2015 QUEENSLAND TOURISM AWARDS

IMPORTANT UPDATE

From 2016, all Queensland Tourism Awards entrants are required to be certified or accredited in order to be eligible for entry into the Awards 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).

For further information or support please contact the Business Support team at QTIC on (07) 3236 1445 or businesssupport@qtic.com.au.

Rules for Entry

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 – either category 1 or 2;
   - Festivals and Events – either category 3 or 4;
   - Tour and/or Transport Operators – either category 11 or 12;
   - Accommodation – either category 17, 18, 19, 20, 21, 22, 23 or 27

2. Achievements or activities referred to within your entry must relate to the qualifying period 1 July 2014 – 30 June 2015

   Entrants must have traded for the entire qualifying period.

   Exceptions apply to seasonal facilities and the following categories:
   - 3 – Major Festivals and Events
   - 4 – Festivals and Events
   - 14 – Destination Marketing
   - 24 – New Tourism Business

   where the activity being put forward for consideration must have occurred within the qualifying period.
3. Each category has specific entry requirements, which are articulated within the category descriptor. Eligibility must be clearly demonstrated as part of your response to Question 1a. Failure to demonstrate your eligibility may result in your submission being penalised.

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

5. Entrants must be based or operate in Queensland.

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.

6. 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.

7. An entry cannot be moved into another category following the closing date for lodgement of submissions.

8. 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 Tourism Awards Coordinator and accepts that the submission will no longer be eligible for an award.

9. Entrants who win the same category three consecutive years in a row at the Queensland Tourism Awards will receive an award and entry into the Hall of Fame.

Entrants will be eligible to enter that category again after an absence period of two years i.e.

- Win the same category three years in a row e.g. 2012, 2013, 2014
- Receive an award and entry into the Hall of Fame 2014
- Required to not enter that same category for two years 2015, 2016
- Eligible to re-enter that same category the following year 2017

10. There is no direct entry into the Qantas Australian Tourism Awards except Outstanding Contribution by an Individual (National). Only state or territory tourism award winners in categories 1 through 26 will automatically become a finalist in the Qantas Australian Tourism Awards.
Compliance with Competition Rules

To ensure consistency and fairness in judging, the Rules for Entry must be strictly met. Failure to adhere to the five formatting rules below will incur a deduction of one point per rule stated, except for rule number 5 where 1 point will be deducted per additional page over 31.

Note: In some categories the competition is very close and the deduction of any points could be the difference between winning and losing.

Formatting Guidelines

1. COVER PAGE
The cover page must be included and clearly marked with:
- The name of the business being entered;
- The category entered;
- The state/territory tourism awards entered including the year; (e.g. 2015 QLD Tourism Awards)
- An image of the product entered.

2. FONT
All font must be 12 point Times New Roman, Calibri, Tahoma or Arial with the exception of:
- Image captions
- Testimonial quotes
which must be a minimum of 8 points.

No variation, such as narrow or condensed font styles, is acceptable. There is no margin requirement.

3. TEXT
All text must be 1½ line spacing (Microsoft Word) with the exception of:
- Text contained within a table
- Question text
- Image captions
- Testimonials
which can be single lined spaced.

4. FORMAT
Newspaper column format will not be accepted. Text must be presented in portrait with the exception of:
- Tables
- Graphs
which will be accepted in landscape.

5. PAGES
All pages are required to be numbered. The final submission must have no more than 31 pages including cover page and all text graphs and images. Contents Pages are not accepted.

HYPERLINKS – Hyperlinks are not to be included within your submission

SIZE OF PDF – Your submission must be no more than 20MB when you upload.
What Do I Submit Electronically?

- Nomination details
- Entry details
- A PDF version of submission, including cover page. Refer to the rules for entry for specific formatting guidelines.
- A description of no more than 100 words of your company/product, which will be used by media, for announcements at the presentation ceremony, in promotional material and on website listings. As this will be edited and compiled by people who have not viewed your submission, please remember to include your company/product name and where you are located geographically.
- Ten images – jpeg format only, illustrating the entrant's operation should accompany each submission in each category entered. By supplying images you ensure maximum exposure at the presentation ceremony and in official advertising and publications. (Note: 500 dpi files in a JPEG format are required).
  - Note: The national awards event production prefers high-resolution images (1920x1080 in dimensions)
- Refer to Instructions to Nominate and Submit via the E-Awards portal.
2015 Queensland Tourism Awards
How does the process work?

**STEP 1 - Online Nomination**
Complete an online nomination for Queensland Tourism Awards (QTA) and pay entry fee prior to 18 May 2015. (This step advises QTA organisers of your intention to submit an entry for the awards).

**STEP 2 - Site Visit**
Site visit carried out by QTA judge.

**STEP 3 - Prepare Submission**
Prepare your award submission in accordance with the Rules of Entry.

**STEP 4 - Lodge Submission**
Lodge your award submission online (eAwards) by 5pm, Monday 17 August 2015.

**STEP 5 - Submissions judged**
Auditor reviews submissions for compliance and oversees the judging outcomes.

**STEP 6 - State Winners Announced**
Finalists and winners are announced at Gala Awards Ceremony in Brisbane on Friday 13 November 2015.

**STEP 7 - Feedback**
Judging feedback is provided to entrants.

**STEP 8 - Entry to National Awards**
Winners of Queensland Tourism Awards categories (excluding individual awards) become Qantas Australian Tourism Awards finalists.

**STEP 9 – National Judging**
Judging takes place for the Qantas Australian Tourism Awards and auditor reviews judging outcomes.

**STEP 10 – National Winners Announced**
Winners of the Qantas Australian Tourism Awards are announced.
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% of the total score being added to the submission score. The exceptions to this are:

- 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. 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 – This category does not undergo a site visit

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

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 confidentially agreement and at no time will your submission be downloaded.

Lodgement


Late entries will not be accepted. Please plan to get your submission in early.
Disclaimer

By entering the 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 of 75% 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. The decisions of the Queensland Tourism Awards and Australian Tourism Awards Judging Panels are final.

More Information

For further advice and information contact:

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