



2021 QUEENSLAND

tourism
awards

proudly presented by

Queensland
Airports LIMITED

Queensland Tourism Awards Entrant Guide Book

INTRODUCTION

Now in its 36th year, the Queensland Tourism Awards (QTA) recognise the outstanding achievements of the state's tourism industry, including individuals, businesses (industry operators) and events. The Awards are hosted and managed by the Queensland Tourism Industry Council and presented by Queensland Airports Limited, the Platinum Sponsor for more than 14 years. The Queensland Tourism Awards are part of a national framework, with 25 of the 30 categories and questions set by the Australian Tourism Awards. Winners of select categories progress to the Australian Tourism Awards to be judged against finalists from each State and Territory.

As well as recognising our State's leading tourism businesses, the Queensland Tourism Awards are designed to help improve your business. In developing your submission you'll need to review your current goals, strategies and performance, identify areas for improvement and plan for the future, making the Awards process an important business development tool.

QTIC is here to support you along the way, this Guide aims to help entrants through the Tourism Awards process.

WELCOME

Queensland is home to Australia's most iconic tourism experiences and this is achieved by the vision, hard work and dedication of the businesses and staff in the tourism sector striving to keep our state as the powerhouse of tourism in Australia.

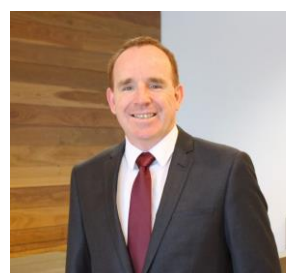
The process of entering the Queensland Tourism Awards gives tourism businesses an opportunity to be recognised for their resilience, exceptional customer service, innovative marketing programs, robust business planning and world class sustainable practices. For many of the entrants the awards form part of their continuous improvement processes.

I thank QTIC and the sponsors whose continuous support makes it possible to hold these awards.

Judging the Queensland Tourism Awards is an intensive process with each Judge volunteering a significant amount of their time to review, rate and provide feedback for each of the submissions. I am thankful for our judging team who see it as an honour and privilege to serve the industry as part of this process.

Good luck with preparing your submission.

ANDREW MILLWARD
Chair of Judges, Queensland Tourism Awards



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DISCLAIMERS

QTIC ASSURANCES

All information submitted in a Queensland Tourism Awards submission is strictly confidential. All persons, including the Tourism Awards Manager and judges who come into contact with your submission, are each required to sign a confidentiality agreement.

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.

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 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.

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.

TOURISM AWARDS PROCESS

- STEP 1** **NOMINATE ONLINE**
Complete a nomination online and make your entry fee payment by 5pm Friday, **21 May 2021**. Please visit the Online Awards Portal at **online.qualitytourismaustralia.com**
- STEP 2** **FINALISE YOUR BUSINESS STANDARD /
ACCOMMODATION STANDARD MODULES**
Once you have paid your entry fee the portal will unlock your business standard (QTF Level 1) and your accommodation standard (for those entering the accommodation categories).
- STEP 3** **SUBMISSION PREPARATION**
Start preparing your submission in the Online Awards Portal in accordance with the Rules for Entry. You can log in any time and save as you go.
- STEP 4** **SITE VISITS**
If applicable, a site visit will be carried out by a QTA Judge during June to Mid August. It will be pre-arranged at a mutually convenient time.
- STEP 5** **LODGE YOUR SUBMISSION**
Lodge your award submission online by **5pm, 16TH August 2021**.
- STEP 6** **SUBMISSION JUDGING**
Your submission will be assessed by the judging panel during August and September. An independent auditor reviews judging process and outcomes.
- STEP 7** **QTA WINNERS ANNOUNCED**
Winners will be announced at the Queensland Tourism Awards Gala Ceremony on **Friday, 12 November 2021**.
- STEP 8** **AUSTRALIAN TOURISM AWARDS ENTRY**
Winners of categories 1–25 qualify as Australian Tourism Award finalists and will be judged against finalists from each State and Territory.
- STEP 9** **NATIONAL JUDGING**
In December National judging takes place for the Australian Tourism Awards. An independent auditor reviews judging process and outcomes.
- STEP 10** **NATIONAL WINNERS ANNOUNCED**
Winners will be announced at the Australian Tourism Awards Gala event, held in **March the following year**.

BENEFITS OF ENTERING THE AWARDS

- ▶ Be publicly recognised as an outstanding tourism business
- ▶ An effective professional development tool that increases business acumen
- ▶ Recognize the full potential of the business including areas for improvement and development
- ▶ Provides opportunity to access feedback and advice from industry leaders
- ▶ Assists with annual business planning and goals
- ▶ Use the submission as a benchmark for best practice
- ▶ Provides exclusive marketing and PR opportunities
- ▶ Promotes an annual platform of celebration for the industry
- ▶ Energies and motivates staff



Fun Over Fifty has been entering the Queensland Tourism Awards since 2011 and in that time we have seen nothing but growth: our profile and market share have grown throughout Australia and into New Zealand; our business practices and innovations have grown and developed; and our drive and determination to be the very best has grown and continues to do so. *Toni Brennan, CEO, Fun Over Fifty*

The media and promotion generated by QTIC and ATIC, the tourism industry and our colleagues has put our product on new platforms and generated higher levels of engagement and recognition, this alone is very valuable and keeps us motivated to write the applications and nervously hit the submit button each year.
Toowoomba Carnival of Flowers



2021 TOURISM AWARDS CATEGORIES

1. MAJOR TOURIST ATTRACTIONS

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract amongst the highest visitor numbers during the qualifying period for their State/Territory.

2. TOURIST ATTRACTIONS

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract significant visitor numbers during the qualifying period for their State/Territory.

3. MAJOR FESTIVALS & EVENTS

This category recognises tourism leisure festivals, events and exhibitions that enhance the profile/awareness and appeal of the destination they are held in as well as creating economic impact, increased visitation and community involvement.

This category is open to (but not limited to) sporting, arts, historical, cultural, literary, comedy, culinary and general interest festivals, events and exhibitions with local, interstate and international visitor attendance over 50,000 or recognised by the STO as a major event on their event calendar.

4. FESTIVALS & EVENTS

This category recognises tourism leisure festivals, events and exhibitions that enhance the profile/awareness and appeal of the destination they are held in as well as creating economic impact, increased visitation and community involvement.

This category is open to (but not limited to) sporting, arts, historical, cultural, literary, humorous, culinary and general interest festivals, events and exhibitions with local, interstate and international visitor attendance under 50,000 or NOT recognised by the STO as a major event on their event calendar.

5. THE STEVE IRWIN AWARD FOR ECOTOURISM

This category recognises ecologically sustainable tourism businesses with a primary focus on experiencing natural areas. Entrants in this category foster environmental and cultural understanding, appreciation and conservation.

6. CULTURAL TOURISM

This category recognises tourism businesses that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

7. ABORIGINAL & TORRES STRAIT ISLANDER TOURISM

This category recognises Aboriginal and Torres Strait Islander tourism businesses that demonstrate authenticity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

8. TOURISM RETAIL & HIRE SERVICES

This category recognises businesses that sell/provide goods or hire services which contribute to the tourism industry. The contribution made to the tourism industry can be economical (e.g. retail, galleries), experience based (traditionally non-tourism specific experiences e.g. shopping precincts) or service based (e.g. digital solutions for travellers or tourism businesses).

9. VISITOR INFORMATION SERVICES

This category recognises the consistent delivery of high quality and face to face information services to the visitor. This category is open to Visitor Information Centres/Tourist Offices, Local Tourist Associations and Regional Tourism Organisations.

10. BUSINESS EVENT VENUES

This category recognises venues who provide high quality facilities specifically designed for business visitors e.g. meetings, incentives, conferences and exhibitions.

11. MAJOR TOUR & TRANSPORT OPERATORS

This category recognises a business who makes a major contribution in the combined provision of touring and transport services. This category is open to businesses with 15 or more annual full-time equivalent employees.

12. TOUR & TRANSPORT OPERATORS

This category recognises a business who makes a major contribution in the combined provision of touring and transport services. This category is open to businesses with fewer than 15 annual full-time equivalent employees.

13. ADVENTURE TOURISM

This category recognises outdoor adventure tourism experiences that involve visitor participation and a personal challenge.

14. THE RICHARD POWER AWARD FOR TOURISM MARKETING & CAMPAIGNS

This category recognises creativity and innovation in the promotion of tourism products, services and/or destinations. The focus can be for a specific singular or ongoing campaign or ongoing integrated marketing approach delivering innovative marketing/campaigns that supports the promotion of the tourism industry.

This category is open to digital enterprises, Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, Online Travel Agents, local government and marketing alliances. This is not for individual tourism products.

15. TOURISM RESTAURANTS & CATERING SERVICES

This category recognises all restaurants and catering services offering a tourism experience and/or servicing the tourism industry. It is not a food award but does recognise a significant contribution to tourism through the provision of food and beverage. This category is open to hotel or stand-alone restaurants, event caterers, pubs and cafés.

16. TOURISM WINERIES, DISTILLERIES & BREWERIES

This category recognises wineries, distilleries and boutique breweries that offer a cellar door experience and create a significant contribution to tourism.

