

GENERAL CHECKLIST

Please check/review the below before you submit your entry for this year's Tourism Awards.

- Name of business/ event/ program/ individual
- Business URL links
- Site inspection details
- Description of the business/ event/ program/ individual
- Hero images of the business
- Images within the submission are clear & legible
- Images within the submission have captions
- Submission has 8,000 words and 25 images max
- Grammar and spelling have been checked
- A copy of the submission has been saved

See each of the above points in detail below.

NOMINATION DETAILS

- Business/ event/ program/ individual name
- Business URL links
- Site inspection details

Log-in to the online portal and proceed to 'Details' – marked in red below. All of the above can be found in this area.

Your Nomination(s)							
Nominated	Category	State/Region	Payment	GRI/GRS	Status		
▶ VTIC test	02. Tourist Attractions	VIC - Victorian Tourism Awards Melbourne, Geelong & the Bellarine	APPROVED		DRAFT SUBMISSION Business Standards Submitted	View Entry	Details

Business Name


Review the name you have added under the establishment/event/person field - refer to the screenshot below. **Important:** The name entered in this field will be the name used in the printed program, in announcements, trophies, certificates, etc.

Sometimes this may be different from the organisation name. For instance, if VTIC was to enter one of our programs under the *Tourism Education and Training* category, in this field we would enter the name of the program (e.g., Melbourne Tourism Leadership Program), not VTIC.

If you are entering the following categories:

- Festivals & Events: enter the name of the festival or event
- Tourism Marketing & Campaigns: enter the name of the campaign

- Tourism Education & Training: enter the name of the institution or the program you are entering
- Individual Categories: enter the name of the individual or the group of volunteers nominated

VIC - Victorian Tourism Awards	Nomination Details
 <p style="text-align: center;">Categories & Criteria</p>	<p>Organisation Name: VTIC State: VIC - Victorian Tourism Awards Regions: Melbourne; Geelong & the Bellarine Category: 02. Tourist Attractions Cost: \$</p>
<p>Name of Establishment/Event/Person (the name that will be displayed on screen, in the printed awards program, on certificates and trophies etc).</p>	
<input type="text" value="Enter the name of the business/ event/ program that you want to appear in the trophy and announcements."/>	
<p>Please enter a brief description for your entry to demonstrate eligibility for chosen category (please limit to 100 words).</p>	
<input type="text" value="100-word description of your business/ event/ program written in the third person."/>	

Business URL Links

The below links (refer to the screenshot below) are needed to set-up your ReviewPro account and for judges to conduct the online review component of your submission. If you haven't entered these during the nomination process, please ensure you add all relevant links to your business before submitting your entry.

Please supply any of the following URLs your establishment/event might have

<p>Website</p> <input type="text"/>	<p>Facebook</p> <input type="text"/>
<p>Twitter</p> <input type="text"/>	<p>Instagram</p> <input type="text"/>
<p>Pinterest</p> <input type="text"/>	<p>Google Url</p> <input type="text"/>
<p>TripAdvisor</p> <input type="text"/>	
<p>Booking.com</p> <input type="text"/>	

Site Visit Details

Review the details you have entered in this section at the time of nomination – refer to the screenshot below. This will be assessed by the site visit judge to plan their visit to your business. Please note that all business [categories](#) (1-28) receive a site visit during the judging period – does not apply to the individual categories. More information about site visits will be sent to all entrants post the submission deadline.

SITE INSPECTION DETAILS

<p>Physical address where inspection is to occur</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;"> Address of the business or where you would like to meet the site visit judge (if your business does not have a physical address) </div>	<p>Special Instructions/comments for site judge</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;"> Please enter special instructions... </div>
<p>Contact Name</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 20px;"> Contact person for the site visit </div>	<p>Email</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 20px;"> Please enter email for contact on arrival... </div>
<p>Phone</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 20px;"> Please enter phone number for contact on arrival... </div>	<p>Mobile</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 20px;"> Please enter mobile number for contact on arrival... </div>

[Previous](#)
[Cancel](#)
[Next](#)

MEDIA & PROMOTIONAL

- Description of the business/ event/ program/ individual
- Hero images

Description

In the *Awards Submission* tab, under Media & Promotional (see marked in **yellow** below), please enter a 100-word description of your business/ product (see marked in **red** below).

Important:

- The description in this field will be used for announcements, media and website listings
- The description needs to be written in the third person
- Do not use acronyms
- This can be the same description entered in the nomination process – you can find this under the ‘Details’ button.

If you are entering the following categories:

- Festivals & Events: enter a description of the festival or event
- Tourism Marketing & Campaigns: enter a description of the campaign
- Tourism Education & Training: enter a description of the institution or the program you are entering
- Individual Categories: enter a blurb of the individual or the group of volunteers nominated

*You can also mention your organisation within this description, e.g., The Melbourne Tourism Leadership Program, delivered by the Victoria Tourism Industry Council, is a ground-breaking leadership program...

WELCOME BUSINESS STANDARDS ACCOMMODATION STANDARDS AWARDS SUBMISSION FINALISE

Media & Promotional Previous Section Save Next Section

Will the same person be the Media Contact Person? Yes No

Promotional Details

Please enter a separate 100-word description of your company/product which will be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.

