sure to include these images as well and posting with the relevant QTA hashtag (e.g. #QTA17#QueenslandTourismAwards).
- Email your customers, existing clients and suppliers with the good news. Thank your staff, suppliers and supporters – without them, you wouldn't be here!
- Make sure to announce it on your website – include a short paragraph about how and why you received the award (and include a photo). You may use the comments from the QTIC media release (quotes by Chief Executive Daniel Gschwind) which will be available on the QTIC website after the gala ceremony.
- Consider offering your loyal customers a special deal or discount to thank them for their ongoing support.
- Chat to your local visitor information centre to make sure they know of your success. Ask them if you can put up a display in the centre, or invite their staff to your business.
- Make sure your LTO, RTO or STO know about your result. They will have consumer and industry communication channels and it's worth asking if they'll include something about your success (if they're not already telling everyone!).
- Contact the sponsor of your Award category to say thank you. If you wish, get in touch with the other winners in your category to send a letter or email of congratulations.
- Host a post-awards staff celebration to recognise the efforts of your team. Share with your staff your aspirations for entering (and winning!) the awards again next year.

### Step 4: Use the QTA logo

- Each category winner receives a logo to assist in promoting your award on all marketing collateral (e.g. email signature blocks, letterhead, brochures, advertisements, website and social media channels). You'll find the logo use guidelines at the end of this document.
- QTIC members should be using the QTA logo to accompany their ['QTIC Member' logo](#), available for members to download on the QTIC website.



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Empire Apartment Hotel Rockhampton winner of New Tourism Business 2015, utilising their involvement and placing their winner's logo on the front of their building.

## Step 5: Display your certificate and/or trophy

- Award recipients will receive a certificate and gold winners will receive a trophy. Make sure this is displayed in a prominent place for everyone to see. If you don't have a front of house, then make sure the certificate or trophy is on show to your staff – it's a great motivator!
- Take a photo of your team with the award and include it in your social media and eNewsletters.



Seawalker winner of Adventure Tourism category 2015, utilising their involvement and placing their winner's trophy right in the middle of the GBR



Winner of Restaurant & catering Service 2016 – Ochre restaurant, Cairns, showing off their win through their social media channels.

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## Step 6: Start planning for next year's Queensland Tourism Awards

- Feedback from the judges will be made available to you. Take this feedback on board, not just in terms of entering the Awards again, but as part of continuous business development.
- Put a note in your diary to start planning for next year's award submission. You may also wish to include the entry fee in your financial budget.
- Investigate what other industry award programs you could enter, such as the [QTIC Prize for Innovation and Tourism](#). Entering as many award programs as possible will help build your business profile and position you as an award-winning operator.

## What if you don't receive a Queensland Tourism Award?

In the event that your business does not receive a Queensland Tourism Award, we wish to emphasise the importance of not feeling discouraged. Rather than seeing this type of situation as a negative outcome, use the opportunity to learn from the judge's feedback and apply it to your submission for next year. Other suggestions include:

- Hold a staff event to recognise the hard work by employees in contributing to the Awards entry by your business; despite not winning an Award, staff efforts should still be recognised and you should demonstrate your enthusiasm for entering (and winning!) again next year.
- Network and connect with other tourism operators who entered the Awards to seek guidance on how to improve your chances for next year!
- Consider visiting operators and businesses that won your category; use this opportunity to see for yourself how they operate and to learn more about their award-winning business.
- Make the most of the support tools provided by QTIC to help Queensland Tourism Awards entrants improve for the future. One-on-one mentoring, pre-entry submission reviews as well as [our guide to writing an award winning submission](#) are just some of the support tools offered to entrants throughout the year.
- Need some extra motivation? Picture yourself on stage holding that Queensland Tourism Awards trophy the following year and going on to compete in the Australian Tourism Awards. Envisage yourself telling people you are the proud operator of **Australia's best \_\_\_\_\_ tourism business**. Feels great to imagine, doesn't it? We can assure you the victory will be even sweeter in reality.

## Can we assist you further?

If you need assistance or wish to discuss any of these ideas further, please contact the Queensland Tourism Awards team on (07) 3236 1445 or [awards@qtic.com.au](mailto:awards@qtic.com.au).

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## **Conditions of use for QTA logo/s**

*Strict conditions apply to the use of Queensland Tourism Award logo/s. Please note the following guidelines and comply with these conditions.*

- 1. The logo may only be used in connection with the products, experiences and services you provide relevant to the category in which you received an award. The logo/s must not be used to promote any associated product, service or business.*
- 2. The Queensland Tourism Awards (managed by Queensland Tourism Industry Council) has the right, at any time, to inspect the use of logo/s on promotional material to ensure standards are maintained.*
- 3. You are not permitted, in any way, to alter the logo/s by changing the proportional size or text on the logo/s. The logo/s may only be used as it is supplied and must include the year awarded.*
- 4. Queensland Tourism Awards and Queensland Tourism Industry Council reserves the right to terminate your licence to use the logo/s if these conditions are breached or if the logo/s is used in a manner which is misleading or deceptive.*