17. CARAVAN & HOLIDAY PARKS

This category recognises tourism excellence in a caravan or holiday park. The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to caravan or holiday parks that offer cabin and tenting accommodation and must meet a 3 - 5 Caravan & Holiday Park Star Rating Standard.

18. HOSTED ACCOMMODATION

This category recognises hosted accommodation that offers a bed & breakfast, farm stay, cottage or other intimate accommodation experience and must meet a 3-5 Hosted Accommodation Star Rating Standard.

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 they should focus on one of their properties.

19. UNIQUE ACCOMMODATION

This category recognises tourism excellence in accommodation providing a unique tourism experience that includes an overnight accommodation experience with an included activity. The focus of this award is on the uniqueness of the tourism experience.

This category is open to properties developed around unconventional accommodation infrastructure that includes an activity (passive or active). Entry is open – but not limited to – tented holidays, houseboats, tree houses, underground accommodation and yacht charters.

20. SELF CONTAINED ACCOMMODATION

This category recognises tourism excellence in accommodation providing guests with non-serviced accommodation and the freedom of self-sufficiency. The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation that offers a self-catered accommodation experience and meets a 3-5 Self Catering Accommodation Star Rating Standard.

For companies that are managing multiple self-contained properties it is recommended they focus on one of their properties.

21. 3-3.5 STAR ACCOMMODATION

This category recognises serviced accommodation that meets the 3-3.5 Star Rating standard (pre-assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation experiences that meets a 3 to 3.5 Star Rating Standard in any Star Rating category.

22. 4-4.5 STAR DELUXE ACCOMMODATION

This category recognises serviced accommodation that meets the 4 or 4.5 Star Rating Standard (pre-assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation experiences that meets a 4 or 4.5 Star Rating Standard in any Star Rating category.

23. 5 STAR LUXURY ACCOMMODATION

This category recognises serviced accommodation that meets the 4 Star Rating Standard (pre-assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation experiences that meets a 5 Star Rating Standard in any Star Rating category.

24. NEW TOURISM BUSINESS

This category recognises new tourism businesses that have commenced trading, visitation or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services. Tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

25. EXCELLENCE IN FOOD TOURISM

This category is open to food producers, providores, tour operators, cooking schools, food attractions, farm gate experiences, farmers markets, trails and other food tourism experiences in the State/Territory, featuring the State/Territory produce as the core component.

26. OUTSTANDING CONTRIBUTION BY A VOLUNTEER OR VOLUNTEER GROUP

This Award celebrates the strong, ongoing personal commitment made by an individual or team of volunteers who freely give their time and skill, contributing to the professionalism of our industry and the positive image of tourism in Queensland.

27. YOUNG ACHIEVERS AWARD

This award recognises an individual, less than 35 years of age, working in the tourism industry and their contribution to the development of a vibrant and professional tourism industry.

28. THE MARIE WATSON-BLAKE AWARD FOR OUTSTANDING CONTRIBUTION BY AN INDIVIDUAL

This award recognises the extraordinary personal and professional achievement and contribution by an individual over many years to the Australian, and particularly the Queensland tourism industry.

29 & 30. RACQ PEOPLE'S CHOICE AWARDS

Entrants in the 2021 Queensland Tourism Awards from categories 1 -25 (except Category 14) will automatically be entered into the RACQ People's Choice Awards under one of two segments: Experiences and Services, or Accommodation. Voting will be open to the public.

This category is completely independent from the judging process and will come down to a consumer choice. Tourism operators will be encouraged to connect with visitors and followers to promote voting.

2021 SUMMARY OF CHANGES

The Australian Tourism Awards and Queensland Tourism Awards have always been about celebrating the hard work and dedication made to create quality tourism experiences. This year we also want to celebrate resilience.

2020 saw many challenges faced by business, with some similar, and some different across the states/territories and sectors.

So, this year's awards program will see us continue to celebrate excellence, to reward business innovation and exceptional customer service, as well as championing the resilience of our industry.

Therefore, for the 2021 program we have made some adjustments to the rules of entry to enable businesses to share the stories that include how they overcame difficulties experienced due to the global pandemic.

Furthermore, we have listened to feedback on incorporating a consumer element to the judging process and we are pleased to announce that the 2021 program will incorporate a more encompassing scoring system where various elements, including consumer reviews, will contribute to the overall result.

For the 2021 awards program the following changes will come into effect.

- Scoring
 - Each submission will be scored on the following elements
 - 1) Written submission
 - 2) Online review
 - 3) Consumer ratings via ReviewPro
 - 4) For applicable categories, points (20) will be allocated for a site visit which will be applied to the overall score

* Consumer ratings will not apply to some categories, see Rules for more information. **A Guide to ReviewPro can be found on the QTIC website [here](#).**

- Qualifying Period

The qualifying period for this year's awards will be adjusted to account for the variances in closed businesses across the states over the past 12 months due to natural disasters and COVID-19.

Therefore, the qualifying period is extended from 1 July 2019 to 30 June 2021.

The exception to the rule would be for New Tourism Business. Please see Rules for more information.

- Questions

The question set has been updated for the 2021 program so business can choose what they want to focus on - strategies implemented to attract or grow and/or strategies implemented as a part of their recovery and resilience to COVID-19.

Therefore, the existing questions have been amended to enable a response from the business which is relevant to them.

Whilst Responsible Tourism is an incredibly important part of any business, the challenges faced by many during the qualifying period make it difficult to respond to this question, though at no fault of their own. So, rather than disadvantage businesses, the businesses innovation/excellence in social/economic/environmental/ethical tourism can form part of their response to the Business Development question and the Responsible Tourism section will be temporarily suspended for the 2021 program.

- Word Count

Having temporarily suspended the Responsible Tourism question the 2021 program will also temporarily drop the word count to 8000 words.

- Judges Choice

A Judges Choice award will be introduced in 2021 which will recognise a finalist that the judges believe showed great resilience and tourism excellence in what has been a difficult time. The winner of the judge's choice will not progress to nationals. This Award will be a *Showcase Award* of the 2021 Queensland Tourism Awards.

RULES FOR ENTRY

Each year the Rules for Entry are reviewed. It is important for all entrants to **carefully read the Rules for Entry document**, which can be found as an Attachment at the end of this Guide Book and on the QTIC website www.qtic.com.au/queensland-tourism-awards/.

If you have any queries regarding the Rules for Entry, please contact the Queensland Tourism Awards Project Officer on 3236 1445 or awards@qtic.com.au.

STEP 1 NOMINATING FOR THE AWARDS

Before proceeding to nominate please ensure you have read the following important documents on the QTIC website. <https://www.qtic.com.au/queensland-tourism-awards/entrant-information/how-to-enter/>

- **2021 Rules for Entry**
- **2021 Important Updates and Changes for Awards**
- **2021 Award Categories and Submission Questions**

The nomination process is brief, a registration of your interest to enter the Awards and will only take a few minutes.

To nominate, visit the national Online Awards Portal www.online.qualitytourismaustralia.com where you can sign up and create an account.

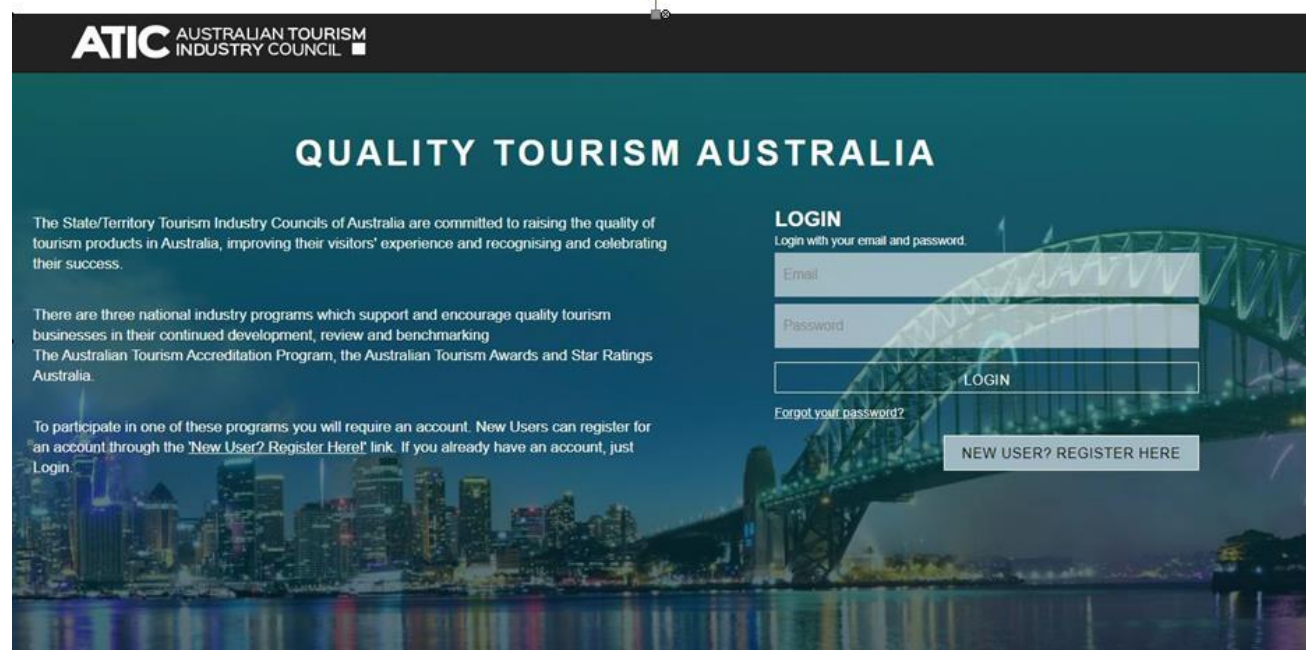
You will then be required to fill out all the available fields that relate to your category. This includes a description of no more than 100 words of your company / product, which will be used to determine your eligibility for that category. It will also be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.

