

2018 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 entry must be submitted electronically for each category. Entrants may only enter **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: 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.

*Entrants that commenced operation for the first time in the qualifying period **MUST** enter the New Tourism Business category.
2. Achievements or activities referred to within your entry must relate to the qualifying period: 1 July 2017 – 30 June 2018.
 - 1) All entrants must have traded for the entire qualifying period except those entering the New Tourism Business category.
 - 2) Specifically, entrants in the category New Tourism Business must have commenced trading/visitation or service delivery within the qualifying period. No minimum period of trading has been defined for New Tourism Business.
 - 3) Exceptions apply to seasonal businesses and facilities, festivals, events, marketing campaigns, media entries, training and tourism development projects, however 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 your state/territory Tourism Awards Program Manager or Mentor (if involved in the mentor program). If you still feel the question is not relevant please explain your reasons within your entry.
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 entry focuses on the activities undertaken in that state/territory.
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 nominations.
7. If at any time the business entered goes into administration, voluntary receivership, liquidation or bankruptcy, the entrant is required to advise the state/territory Tourism Program Manager and accepts that the entry 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: Entrants who win the same category three consecutive years in a row at the state/territory Tourism Awards will enter the Hall of Fame. Hall of Fame entrants can continue to enter the same category in their state/territory awards until Hall of Fame is reached nationally.

Entrants who win the same category three consecutive years in a row at the Qantas Australian Tourism Awards enter into the national Hall of Fame.

National Hall of Fame inductees are precluded from entering into the same category at the state/territory for a period of two years. Note: The entrant may enter other categories.

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).

Site Visits

1. The purpose of the site visit is for a judge to assess the business and verify the claims that have been made in their entry. Entrants can use the experience to consult with a judge about their business to assist them into the future. Entrants are under no obligation to offer a judge free experiences of their product. The site visit will be prearranged at a mutually convenient time and the judges have a proforma from which they work.

Where relevant, 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 may be reflected in the score.

2. The site inspection is worth 20 points of the total score being added to the entry score.
3. All entrants will receive a site visit with the following exceptions:
 - **Categories 3, 4, 8, 14, 24 and 27** – These categories will be visited and evaluated but will not be awarded any points.

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

Changes introduced in 2018

The Australian Tourism Industry Council (ATIC), owner of the Australian Tourism Awards have introduced the following changes in 2018:

1. New Category Descriptors:

Category 8 – Specialised Tourism Services

This category recognises the outstanding delivery of specialised or distinct tourism product/service that enhances the visitor experience and integrate with other tourism products. This category is only open to those businesses who do not meet the criteria of any of the other award categories. Entrants in this category could include – but not limited to – service providers, shopping precincts, retailers, online information and booking systems, member services, money exchange services, language and interpreter services.

Category 20 – Self Contained Accommodation

This category recognises operators of a quality standalone self-contained property offering guests with non-serviced accommodation and the freedom of self-sufficiency. Properties may include a cabins, lodges and house.

Serviced apartments, hotels and resorts should consider entry into one of categories 21-24 which best fit their product. For companies that are managing multiple self-contained properties it is recommended they focus on one of their properties or enter the Specialised Tourism Services category as a service provider.

2. Question changes:

- **Category 24 – New Tourism Business** – Q1(a)(b)(c) and (d), 2(a) and 3(d) and associated Tips.

What do I submit electronically?

The awards process will be undertaken electronically via an Awards online platform.

All entrants must respond to the following:

1. Nomination details
2. Category questions including supporting images.
3. Word Count
 - a. The entry will be 12,500 words in length except Food Tourism which will be 8,000 words in length.
 - b. Words within a table are included in the entry word count
4. Images
 - c. The entry can include up to 25 images with caption. Images can include infographics, charts, graphs and pictures. Any image used must be for the sole purpose of supporting the entry by providing evidence. Images cannot be used to form part of the written response to a question. Captions are to be a maximum of 6 words, not included in the overall word count. Any words within a caption above 6 words will be included in the overall word count.

5. 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 entry, please remember to include your company/product name and where you are located geographically.
6. An additional ten images (jpeg format only) which illustrates the entrant's operation should accompany each entry in each category entered. These images will be used exposure at the presentation ceremony and in official advertising and publications. (Note: 500 dpi files in a JPEG format are required).

Our Assurance

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

Lodgement

1. Please ensure your entry is submitted by 5:00 Friday 7 September 2018.

Please note: late entries will not be accepted.

Disclaimer

1. By entering the 2018 RACV Victorian 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 Qantas Australian Tourism Awards.
2. Your contact details may also be supplied to agencies engaged on behalf of award organisers/committees for promotional purposes.
3. 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 entry. By ticking the terms and conditions box, you agree not to bring a claim against any judge, or the Victoria Tourism Industry Council in relation to feedback on your entry.

Judges' Decision

1. All entries 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 of 75 percent 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.

How does the Awards process work?