100-word description of your business/ event/ program written in the third person| 12 words

Please attach 2 hero images that best depict your entry that will be used on the front page of your 'entry' and also, we can use at the Awards Presentation and to Media for any promotions as

Files Uploaded: 0
Select files...

Start **Media & Promotional** COVID-19 Impacts (0) Introduction (20) Business Development (20) Marketing (20) Customer Experience (10) Final

Hero Images

Add 2 hero + 8 additional images which best illustrates your business operations – refer to the screenshot below. These will be used for media and promotional purposes.

Requirements:

- Images must be no bigger than 10MB each and in JPEG format
- Images are required to be high-resolution
- Preferably 500dpi files and in 1920 x 1080 in dimensions

Please note:

- These images won't be judged and will just be used at the presentation ceremony and in official advertising and publications (if needed). You can choose to provide/upload the same images that you have used within your submission.
- Ensure the images provided under this section are the hero images of your business – consider, for instance, recent images you have used for marketing and advertising. You want to choose images that best represent your business and show a range of services and experiences. It is always good to also include images with visitors and your staff if possible.
- Professionally shot photos are ideal.

Please attach 2 hero images that best depict your entry that will be used on the front page of your 'entry' and also, we can use at the Awards Presentation and to Media for any promotions as required. (These must be no bigger than 10MB each in jpeg format - preferably 500dpi files and 1920 x 1080).

Files Uploaded: 0

Please note: you can upload these images at any time before you submit your entry by the submission due date.

Please attach a further 8 images that best depict your business/product/service that can be used at the Awards Ceremony and for any media and promotions as required (These must be no bigger than 10MB each in jpeg format - preferably 500dpi files and 1920 x 1080).

Files Uploaded: 0

IMAGES

- Images are clear & legible
- Add captions

Clear & Legible Images

Check all images within your submission and ensure they are clear and legible. **Note:** The way you see/view images in the portal, will be the same for the judges. Judges are reading and scoring submissions through the portal. If the image is not clear for you, or if you can't read the content within the image, the judges won't either.

Entrants may at times feel images are blurry. The online portal will compress images using an industry standard compression tool (which apparently compresses less than social media channels do). However, if you think the image is still blurry:

- Resize the image when editing in the portal
- If the image is a collage or graphs, there may still be issues on being able to read and view them well. The advice is to not put too many images into a collage and/or too many written words into a graph/infographic.

Captions

Add captions to your images - maximum of 6 words (not included in the overall word count). If captions exceed the 6 words, it will be included in the word count.

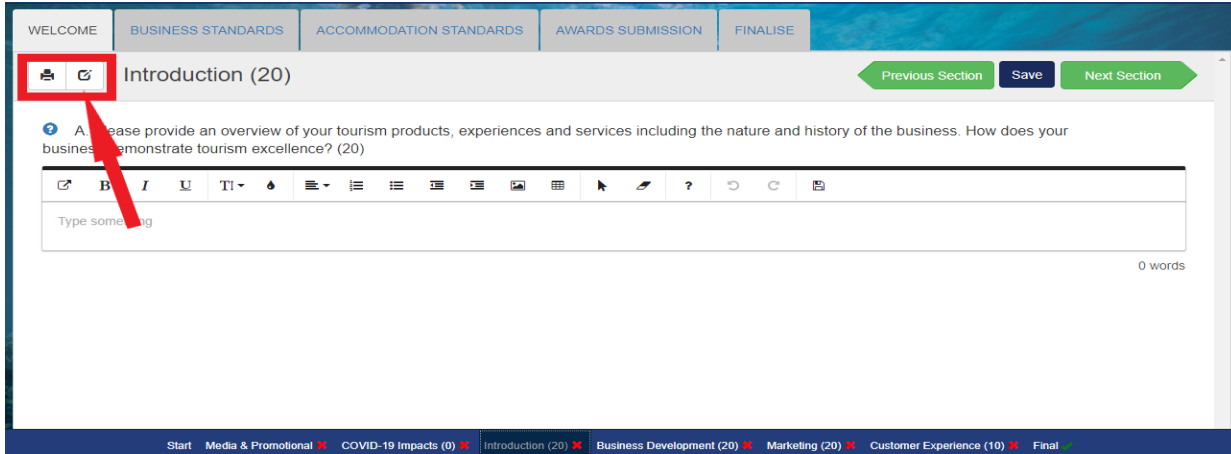
[View here](#) our imagery guide.

WORD COUNT & IMAGES ALLOWANCE

- 8,000 words (does not include the COVID-19 Impact section)
- 25 images

Check your word count and images to ensure you are not over your limit – refer to the screenshot below to see where you can review these. It is the entrants’ responsibility to ensure you comply with the rules and regulations of the Tourism Awards.

Important: Submissions over the word and images limit will be penalised in the score.



GRAMMAR AND SPELLING

Judges expect a professionally written submission free from errors. What can help:

- Consider downloading Grammarly - it’s a free app and will help you with spelling and grammar.
- Get someone external to proof-read your submission before the deadline. When we are too involved in preparing a submission, it’s hard to pick up these mistakes, so an external person always help.

SAVE A COPY

Export and save a copy of your entry – see marked in red below. Please note: images will appear really large in this export file. Don’t worry about the size of the images – again, judges work within the portal only, and they do not have the functionality to export any answers.