All nominations must be registered by Friday 21st May.

Please note that if you entered the awards in 2019 using the online system, your login details will remain the same. If you cannot remember your password hit 'forgot password' to reset. New entrants will be required to create an account and password to begin the nomination process.

Quality Tourism Australia Home Page

<https://online.australianaward.com.au/>

The screenshot shows the homepage of the Quality Tourism Australia website. At the top, there is a dark header with the ATIC Australian Tourism Industry Council logo. Below the header, the main title 'QUALITY TOURISM AUSTRALIA' is displayed in large, white, bold letters. The background of the page is a night-time photograph of the Sydney Harbour Bridge and the city skyline. On the left side, there is a text block explaining the mission of the State/Territory Tourism Industry Councils and listing three national industry programs. On the right side, there is a 'LOGIN' section with input fields for 'Email' and 'Password', a 'LOGIN' button, and a link for 'Forgot your password?'. Below the login section is a button labeled 'NEW USER? REGISTER HERE'.

STEP 1a NOMINATION / ENTRY FEES

Once you have entered your nomination into the portal, you will be directed to pay the nomination fee. After the fee has been paid the Portal will unlock your business standard (QTF Level 1) and you will be able to commence your Queensland Tourism Awards Submission.

QTA Fees	< 25 employees	25+ employees
QTIC Member*	\$180.00	\$220.00
Non-member	\$360.00	\$440.00

Terms and Conditions: Payments by invoice must be made within 14 days of nominating. All withdrawals and entries not submitted by the deadline still require payment of the nomination fee.

Please ensure the business/product/event name you enter when nominating is exactly how you wish to be listed on websites, certificates, at the Gala dinner and in any media promotion.

STEP 2 ACCREDITATION AND BUSINESS STANDARDS

The Australian Tourism Industry Council (ATIC) has introduced an integrated framework for Australia's business quality programs, which incorporate existing programs such as the Australian Tourism Accreditation Program, Star Ratings program, and the Australian Tourism Awards. This framework is known as the **Quality Tourism Framework (QTF)**.

Under the QTF, there have been changes to requirements for the Queensland Tourism Awards (QTA), which all entrants must meet. The QTF, will provide greater efficiencies for those who are engaged across multiple programs and provide an assurance of minimum standards being met by all.

QTA Accreditation

To be eligible for any of the accommodation categories (17 – 23) except Unique Accommodation, all entrants are required to meet a specific Star Rating (dependent on their category), through the completion of a pre-assessment module in the submission portal, which will calculate a proposed rating.

Those who are already Star Rated will not be required to complete a pre-assessment as the rating has already been confirmed. *Note: annual Star Rating renewals are due July each year.*

All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal.

Those who are already accredited through QTF (formally known as ATAP) will not be required to complete a pre-assessment.

Note: annual QTF (formally ATAP) renewals are due July each year.

There is no additional cost for QTA entrants to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the QTF.

Queensland entrants were previously required to hold accreditation through one of 17 recognised programs. In order to ensure consistency across the States under the QTF, this requirement no longer applies.

Although this requirement no longer applies, QTIC highly recommends that all entrants maintain their current accreditation, as it is a valuable business asset and will strengthen QTA submissions.

Under the QTF, QTIC will continue to work with our accreditation partners to uphold tourism excellence and deliver quality standards across the industry.

HOW TO START YOUR BUSINESS OR ACCOMMODATION STANDARDS

Click 'Start Entry' in your nomination Dashboard www.online.qualitytourismaustralia.com

Tourism Awards Information

Thank you for creating your profile to nominate in the 2019 Tourism Awards program.

Before you nominate, please ensure you read the category questions and criteria carefully and read the 'Rules for Entry' documents found on your State/Territory Awards websites.

The Australian Tourism Industry Council are embarking on new, integrated system for Australia's business development programs which incorporates the Tourism Award program.

The Awards will see a range of changes that will be phased in over the next three years. This includes incorporating a consumer review element into the overall scoring via the online reputation management system ReviewPro, as well as a thorough review of all nominations.

State / Territory Award Information

Nominate Now

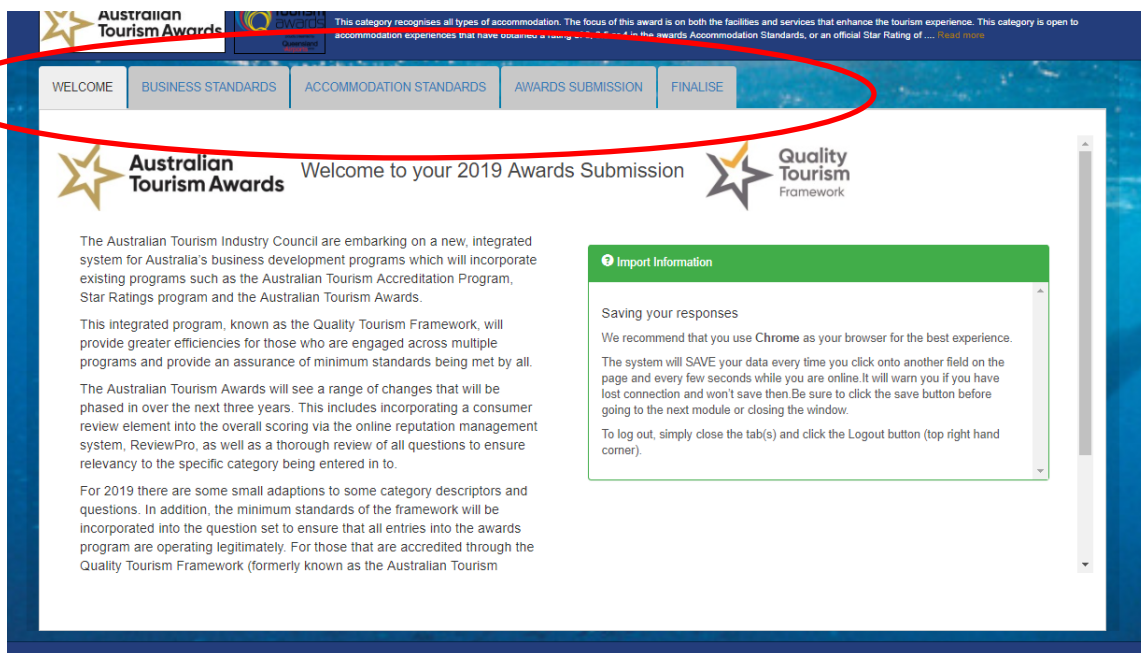
Pay Now

User Guide

Your Nomination(s)

Nominated Company	Category	State/Region	Payment	Status
Nominated Company: Gem B&B				
Gem B&B	21. Standard Accommodation ★4.5 (Accommodation Standard Rating) Hosted Accommodation	QLD - Queensland Tourism Awards Mackay (Mackay Tourism Limited)	PAID	INCOMPLETE Onsite Unassigned ★Business Standards Required Start Entry

You will need to complete all tabs outlined at the top of the page:

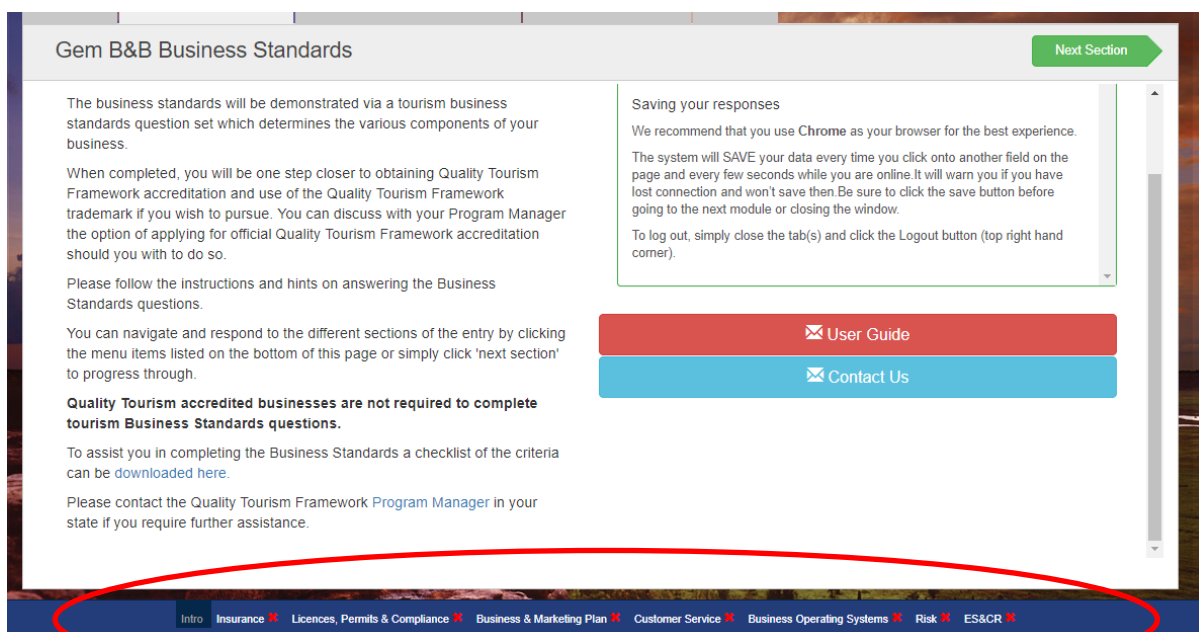


COMPLETING BUSINESS STANDARDS:

To complete the business standards, please click on the 'Business standards' tab above, this will load the question set for this section.

