

2023 Rules and Regulations

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Nomination Rules

Nominations are made via the QTF online system <https://online.qualitytourismaustralia.com/>. A submission cannot be started until payment for a nomination has been made. The nomination collects specific contact information, category selection and agreement to the Awards terms and conditions.

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:

- Attractions – either category 1 OR 2;
- Festivals and Events – either category 3 OR 4;
- Tour Operator – either category 11 OR 12;
- Accommodation – enter category 17, 18, 19, 20, 21, 22 OR 23

For those that commenced operations between 1 July 2022 - 30 June 2023 they are **only eligible** to enter into New Tourism Business.

Entrants cannot change categories after the closing date for submission in the state/territory tourism awards in which they have entered.

Qualifying Period

The qualifying period for the 2023 program is 1 July 2022 to 30 June 2023. All activities, achievements and innovations referred to within submissions must have occurred within this period.

For Festivals and Events, where multiple events have been held within the qualifying period each event can make a submission, each submission must be specific to one event. E.g. FestivalAustralia 2022 and FestivalAustralia 2023, each submission would focus on the activities, marketing etc. for the singular event.

Trading Period

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. No minimum period of trading has been defined for New Tourism Business.

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. For Festivals/Events the entirety of the festival/event did not have to occur within the qualifying period, however at least one day of the event must fall within the qualifying period.

Nominated state/territory

Entrants must be based or have specific operations in Queensland. Should a company have branches in more than one state/territory they may enter in multiple State/Territory awards. However, the submission must focus on the activities undertaken in the state/territory they are nominating for.

Multiple Products

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 ATIC) may only be used by the corporate entity, not the individual products.

Aside from those categories where stated, one business can submit two entries, including two entries into the same category. However, they will be competing against themselves they may see value in, for example, securing a win and second placing.

Accommodation Categories

Accommodation categories will be required to meet accommodation standards specific to their category. 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.

Accommodation standards required:

- 5 Star Luxury Accommodation: Either Official 5 Star Rated **OR** A pre-assessment rating of 5 Stars within the Accommodation Standards.
- 4-4.5 Star Deluxe Accommodation: Either Official 4 or 4.5 Star Rated **OR** A pre-assessment rating of 4 or 4.5 Stars within the Accommodation Standards
- 3-3.5 Star Accommodation: Either Official 3 or 3.5 Star Rated **OR** A pre-assessment rating of 3 or 3.5 Stars within the Accommodation Standards
- Hosted Accommodation: Either Official 3 + Star Rated **OR** A pre-assessment rating of 3 + Stars within the Accommodation Standards
- Caravan Park: Either Official 3 + Star Rated **OR** A pre-assessment rating of 3 + Stars within the Accommodation Standards
- Self-Contained: Either Official 3 + Star Rated **OR** A pre-assessment rating of 3 + Stars within the Accommodation Standard
- 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.

All submissions must include the following:

Nomination details

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.

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).

Word Count

The submission will be maximum 10,000 words in length for all national categories (For a breakdown of the word count allocated to each category, please see the Entrant Guidebook). Words within a table are included in the submission word count. It is the responsibility of the entrant to ensure their submission does not exceed the maximum word count.

Images

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.

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. Images are attached via a gallery, and can be hyperlinked into the question response.

A late submission will not be accepted.

Completion of Business/ Accommodation Standards

Demonstration of meeting minimum business standards, relevant to your category. This can be demonstrated via relevant accreditation with the Quality Tourism framework **OR** As a part of the business standards question set within your submission.

Compliance With Competition Rules

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

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

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

For example:

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

Insolvency of an Entrant

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

If prior to the presentation ceremony then the next national finalist shall be elevated to the status of winner. If, following the presentation ceremony, the business returns to solvency, then the award cannot be reclaimed. The next state finalist will not be elevated to the status of national finalist.

Site Visits

The purpose of the site visit is for verification of the business, not the awards submission. 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.

All businesses will meet the site visit requirements, the exceptions to this are:

Categories 3 / 4 – Due to the seasonal nature of entrants

Categories 14 / 26 – 31 – No mandatory visitation

The specifics of the site visit are provided to entrants at the time of booking or appointment.

Site visits are not undertaken for national judging.

New Tourism Businesses are required to undertake an awards site visit but will not be scored. By undertaking an awards site visit they will meet the QTF level one site visit certification requirement.

Existing Certified Business (not meeting certification requirements)

If a business is certified at level two, but is not meeting the QTF Site Visit Certification Requirements they will be required to undertake an Awards Site Visit. The awards site visit would meet the requirements of a QTF level two certified site assessment.

Higher/Other Modules

If a business is certified at a level higher than QTF Level two, but is not meeting the QTF Site Visit Certification Requirements they will be required to undertake an Awards Site Visit. The awards site visit will not meet the higher QTF Site Visit Certification requirements. An independent site assessment will be required to be undertaken (this could occur concurrently at the state's discretion).

Site Visit Scoring

Scoring is not compulsory as a national standard, scoring an awards site visit is a state's discretion. If scored the marks are added to the score out of 100 i.e. the total score now available to an entrant would be 120.

The percentage of the total score for the site inspection is outlined below.

HR – 2/20 (10%)

Business & Marketing Planning – 5/20 (25%)

Customer Service – 5/20 (25%)

Business Operations – 3/20 (15%)

Risk Management – 3/20 (15%)

Environmental Management – 2/20 (10%)

Online Review

An online review will be undertaken to assess the entrant's online activities including;

The entrant's website

The entrant's social media channels

The entrant's search engine optimisation

The entrant's external listing sources

The online review will account for 10% of the total score.

Consumer Rating

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. 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.

A consumer rating will **not** be applied to the following categories:

- New Tourism Business
- Major Festivals and Events
- Festivals and Events
- Business Event Venues
- Tourism Marketing & Campaigns
- Tourism Retail, Hire and Services
- Ecotourism
- Aboriginal and Torres Strait Island Tourism
- Cultural Tourism

For those categories where there is a mix of products included, then the consumer rating value would be worth 5%. This includes:

- Excellence in Food Tourism
- Visitor Information Services

A minimum of 25 reviews must have been received across the social platforms which ReviewPro analyses for the qualifying period in order to receive a GRI.

Businesses that do not have a GRI will receive a score of 0 for consumer rating.

To request a ReviewPro account, you can simply do this via the online awards platform

To updated sources used for your ReviewPro account e.g. if you have a new listing on a review site, please email your Program Manager.

Alternate review platforms that are not included within the ReviewPro analysis will not be able to be incorporated to determine the customer rating score.

Terms And Conditions

All nominees must agree to the following terms and conditions:

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.

I understand that the State/Territory Licence has ultimate decision making as to which category my product enters. They have the right to move my nomination to an appropriate category if I am not eligible for the initially nominated category.

Your contact details may also be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.

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 state/territory Award owner in relation to feedback on your submission.

I declare that the information provided in this submission be true and correct to the best of my knowledge and I agree to the terms and conditions as outlined.