

National Rules for Use of Images in Tourism Awards Submissions

The submission can include up to 25 images with caption.

- Images can include infographics, charts, graphs and pictures
- Any image used must be for the sole purpose of supporting the 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’.
- 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.

Queensland Tourism Award entrants are highly encouraged to use images and infographics to support and enhance their Submission responses, for example:

- Images of marketing placement (social media screen shots, websites, advertisements)
- A map of where you are located (avoid using a screen shot of google maps!)
- A collage of awards and achievements
- Timelines of significant events in the development of your business
- High quality images of your products and services
- Examples of marketing material that support your marketing activities discussed in the submission

Images throughout your submission help break it up and add substance to your response, however please ensure the images are relevant to the content within the submission.

All images / infographics must be legible, so that judges are able to easily read their content within the portal.

Content within an **image** i.e image of a newspaper article or advertisement is not included in the word count.

EXAMPLES

In the following examples you will see the correct use of an image/infographic, and an incorrect use.

The most common error made by award entrants is using an image to provide specific information– i.e key data or statistical information – but not referencing it in their written component.

An image is there to support the submission, not form part of the written component.

Best practice is to consider the following:

If you were to remove all images, will the judge still be provided with all relevant information to be able to award the maximum score?

If the answer is no, then you need to consider whether you have used the images correctly.

If the answer is yes, then it is likely that your use of images is correct.

Please note, the following examples are fictional, they have been created for the sole purpose of demonstrating the correct use of images.

Example 1

In the following example, the business is discussing their target markets.

In the correct example they have placed the details of their target market into a table, including the percentage share of that market. They have then used a pie chart to simply display this information giving the judge an easy visual of their target market.

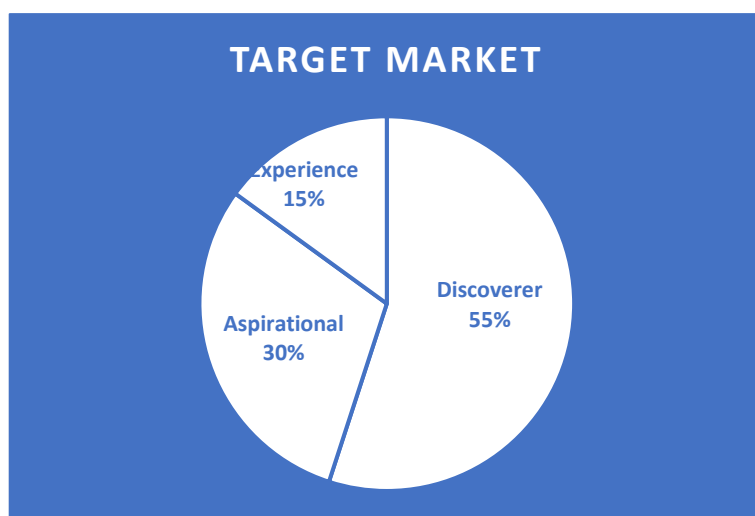
In the incorrect example they have placed all information into an infographic. This would mean that the content itself would not be counted towards their overall wordcount, yet it is content that should be. The use of the infographic in this case is not fitting with the submission rules.

Correct Example 1

Target Market	
Domestic – Discoverers	They are looking for authentic experiences where they want to escape the daily grind. They are within the higher socio economic group. They are aged between 30-45. They hold a 55% share in our target markets.
Domestic – Aspirational	They are looking for an experience to reward themselves with. They want a strong value proposition and are aged between 35-50. They hold a 30% share in our target markets.
International – Experience Seekers	Looking for an experience to challenge themselves which is authentic. Aged 28-40 from Northern European countries. They make up 15% of our target market.

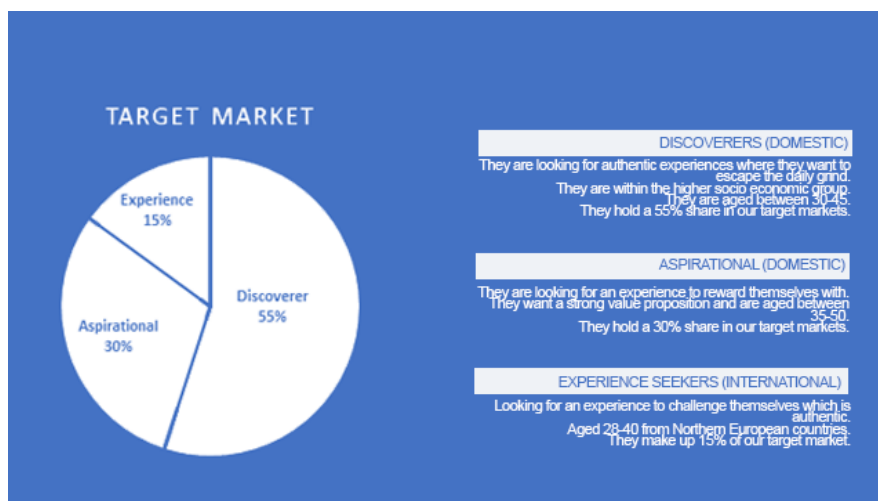
Our target markets are broken down into three main segments:

The following chart demonstrates the overall breakdown of our target market:



Incorrect Example 1

Our target markets are broken down into three main segments:



Example 2

In the correct example the business demonstrates their approach to sustainability via a table and then uses an image to demonstrate where this information is available within their business for customers and staff to see.

In the incorrect example they put all of the content of their sustainability approach into an infographic, which again, would mean that the content itself would not be counted towards their overall wordcount, yet it is content that should be. The use of the infographic in this case is not fitting with the submission rules.

Correct Example

We have a 4-pillar approach to sustainability which underpins all work practices to support our business working in a sustainable manner.

These four pillars are:

Leadership	Educate our workforce Attract talent and management that supports sustainable practices Employee development programs that upskill our workforce
Accountability	Benchmark and report our progress to staff and customers Be transparent with what we are doing, and what we hope to achieve
Innovation	Continuously review and develop programs Staff incentive programs that encourage innovated initiatives
Inclusiveness	Encourage customers in the uptake of our sustainable initiatives Work with the local community to engage and garner support

We have these four pillars displayed throughout our organisation including on our website, in staff common areas, in guest folders and in our reception area.



Incorrect Example:

We have a 4-pillar approach to sustainability which underpins all work practices to support our business working in a sustainable manner. This can be found on our website and throughout the workplace.