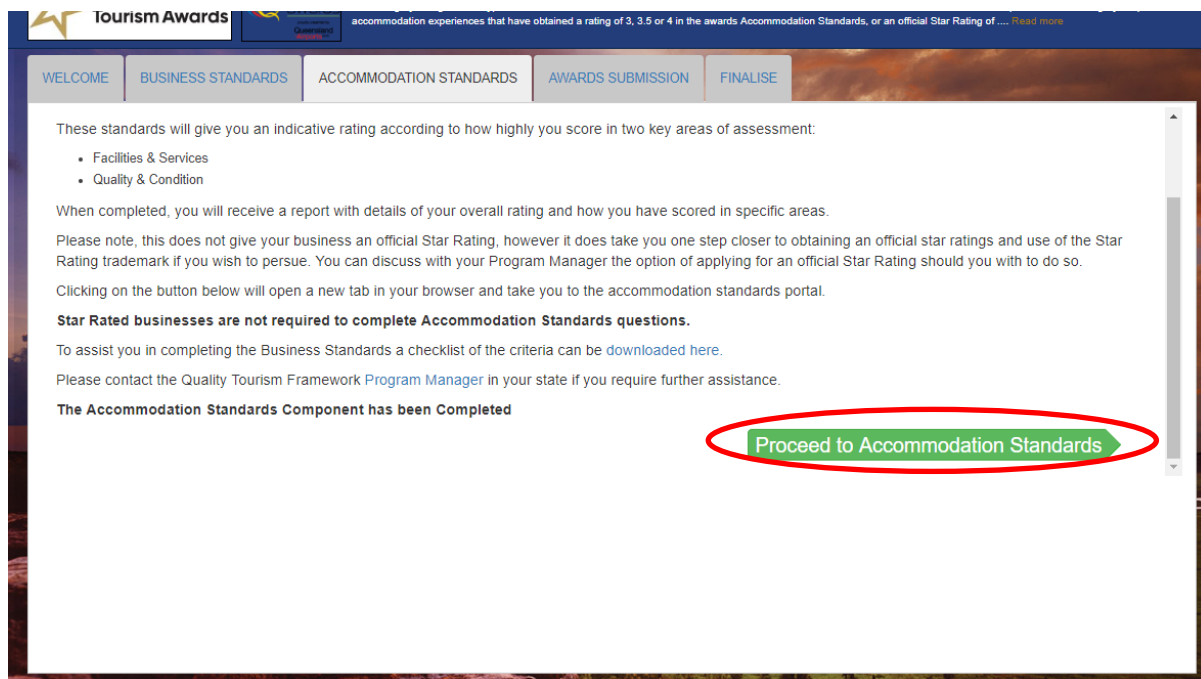
In order to complete this, please go through and fill out each section until all the red crosses below are turned to green ticks. Once they all green, you can submit this section.

*If you have accreditation, this section will not appear in your portal.



ACCOMMODATION STANDARDS

To confirm your category eligibility, please fill out the 'Accommodation standards' as soon as you can! To start, please click the 'Accommodation standards' tab and use the scroll bar on the right to click proceed.



If you have any questions regarding accreditation, please contact QTIC's Accreditation Officer.

Emily Ellis

Accreditation Officer, QTIC

Ph: 07 3238 1969

Email: Emily.ellis@qtic.com.au

STEP 2 SUBMISSION PREPARATION

PREPARATION IS VITAL

Preparing a Tourism Awards submission is a significant commitment - no matter the size of your business. It's not something you'll be able to put together in a day or two.

Not only do you have a chance of gaining recognition at both a State and National level, the process of entering the Awards is valuable in itself, forcing you to step back from your day-to-day operations and assess the performance of your business, to review past efforts and to plan for the future.

There's no doubt that the more prepared you are, the easier it will be to prepare a winning submission. Ideally you should be collating and preparing materials for your submission year-round, filing relevant information in a separate folder on your computer or in hard copy.

To prepare a Tourism Awards Submission, it's a good idea to have:

- Your Business Plan, Marketing Plan and Customer Service Policy
- Visitor numbers for the qualifying period, as well as previous year's figures to compare;
- Financial information (sales figures, revenue, profit margins etc). You don't need to state actual figures in your submission but percentage representations are a good idea;
- A clear description of your target markets and percentage breakdown of actual visitation by market;
- Copies of customer feedback and evidence of customer satisfaction - this could take the form of satisfaction surveys, feedback forms, TripAdvisor comments etc. Identify areas which require particular attention and a system for addressing feedback
- Copies of PR activity and media coverage achieved during the qualifying period;
- Details of marketing and advertising activity, and results of activity;
- Review the innovative marketing strategies you've implemented during the qualifying period and record the success of these tactics. In doing this, compile a folder of sample collateral including brochures, media releases, blogs, engaging social media posts, images, newsletters, media clippings, PR.
- Statistics on website traffic and social media usage;
- OHS and Risk Management policies and procedures;
- Staff development and training policies, and information on activities that took place during the qualifying period;
- Information on environmental initiatives and performance.
- Develop a list of ways in which your operation has contributed to the local economy during the qualifying period i.e employment, purchase of good and services, event etc.
- Goals, strategies and outcomes for the qualifying period
- Make a note of any innovations that have taken place in the qualifying period, which demonstrate your commitment to improving your tourism product (the experience) or service.
- Set up (or update) systems you use to record data e.g. visitor numbers, bookings etc. If you can generate (or compose) a report which reveals trends and tallies relevant to the qualifying period, that would be great!

-
- Collate high resolution ‘hero -shots’ for use within the submission.

Other considerations:

Decide who will write the submission - most tourism operators write their submission in-house but some choose to outsource this to a specialist consultant. If you’re planning to do this, allow plenty of time to brief your consultant and to allow for drafts to be revised. Some tourism operators believe you need to employ a professional consultant to win an award, this simply isn’t the case. Many award-winning submissions have been written by the business owners/managers themselves.

Brief staff (if relevant) - explain why you’re entering the Tourism Awards and what this entails. If appropriate, delegate tasks to staff members such as compiling media coverage or social media statistics. If you’re an owner-manager who will be writing the submission yourself, then try to tackle the task in stages - question by question.

Review judges’ feedback - if you have entered the Awards before, be sure to critically review the judges’ feedback from last year. When doing this try to keep an open mind and take all comments on board. Feel free to discuss your feedback with the Awards Project Officer.

Think about photography - as the saying goes, a picture tells a thousand words, and choosing the right imagery to illustrate your submission is vital. Professionally shot photos are ideal (and are an excellent investment for any tourism business) however amateur shots can also work well. Review the photography you currently have available and shoot new pictures if required.

Develop a schedule - be realistic and allow sufficient time for editing and proofreading.

Answers must relate to the qualifying period (July 1, 2019 - June 30, 2021) - you can refer to past results if relevant, but only if it helps you to answer the question. (For example, you might refer to past year’s visitor numbers as a way of demonstrating growth.)

It’s a Tourism Award - make sure you reinforce throughout your submission how and why your business contributes to the tourism industry. This is particularly important for nominees who operate in multiple industry sectors, such as restaurants, wineries and events.

Are you in the right category? It’s important to enter the category that best reflects your core business. You will also need to establish your eligibility for the category in question 1 – Introduction. If unsure, please contact the Program Coordinator to discuss.

Answer all the questions and parts thereof - failure to answer a question (or part of a question) will automatically result in a score of zero for that question. If you are unable to answer a question you need to provide a reasonable explanation of why it can’t be answered. Think carefully about adopting this approach - it may give other nominees in your category an advantage.

Note the points allocated to each question - this reflects the weighting of the question and should guide you in determining how much words to dedicate to the question i.e 20 points = 2000 words.

Don't assume local knowledge - your judge may not be familiar with your region or community, so don't assume they are. Furthermore, if your submission wins its category and goes onto the National Awards, the judge is unlikely to have any knowledge of your business and/or region.

ENTRANT SUPPORT

The Queensland Tourism Industry Council, as host and manager of the Queensland Tourism Awards, is developing the following entrant support services for 2021 Queensland Tourism Awards.

