

## 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](mailto: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 via skype);
- Entrant Guidebook (distributed to you after you have completed a nomination at [www.online.qualitytourismaustralia.com](http://www.online.qualitytourismaustralia.com));
- Paid submission review;
- Judges Podcast Series

Details about the support services will be available on the QTIC website as they are developed for 2022 <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 2022 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.

- Nominations close Monday 30 May
- Submissions due Monday 15 August

\*this doesn't mean you can't start writing your submission prior to nominations closing.

## 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 in July/August – QTIC will once again offer a Paid Submission Review Service (for a fee). The service is conducted by an experienced submission writer and a report on recommendations will be provided to you. More details will be available throughout the year.

\*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 are some of the costs associated with the Queensland Tourism Awards?

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

Other costs may include:

- Submission review service (if applicable) : \$310 - \$360
- All other entrant support is free for entrants of the Queensland Tourism Awards
- Price for awards Gala Awards Ceremony ticket (Approx \$220) plus accommodation/travel if required.

## **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 15 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 only 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 [2021 QTA Highlights Reel](#) 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](mailto:awards@qtic.com.au).