

## 2019 Rules for Entry

### **NOMINATIONS**

Nominations are made via the QTF online system. This can be accessed at:

<https://online.qualitytourismaustralia.com/>

A submission for an award category cannot be made unless a nomination has been made.

All entrants must adhere to the nomination rules and guidelines set out throughout these guidelines.

The nomination collects specific contact information, category selection and agreement to the Awards terms and conditions.

### **NOMINATION RULES**

1. You are encouraged to enter the category that best reflects your core business.
2. 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.
3. 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.
4. Entrants that commenced operation for the first time in the qualifying period **MUST** enter the New Tourism Business category.
5. Entrants cannot change categories after the closing date for submission in the state/territory tourism awards in which they have entered.
6. Qualifying Period
  - a. The qualifying period will be based on the financial year in which the Awards are held E.g. **1 July 2018 to 30 June 2019**. All activities, achievements and innovations referred to within submissions must have occurred within this period.
7. Trading Period
  - a. All entrants must have traded for the entire qualifying period except those entering the New Tourism Business category.

- b. Specifically, entrants in the category **New Tourism Business** must have commenced trading/visitation or service delivery within the qualifying period – **1 July 2018 to 30 June 2019**. No minimum period of trading has been defined for New Tourism Business.
  - c. 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.
8. Nominated state/territory
- a. Entrants must be based or have specific operations in [the state or territory of their nomination e.g. Victoria]. Where a regional awards program is available, entrants must be based in or operate in the region of their nomination.
  - b. Should a company have branches in more than one state/territory they may enter the local awards so long as the submission focuses on the activities undertaken in that state/territory.
9. Accommodation
- a. 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 corporate head office may enter but the winner logo (provided by ATIC) may only be used by the corporate entity, not the individual products.
  - b. Aside from those categories where stated, one business can submit two entries, including two entries into the same category. However, they will be competing against themselves they may see value in, for example, securing a win and second placing.
10. Accommodation Categories
- a. Accommodation categories will be required to meet the standards of a specific star rating, dependent on their category.
- |                |                      |                   |
|----------------|----------------------|-------------------|
| Accommodation  | Proposed Star Rating | Standard Required |
| Luxury         | 5                    |                   |
| Deluxe         | 4 or 4.5             |                   |
| Standard       | 3                    |                   |
| Hosted         | 3                    |                   |
| Caravan Park   | 3                    |                   |
| Self-Contained | 3                    |                   |
- NOTE: a business does not need to be officially Star Rated, rather they must demonstrate they meet the specific Star Ratings standard.
- 11. 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.
  - 12. 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).

## **SUBMISSIONS**

An entrant must nominate for an award before they can commence preparing their submission.

Submissions are made via the same system the nominations are made, this can be accessed at:

<https://online.qualitytourismaustralia.com/>

All submissions must include the following:

1. Nomination details
2. Demonstration of meeting minimum business standards demonstrated via accreditation with QTF Level 1, or as part of a question set within their submission.
3. Category questions including supporting images.
4. Word Count
  - a. The submission will be maximum 12,500 words in length (Food Tourism and Excellence in Accessible Tourism will be maximum 8,000 words in length)
  - b. Words within a table are included in the submission word count
5. Images
  - a. The submission can include up to 25 images with caption.
    - i. Images can include infographics, charts, graphs and pictures
    - ii. Any image used must be for the sole purpose of supporting the submission by providing evidence. Images cannot be used to form part of the written response to a question.
    - iii. 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.
6. 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.

7. An additional ten images (jpeg format only) which illustrates the entrant's operation should accompany each submission 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). Note: The national awards event production prefers high-resolution images (1920x1080 in dimensions)
8. A late submission will not be accepted.

### **COMPLIANCE WITH COMPETITION RULES**

The Licensee, with Chair of Judges reserve the right to withdraw submissions if an entry has not compliant with the rules.

All submissions must be reviewed for compliance with the submission guidelines. This must be undertaken initially by the award coordinator, however the withdrawal of a submission should be reviewed and implemented by the Chair of Judging and the Auditor.

All entrants must clearly demonstrate how they meet the eligibility requirements of each respective category that they choose to enter in Q1. If this is not adequately demonstrated then that entrant may be disqualified.

For example:

- Tour & transport – the two categories are separated by the number of F/T equivalent employees

### **INSOLVENCY OF AN ENTRANT**

At any time, following submission of an entry in the Australian Tourism Awards, but prior to the presentation ceremony, should the business become insolvent or place the business under administration, the entrant is no longer eligible to receive an award.

If prior to the presentation ceremony then the next national finalist shall be elevated to the status of winner.

If, following the presentation ceremony, the business returns to solvency, then the award cannot be reclaimed.

The next state finalist will not be elevated to the status of national finalist.

## 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.

## 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 6 September 2019.

***Please note: late entries will not be accepted.***

## DISCLAIMER

1. By entering the 2019 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?