ENTRANT GUIDEBOOK

The Entrant Guide Book provides background information and guidance for entering the Queensland Tourism Awards.

FREE ONE-ON-ONE MENTORING SESSIONS

QTIC operates FREE one-on-one mentoring sessions for awards entrants across the state.

Entrants have the opportunity to meet with a highly experienced mentors, either on-line or face-to-face in Brisbane, who will provide you with advice and guidance for planning and preparing your award submission.

Please be aware that all mentoring sessions will run for 1 hour only. Previous entrants should have a copy of your last submission and feedback available for the appointment. First-time entrants should have a copy of the criteria for their award category - we recommend you have some type of first draft ready prior, so the mentor can review before your meeting.

Places are limited, so please book early once they are advertised.

JUDGES WEBINAR SERIES

Experienced members of the Queensland Tourism Awards Judging panel along with guest speakers will provide insight into the 2021 Queensland Tourism Awards. The webinars will be available to view on the QTIC website at your leisure.

FAQ'S

Frequently Asked Questions (FAQ's) can be found at the end of this document and on the QTIC website <https://www.qtic.com.au/queensland-tourism-awards/entrant-information/>.

PAID SUBMISSION REVIEW

QTIC will be offering a paid submission review service that will be available to all awards entrants.

Entrants can send a final draft of their written Awards submission to QTIC for review by an experienced submission writer.

Submissions will be reviewed, and a written report of recommendations will be provided against each of the questions/criteria. Please allow up to 5 business days to receive feedback.

COST

QTIC Member \$310 inc GST

Non Members \$410 inc GST

This fee is for one written review. If you wish to submit more than one written entry for review you are required to pay the fee for each entry. Any work undertaken beyond the one written review, will require additional fees.

TIPS ON ANSWERING THE SUBMISSION QUESTIONS

GENERAL TIPS AND HINTS

1

Always refer to the points allocated to each question and ensure you spend the relevant amount of time on each accordingly. Remember, there is often only 1-2 points between gold and silver.

2

Submissions can include up to 25 Images (charts graphs and pictures) ensure they are positioned with and include a caption that tells a story. **ANY WORDS WITHIN A CAPTION MUST BE LEGIBLE . Any words above 6 words will be included in the word count**

4

Judges love tables! They make it easier for the judge to read and interpret. Sub headings and dot points are also good!

5

Making your submission attractive through means of layout and design is not necessary. The quality of your written content, as well as the images and tables/graphs you choose to include will be most important

6

Images and testimonials throughout your submission will help break it up and add substance to your response - just make sure they are relevant.

QUESTION SPECIFIC TIPS AND HINTS

The section below contains advice on how to answer questions, using category 1 (Major Tourist Attractions) as an example. **Please note that each category has specific questions relevant to that sector, so the information below should be used as a guide only.**

CATEGORY 1 - MAJOR TOURIST ATTRACTIONS

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract amongst the highest visitor numbers during the qualifying period for their State/Territory.

COVID-19 Impacts (0 marks)

Please provide the judges with an understanding of your business's situation during the national and world events during the qualifying period. E.g. COVID-19, natural disasters (fire)

NOTE: These responses do not contribute to your overall score, but provides a clearer picture for judges to understand what you have been able to achieve. This is factual information only, please keep your responses relatively brief. We ask that you expand further in your written submission questions.

Q.1 Outline how many months in the second half of the qualifying period were you operational for?

Q.2 Describe what the business restrictions were to your business e.g. gatherings

Q.3 Describe the impact of travel restrictions to your business e.g. border closures

1. Introduction (20 marks)

Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?

Response Guidance

This is where you set the story of your product/experience/service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time. A timeline is helpful here.

Who works in the business?

Where is the business located, a map is helpful here. Please don't screenshot from google. The map needs to be clear and informative and should indicate your proximity to major towns, cities, airports etc. Consider using an infographic of key facts and figures.

Break up the response under sub headings – products, services, experiences (i.e restaurant, accommodation, tours)

Products: describe your core tourism product. What are visitors or guests buying? Products are usually tangible, they are the facilities, equipment or assets you own, manage or operate. Provide an indication of pricing and explain what sets you apart from competitors.

Services: describe any services related to the core tourism product. A service is intangible, it is something you do for guests or visitors. Do not include ancillary services that are not related to the core tourism product or category descriptor.

Experiences: explain how you provide ‘one of a kind’ experiences for guests or visitors. Experiences involve both tangible and intangible aspects that are managed to meet the needs and expectations of guests and visitors. Explain the benefits of these experiences for guests and visitors.

Image tip: use photos to showcase your tourism products, experiences or services.

Refer to the About section of your website as this may assist with this response.

Your response should demonstrate why your business should be considered as an award-winning tourism business by highlighting your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.

This is where the judges (and auditors) will gain an understanding of how you fit into the category, therefore it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.

Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry (locally, regionally and nationally) through both business and personal participation.

Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.

Excellence: provide examples of tourism excellence in management, leadership, collaboration, technology, innovation, and/or quality in one or more aspects of your operations. Support these examples with evidence to substantiate any claims and avoid sweeping ‘motherhood’ statements. Identify aspects where you have exceeded industry standards. Describe your forward thinking in sustaining your commitment to tourism excellence – for example, you could include evidence of trends that you are anticipating and preparing for.

Recognition: if accreditation is required for this category, mention your accreditations and include any awards, accolades or other external recognition of excellence. Image tip: use a collage image to show awards, accreditations and official industry recognition.

Consider what makes you stand out from other operators / competitors.

Image Tip: Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response.

2. Business Development (20 marks)

During the qualifying period, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and world events?

Response Guidance

This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.

To respond, consider what strategies, innovations and/or developments the business has introduced or updated. An enhancement could include, for example, a new experience/facility, updating point of sale processes to changing to ethically sourced supplies.

Actions that supported the ongoing survival of your business could include, for example, diversifying your product/experience, seeking alternative ways for the delivery of the experience/product/service. You could also consider what environmental/social/economic/ethical initiatives or achievements made during the qualifying period.

The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the visitor experience, or how it supported business endurance. The judges will be looking for an understanding of what prompted the innovation/development/improvement e.g. was it a result of guest feedback, change in market demand, etc. or how it was anticipated to support business continuity in the current climate.

An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation/development/improvement and how they align with your business' main goals and strategies.

Judges Tip: include a modified business plan (Goals, Strategies & Outcomes), any training and development that was undertaken to manage the change (Needs, Training, Outcomes) and include risk management and a short case study.

Judges need to see that your success is based on a sound business plan albeit modified from the original pre COVID business plan. Do not just rehash a previous business plan if it is no longer relevant to the change you have made to your business. Include your (i) goals, (ii) strategies, and (iii) outcomes.

Goals: goals are what you planned to achieve during the qualifying period. Make sure your goals are SMART (specific, measurable, attainable, relevant, time-bound) and include KPIs. Don't focus only on financial goals (e.g. sales, profit, ROI, growth), include a wide range of goals (e.g. sales and marketing, human resources, physical/technology resources, visitor numbers, customer satisfaction, innovation, productivity, social responsibility, sustainability, awards, accreditations, suppliers, etc.). It is also important to tailor your goals to the category you are entering. For example, entrants in the ATSI category should identify goals related to the preservation and sharing of indigenous culture, while entrants in the ecotourism category should focus ecologically sustainable tourism goals.

Strategies: strategies are the actions or solutions that were implemented to help you achieve your goals. A good strategy provides a clear roadmap, consisting of a set of actions people in your organisation should take to achieve the desired mission and goals.

Outcomes: use of quantifiable evidence to demonstrate the outcomes/results of each goal and activity. Show numbers or percentages to prove your claims. State upfront what you are describing, i.e., if its year on year or month on month results. Be sure to link your goals to strategies and ensure the outcomes of these strategies are measurable. If you did not achieve the desired outcome for a goal or activity be sure to explain why. Judges are aware that each business is unique, and circumstances beyond your control can impact your plans.

Image Tip

Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented. Also Consider using a table to show the alignment between goals, strategies and outcomes. If your plan is detailed and contains too many strategies for the submission then provide a summary of the strategic areas and include a selection of strategies to demonstrate diversity.

3. Marketing (20 marks)

What marketing strategies did you implement to attract or maintain your target markets to support business growth and/or business recovery/ resilience. Why were these strategies chosen and what was the result?

Response Guidance

This question is looking for a clear understanding of how you are marketing to your target market.

You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations. Identify how the target market/s are right for your business.

You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example; social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.

Ensure you outline why these marketing strategies were selected by aligning with your target markets attributes as well as, where able, local, regional or state marketing plans. It is important that the judge understands whether the strategies were developed for business growth, or whether the strategies were adopted to keep connected to your target market whilst normal business operations were unable to take place.

Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.

4. Customer Experience (10 marks)

How do you provide quality visitor experiences and demonstrate inclusive practices?

Response Guidance

This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.

For those businesses that had significant disruption as a result of COVID-19, you should consider how you provide quality customer experiences in the alternatives ways in which you operated, communicated to customers during changing restrictions, kept customers informed during closures etc.

Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.

Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.

Once you have provided an overview of how customer service is delivered you should consider how your business monitors and assesses customer service to ensure continued quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.

Consider how you actively encourage feedback and how feedback is used to improve the visitor experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.

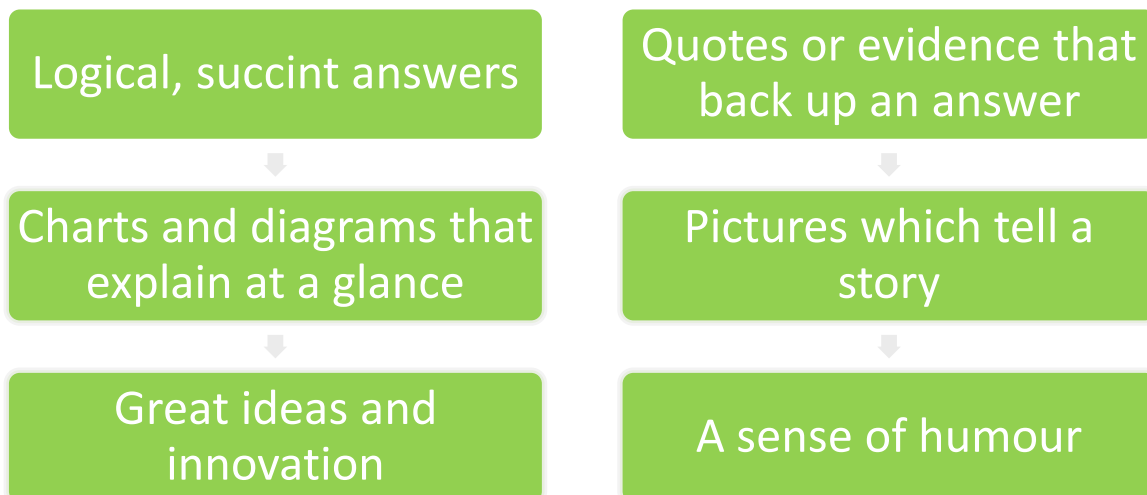
As a part of your delivery of quality visitor experiences you need to demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited, to cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.

Provide examples of how you catered for customers with specific needs, explain the outcome or successes. A case study would be beneficial here also.

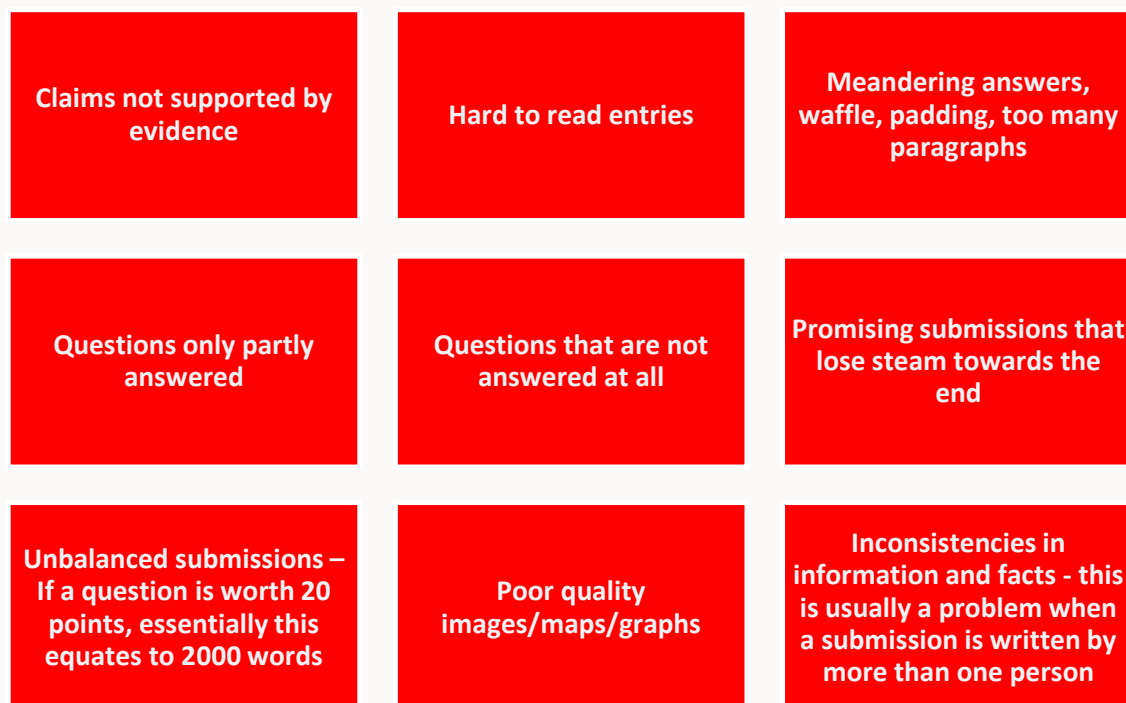
Image Tip: Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

Judges Tip: Include your Customer service philosophy and values, measuring Customer satisfaction and responding to customer complaints. Much of this should directly relate back to changes made as a result of COVID i.e. changes to refund policy, managing lockdown, overseas visitor cancellations etc.

JUDGES SCORE WELL FOR:



JUDGES SCORE LOW FOR:



STEP 4 SITE VISITS

The purpose of the site visit is to experience your product and assess the business/product nominated for verification of claims that may be made within the submission.

A member of the Judging Panel will be allocated to your business for a site visit - the judge will contact you to arrange a suitable day/time for the visit. You (or a representative) will be required to meet with the judge for approximately one hour to conduct a site inspection of your business and to run through some questions. The remainder of the site visit is for the judge to **experience the product as a guest would**.

After the site visit the judge will prepare a brief report that is submitted to the Tourism Awards judging portal. The site visit judge can also play an important role on the judging day, providing a first-hand account of your business to the judging team and clarifying points that may not be clear in your submission.

Please note: the judge who conducts your site visit will not necessarily read or judge your written submission however all judges are present on the final judging deliberation day during which winners are declared. Site Visit Judges are regularly called upon to answer specific questions about the business during the Judging process.

All entrants will receive a site visit with the following exceptions:

- Categories 3 and 4 – Entrants in these categories may 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/ site office. There will be no points awarded.
- Categories 8 and 24 – Where possible these categories will be visited and evaluated but due to the potential diversity of entrants will not be awarded any points.
- Category 14, 26, 27, 28 – These categories do not undergo a site visit. Scores from the site visit do not apply at the Australian Tourism Awards.

Site visit judges may ask to see the following:

- Customer Service Policies
- OH&S policies and Risk Management Policies
- Human Resources Policies
- Sustainability Policies
- Business and Marketing Plans

The absence of these documents will be reflected in the score. The site inspection is worth 20 points of the total score being added to the submission score.

What is the Site Inspection Judge looking for?

- **First impressions** - parking, general access, directional signage/access, integration with general environment, initial impact and appeal, maintenance of grounds and buildings, cleanliness, rubbish management.
- **Product** - is it unique or outstanding, how does it compare with competitors, has there been any innovations implemented this year, have it been innovative in packaging product, does the pricing represent value for money, does it meet customer needs and expectations.
- **Management and staff** - are they friendly and helpful, is their appearance appropriate, is there evidence of management, structure and training, is there evidence of awards/achievements.
- **Customer service** - is the initial contact friendly and proactive, what is the general atmosphere like, are there provisions for customer feedback, is there signage and interpretive information, are people with disabilities and/or special needs catered for, what are the trading hours?
- **Service and facilities** - does the business offer special or extra services and/or facilities to enhance the visitor experience, is there visitor information available, is there access to public facilities, are visitor needs and comfort catered for?
- **OH&S, Risk Management, Environmental** - is there evidence of OHS policies and procedures, emergency procedures, management of safety hazards, risk management policies and procedures, recycling of waste materials, evidence of environmental policies and procedures such as energy and water conservation.
- **Professionalism** - what is the overall impact of the business, what is the quality of product presentation and operating standards, is there evidence of contribution to broader tourism promotion and development, staff presentation, awards received, evidence of training and interaction with other visitors.

PRODUCT TOURISM EXCELLENCE

- Initial impact
- Additional services available to enhance the tourism experience – brochures, tours etc
- Appearance / presentation – including (where applicable) building, vehicles
- Access, signage
- Online presence of the business
- Improvements made in the last 12 months or realised benefits from last year
- Your businesses engagement in the broader tourism industry (promotion of awards, accreditation any other engagement)

- Ensure all the staff are aware that the judge is coming. It is not a good first impression for the judge if the staff don't know about the visit. Make sure they are knowledgeable about all aspects of the business.
- Explain to the judge if there are signage restrictions eg: shire or council
- Show the judge the improvements you have made eg: new tour bus, facility renovations, new uniforms etc.
- Make sure you have the person who is writing the submission there as well.
- Display any Awards, membership certificates etc

BUSINESS DEVELOPMENT / PLANNING

- Business plan, vision/mission statement
- Risk management, OH&S policies and procedures
- Association with other tourism organisations
- Staff training

- Have your documents ready for the judge to sight. This demonstrates organisation as well as saves time.
- Prepare all policies and risk analysis – the judges don't need to read them they just need to site them.
- Talk about the impacts any innovations have had on your business

MARKETING

- Whether you have a current marketing plan.
- Website
- See marketing collateral and whether it aligns with your plan
*not applicable to all businesses
- Any innovations ?

- Demonstrate that your marketing plan reflects your marketing practices?
- The judge will look at your website prior to the visit – Is it up to date, appealing, easy to navigate and does it provide an accurate depiction of your

CUSTOMER EXPERIENCE AND PROFESSIONAL DEVELOPMENT

- Customer service training program
- Customer feedback
- Online interaction
- Specific needs

- Display your customer feedback / questionnaire forms, discuss how you use them. – Provide an example if you have one.
- Demonstrate that you cater for all special needs including dietary, physical, intellectual, smokers, business travellers etc.

SUSTAINABILITY RESPONSIBLE TOURISM

- Looking for evidence that you contribute to the local economy
- Involvement with the local community and other tourism businesses

- Provide any policies and procedures supporting your environmental actions. Demonstrate how you measure your carbon footprint?
- Show the judge how you measure your waste
- How do you educate guest and staff about your engagement in the local community
- Show the judge that you are displaying other tourism brochures?

Frequently asked questions about the site visit process

When will the site visit happen?

Your site visit can happen anytime between early June to mid August. Your judge will contact you by phone or email to arrange a convenient time.

What do I need to provide as part of the site visit?

Each tourism operator who enters the Queensland Tourism Awards needs to provide the judge with a complimentary experience of the product they are entering in the Awards if that category has a site visit component allocated. For example, accommodation businesses need to provide an overnight stay; attractions need to provide entry to the experience; tour operators need to provide an all-inclusive tour; and restaurants need to provide a meal that is representative of what is on offer to paying guests. If you are unsure about what to provide your judge, then refer to the 'Site Visit Guidelines' appendix in this guide or contact the Tourism Awards Project Officer.

Do I need to provide meals and/or drinks?

Apart from the Tourism Restaurants category and/or tourism operators where food is included as part of the guest experience (ie; a day-tour that includes lunch), this is at your discretion. For an

overnight stay it is reasonable to provide the guest with breakfast, however other meals are discretionary. Likewise, entrants in the Tourism Restaurants and/or Tourism Wineries and Breweries categories need to provide the judge with a 'typical' food/wine/beer experience. Once again, contact the Programs Coordinator for clarification if required.

Do I need to show the judge any documents?

You are welcome to show the judge copies of your marketing/business plan, examples of marketing activity and/or policies and procedures, however please don't expect the judge to read each document word-for-word. The remainder of the site visit is all about the judge experiencing the product as a normal guest would.

Can I ask the judge questions about my submission?

You are welcome to ask the judge questions, however they will only provide general advice and are not permitted to provide specific information on how to answer a question.

ATTACHMENT A

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.

ENTRY FEES

QTA Entry Costs < 25 employees 25+ employees

QTIC Member*	\$180.00	\$220.00
Non-member	\$360.00	\$440.00

Classification of "QTIC member" mentioned above does not cover businesses or organisations with "regional QTIC membership" through their Regional Tourism Organisation.

NOMINATION RULES

1. If entering more than one category, then a separate and complete entry must be submitted for each category. However, entrants may only enter one submission in any one of the following categories:
 - a. Attractions – either category 1 OR 2;
 - b. Festivals and Events – either category 3 OR 4;
 - c. Tour Operator – either category 11 OR 12;
 - d. Accommodation – enter category 17, 18, 19, 20, 21, 22 OR 23
2. Entrants that commenced operation for the first time in the qualifying period **MUST** enter the New Tourism Business category.
 - a. Due to the extended qualifying period for 2021, for new businesses that commenced operations between 1 July 2019- 30 July 2020 they can choose to enter into either New Tourism Business **OR** an alternate category. For those that commenced operations between 1 July 2020- 30 June 2021 they are only eligible to enter into New Tourism Business.
3. Entrants cannot change categories after the closing date for submission in the state/territory tourism awards in which they have entered.
4. Qualifying Period

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- a. The qualifying period for the 2021 program is 1 July 2019 to 30 June 2021. All activities, achievements and innovations referred to within submissions must have occurred within this period.
5. Trading Period
- a. All entrants must have traded for the entire qualifying period except those entering the New Tourism Business category, or where trade ceased due to Government restrictions.
 - b. 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.
 - 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.
6. Nominated state/territory
- a. Entrants must be based or have specific operations in [the state or territory of their nomination e.g. Queensland].
 - a. 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 State/Territory awards for the relevant branch for so long as the submission focuses on the activities undertaken in that state/territory.
7. Memberships
- a. You do not need to be a QTIC Member to enter the Queensland Tourism Awards. However QTIC members do receive discounts on nomination fees and draft review services (should you opt in). For more on QTIC membership please click [here](#).
8. Multiple Products
- a. An entrant, such as a chain or franchise that has multiple products must enter each product individually if they want each property 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 QTIC or ATIC for the national awards) 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, as they will be competing against themselves they may not see value in, for example, securing a win and second placing.
9. Accommodation Categories
- a. Accommodation categories will be required to meet accommodation standards specific to their category.
 - b. It is not a requirement for a business to be officially Star Rated. Alternatively, the online accommodation standards would be used to demonstrate the entrant's pre-assessment rating.
 - c. Accommodation standards required
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- i. 5 Star Luxury Accommodation
 - Official 5 Star Rated
 - **OR**
 - A pre-assessment rating of 5 Stars within the Accommodation Standards
 - ii. 4-4.5 Star Deluxe Accommodation
 - Official 4 or 4.5 Star Rated
 - **OR**
 - A pre-assessment rating of 4 or 4.5 Stars within the Accommodation Standards
 - iii. 3.5-4 Star Accommodation
 - Official 3 or 3.5 Star Rated
 - **OR**
 - A pre-assessment rating of 3 or 3.5 Stars within the Accommodation Standards
 - iv. Hosted
 - Official 3 + Star Rated
 - **OR**
 - A pre-assessment rating of 3 + Stars within the Accommodation Standards
 - v. Caravan Park
 - Official 3 + Star Rated
 - **OR**
 - A pre-assessment rating of 3 + Stars within the Accommodation Standards
 - vi. Self-Contained
 - Official 3 + Star Rated
 - **OR**
 - A pre-assessment rating of 3 + Stars within the Accommodation Standard
 - d. NOTE: unique accommodation does not have a Star Rating or Pre-Assessment rating pre-requisite.

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, relevant to their category.
 - a. This can be demonstrated via relevant accreditation with the Quality Tourism framework

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- **OR**
 - b. As a part of the business standards question set within their submission.
3. Category questions including supporting images.
4. Word Count
- a. The submission will be maximum 8,000 words in length for all national categories
 - b. Words within a table are included in the submission word count
 - c. It is the responsibility of the entrant to ensure their submission does not exceed the maximum word count.
5. Images
- a. The submission can include up to 25 images with caption.
 - i. Images can include infographics, charts, graphs and pictures
 - 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.
 - A good rule of thumb is 'if you remove the images, will the written word still provide a robust answer'.
 - ii. 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 for 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

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

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2. 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.
 3. 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.
 - a. For example:
 - Tour & transport – the two categories are separated by the number of F/T equivalent employees

INSOLVENCY OF AN ENTRANT

1. At any time, following submission of an entry in the Queensland 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.
 - a. If prior to the presentation ceremony then the next national finalist shall be elevated to the status of winner.
 - b. If, following the presentation ceremony, the business returns to solvency, then the award cannot be reclaimed.
 - c. The next state finalist will not be elevated to the status of national finalist.

SITE VISIT (Scored out of 20)

1. The purpose of the site visit is for verification of the business, not the awards submission. Queensland Site Visits's will be scored out of 20 in applicable categories and will be additional to other Submission components (i.e written submission 70 points, online review 10 points, consumer review score 20 points). Companies are under no obligation to offer a judge 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.
2. All entrants will receive a site visit with the following exceptions:
 - Categories 3 and 4 – Entrants in these categories may be asked to provide relevant documents via email or virtual visit. The allocated judge will call the entrant direct to discuss requirements and where applicable may visit their workplace/ site office. There will be no points awarded.
 - Categories 8 and 24 – Where possible these categories will be contacted and evaluated but due to the potential diversity of entrants will not be awarded any points.
 - Category 14, 26, 27, 28 – These categories do not undergo a site visit.
3. The specifics of the site visit are provided to entrants at the time of booking or appointment.

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4. Site visits are not undertaken for national judging.

New Business (not yet accredited)

1. If a business is not yet accredited or does not meet the relevant accreditation requirements for their category (business standards known as QTAB Level 1 of the QTF), they will be required to undertake an awards site visit (this could be in person or virtual). By undertaking an awards site visit they will meet the QTAB Level 1 site visit accreditation requirement.
2. If a business wishes to obtain a higher level of accreditation (e.g. QTAB Level 2 of the QTF), additional questions would be required to be assessed relevant to the level of accreditation. This is separate to the awards site visit process and the business should contact QTIC Accreditation Officer (accreditation@qtic.com.au) for further guidance.

Existing Accredited Business (who have not received onsite certification)

1. QTAB Level 1
 - a. If a business is accredited at a minimum of QTAB Level 1, but has not yet had an onsite visit to meet the QTF site visit accreditation requirements they will be required to undertake an Awards site visit (in person or virtual).
 - b. The Awards site visit would meet the requirements of a QTAB Level 1 accredited site assessment. For the Business to officially receive this accreditation (outside of the Awards Process) please contact accreditation@qtic.com.au.

Higher/Other Modules

1. If a business is accredited at a level higher than QTAB Level 1, but is not meeting the QTF site visit accreditation requirements they may be required to undertake an Awards site visit (in person or virtual).
2. Please note, the awards site visit will not meet the higher QTF site visit accreditation requirements and an independent site assessment will be required to be undertaken (for the purposes of completing QTAB Level 2 Accreditation. For further details please contact accreditation@qtic.com.au).

Awards Site Visit criteria

Site visit judges will ask to see the following:

- HR
- Business & Marketing Planning
- Customer Service
- Business Operations
- Risk Management
- Environmental Management

ONLINE REVIEW

1. In 2021 an online review will be undertaken to assess the entrant's online activities including;
 - a. The entrant's website
 - b. The entrant's social media channels
 - c. The entrants search engine optimisation
 - d. The entrants external listing sources
2. The online review will account for 10% of the total score available.
3. Scoring of the online review will occur at the State/Territory level only, similar to the site review.

Consumer Rating

1. In 2021 a consumer rating score will be introduced. The consumer rating will be derived from the GRI provided by ReviewPro and will account for 20% of the total score available, with some exceptions:
 - a. Where they have their own specific question set and the consumer ratings do not match what is being assessed no consumer review score is incorporated
 - i. This would include Ecotourism, Aboriginal and Torres Strait Island Tourism, Cultural Tourism categories
 - b. A consumer rating will not be applied to the following categories
 - i. New Tourism Business
 - ii. Major Festivals and Events
 - iii. Festivals and Events
 - iv. Business Event Venues
 - v. Tourism Marketing & Campaigns
 - c. For those categories where there is a mix of products included, then the consumer rating value would be 5%
 - i. This would include Retail and Hire Services and Food Tourism
2. A minimum of 25 reviews must have been received across the social platforms which ReviewPro analyses during the qualifying period in order to receive a GRI.
3. Businesses that do **not** have a GRI will receive a score of 0 for consumer rating.

ATTACHMENT B

FAQ'S

Why should I enter the Queensland Tourism Awards?

- Improve planning, development and internal analysis for your tourism business;
- Discover the full potential of your business;
- Gain competitive edge by receiving feedback from industry leaders;
- Energise and motivate your staff;
- Use your submission as a benchmark to improve your bottom line;
- Receive media publicity and exposure;
- Celebrate and network with industry peers and colleagues at the Gala Ceremony;
- Automatic entry to the Australian Tourism Award for categories 1-25
- Encourage the continual raising of standards among Queensland tourism operators through accreditation and certification;
- Automatic entry into RACQ's People's Choice Awards.

What additional benefits does a Gold Winner receive?

- Access to professional photo/s of trophy recipient backstage holding trophy.
- Opportunity to film a short Gold Winner Interview which gets distributed to media as well as the entrant for their own distribution.
- Inclusion in all QTIC media releases which is distributed to an extensive media list following the Gala Ceremony.
- Exposure through QTIC social media channels during/after the Gala Ceremony.
- Potential footage of your business being included in a special Qld Weekender episode on Channel 7.
- Potential inclusion in a Courier Mail/Sunday Mail article which is published the weekend of the Gala Ceremony.
- All winners (Gold, Silver and Bronze) will receive a winner's logo to distribute as they wish for additional exposure and credibility.
- For entrants in categories 1 -25, they will receive additional media exposure via QTIC media releases and social media content for becoming finalists into the Australian Tourism Awards and you will also receive a finalists logo.
- If you then go on to win, you will gain even more media exposure on a state and national level.

What type of a commitment is the awards process?

The Awards process is extensive and will take many hours of work. Allocate staff to the job, involve as many people as you can, create a timeline for when and how you will gather all of the elements in your submission. Allow at least 10 days to proof read prior to the submission date.

With the new business standard implemented in 2019, we recommend that entrants complete the business standard within the Online Awards Portal before starting their submission. This business or accommodation standard **MUST** be completed by the time of the site visit scheduled between June and mid August.

DON'T LEAVE IT TO THE LAST MINUTE, leaving it to the last minute creates pressure and mistakes/short falls in your submission. Take the time and plan out when you are going to dedicate time and research and use it wisely.

What information do I need to nominate?

To nominate, all that you're required to enter is a short description on why your business is suited for your desired category, business information and a main contact – who will be your business's point of contact throughout the submission process.

Do I need to be accredited/certified to enter the awards?

The Australian Tourism Industry Council (ATIC) has introduced a new, integrated framework for Australia's business quality programs, which will incorporate existing programs such as; the Australian Tourism Accreditation Program, Star Ratings program, and the Australian Tourism Awards. This new framework is known as the **Quality Tourism Framework (QTF)**.

Under the new QTF, there have been changes to requirements for the Queensland Tourism Awards (QTA), which all entrants must meet in order to be eligible for the national award categories. The QTF, will provide greater efficiencies for those who are engaged across multiple programs and provide an assurance of minimum standards being met by all.

Important QTA Accreditation Changes

1. To be eligible for any of the accommodation categories (17 – 23) except Unique Accommodation, all entrants are required to meet a specific Star Rating (dependent on their category), through the completion of a pre- assessment module in your submission portal, which will calculate a proposed rating.

Those who are already Star Rated will not be required to complete a pre-assessment as the rating has already been confirmed. *Note: annual Star Rating renewals are due July each year.*

2. All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal.
Those who are already accredited through QTF (formally known as ATAP) will not be required to complete a pre-assessment.

Note: annual QTF (formally ATAP) renewals are due July each year.

3. There is no additional cost for QTA entrants to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the QTF.
4. Queensland entrants were previously required to hold accreditation through one of 17

recognised programs. In order to ensure consistency across the States under the QTF, this requirement **no longer applies**.

Although this requirement no longer applies, QTIC highly recommends that all entrants maintain their current accreditation, as it is a valuable business asset and will strengthen QTA submissions.

Under the new QTF, QTIC will continue to work with our accreditation partners to uphold tourism excellence and deliver quality standards across the industry.

How do I know what category best suits my business?

The Queensland Tourism awards have a total of 30 categories this year, covering a huge range of tourism product, please view the categories listed on the QTIC website. If you still aren't sure please do not hesitate to contact the QTIC team who can assist you. Email awards@qtic.com.au or call 07 3236 1445.

I am new to this whole process is there any support programs provided to guide me?

QTIC provides various entrant support services through a number of different formats.

- One-on-one mentoring (in person and virtual);
- Entrant Guidebook
- Paid submission review
- Judges Webinar Series

Details about the support services will be available on the QTIC website as they are developed for 2021 <https://www.qtic.com.au/queensland-tourism-awards/>

What is the difference between nominating and submitting (submission)?

Some people tend to get confused by the terminology used. Nominating is when you are expressing interest in being an entrant for the 2021 Queensland Tourism awards and pay your entry fee. Your submission is the completed entry having answered all the criteria questions and is submitted via the Online Awards Portal.

Is there someone out there who I can consult about my submission or someone who can assist in writing it?

QTIC suggest you google Award Submission Writers or contact other Award Entrants for recommendations of Consultants who offer extensive writing services.

Alternatively, a list of Submission Writers is available on the QTIC website.

*NOTE: Employing a writer does not always give you an advantage when it comes to your submission. Some of the best submissions are written by the passionate and enthusiastic owners/employees of a business.

What is the RACQ People's Choice Awards?

Thanks to the support of RACQ, all entrants who have entered a submission in categories 1 -25 (except Cat. 14), will automatically be entered into an RACQ People's Choice Award.

These two category's will be completely independent from the judging process and will come down to consumer choice – tourism operators will be able to connect with visitors and followers to encourage them to vote.

The RACQ People's Choice Award is split over two categories – Experiences/Services and Accommodation - with voting open to the public and managed by RACQ.

Note: Hall of Fame Awards – a business who win three years in a row will be placed into the QTA Hall of Fame.

A Gold winner only will be announced for both RACQ Award categories based on the highest number of votes they each receive.

Voting will open once submissions have closed in August. More details will follow.

How do I enter the RACQ People's Choice Awards?

All completed submissions that have been entered by the due date of 16 August, will automatically enter the RACQ's People Choice Award (**excluding entrants in categories 14, 26, 27 & 28**).

Do you announce finalists prior to the Gala Awards Ceremony?

No. The Queensland Tourism Awards no longer have finalists, so no finalists are announced prior to the Gala Awards Ceremony. Queensland now follows the national structure of Gold, Silver and Bronze winners which are announced during the Gala Awards Ceremony.

Some entrants are profiled through regional media in the lead up to the awards; this is done by random selection.

What is the Gala Awards Ceremony like?

Check out the [2019 Highlights Package](#) on the QTIC website which showcases the tourism industry's night of nights!

Any more questions?

Please contact the QTA team: 07 3236 1445 or awards@qtic.com.au.