



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

*The Voice of Tourism*

# QTIC Prize for Innovation in Tourism 2018 Guidelines

t 07 3236 1445 | e [info@qtic.com.au](mailto:info@qtic.com.au)

w [www.qtic.com.au](http://www.qtic.com.au) | 

Level 5, 189 Grey Street SOUTH BRISBANE QLD 4101  
PO Box 13162, George Street BRISBANE QLD 4000

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## INTRODUCTION

The QTIC Prize for Innovation in Tourism is an initiative of the Queensland Tourism Industry Council (QTIC), the state's peak industry body for tourism.

Introduced in 2013, the QTIC Prize for Innovation in Tourism recognises tourism businesses in Queensland that have introduced an innovative product, service or process.

The QTIC Prize for Innovation in Tourism aims to:

- recognise and reward innovation and growth across the Queensland tourism industry;
- provide an opportunity for businesses to showcase their innovative ideas, projects and processes;
- encourage product development and improved customer service;
- reinforce the value of continual renewal within the industry.

### What is innovation?

To advance tourism within Queensland it is important that individual tourism businesses and the industry continually renew, change and create more effective processes, products and services.

*Have you transformed your business?*

Innovation is defined by the Australian Bureau of Statistics as:

*"The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes."*

Furthermore, the National Tourism Investment Strategy has broken innovation into three categories. These categories are defined as:

1. **A new product or service:** meaning any good or service or combination of these which is new to a business. Its characteristics or intended uses differed significantly from those previously produced. This may involve the development of a new technology or adaptation of existing technology

QTIC Prize for Innovation in Tourism past winners have demonstrated this:

- [Kinnon & Co](#) (2013)
- [Riverlife](#) (2014)
- [Newbook eTechnology Management](#) (2016)

2. **A new operational process:** a significant change for a business in its methods of producing or delivering goods or services

QTIC Prize for innovation past winners have demonstrated this:

- [EarthCheck](#) (2017)

3. **A new organisational/managerial process:** a significant change to the strategies, structures or routines of the business which aim to improve performance.



## CATEGORIES

The program recognises the introduction of a new idea, method, technology, application, product or service. It also recognises significant improvements to existing business practices or services to suit changes in the environments and to better deliver a product or service.

There are three categories in the QTIC Prize for Innovation in Tourism:

1. Prize for Innovation (a small to medium tourism enterprise, operating for more than 3 years)
2. Prize for Innovation Up and Comer (a new small to medium tourism enterprise, operating less than 3 years)
3. Industry Collaborator (any size business operating for more than 3 years)

## ELIGIBILITY OF CATEGORIES

All applicants must hold a current ABN number and be operating in Queensland at time of entry. The innovation must have been developed and **substantially** adopted between 1 January 2017 and 30 June 2018. Please note that an innovation may only be entered once.

**Nominations will remain open until the submission due date on Friday 31 August 2018.**

*Q. Which Category are you?*

### 1. Prize for Innovation

A small to medium tourism enterprise, operating for **more than 3 years**. Nominations will only be accepted from active small-medium businesses (this also includes micro businesses) in the tourism industry within Queensland. The Australian Bureau of Statistics defines a micro business as a small business with 0-4 employees and a small-medium business as a business with 0-199 employees.

### 2. Prize for Innovation Up and Comer

A new small to medium tourism enterprise, **operating for less than 3 years**. Nominations will only be accepted from active small-medium businesses (this also includes micro businesses) in the tourism industry within Queensland. The Australian Bureau of Statistics defines a micro business as a small business with 0-4 employees and a small-medium business as a business with 0-199 employees.

### 3. Tourism Collaborator

A business of any size that has been operating for more than 3 years. Must be able to justify how their business impacts the tourism industry. This is open to businesses who supply the tourism industry with their products or services.

## KEY DATES

<b>Nominations open</b>	Monday 11 June 2018
<b>Written submissions due</b>	Friday 31 August 2018
<b>Prize announcement (presentation to winner and runner up)</b>	Thursday 27 September 2018

## PRIZES

All winners will be mentioned and recognised in media releases, QTIC communication and on the QTIC website.

### Prize for Innovation – Winner

Courtesy of the ***Department of Innovation and Tourism Industry Development and Commonwealth Games***, the winner will receive a prize package of business support to the value of \$30,000. The prize package will comprise of stages 1 and 2 of the VELOCIS program which will be delivered by the Australian Institute for Commercialisation (AIC).

The components of the program include:

- a business review with experts in strategy, branding and design innovation;
- a fitness report on outcomes of the review and recommendations for future business improvements;
- action planning to prioritise critical business issues identified in the fitness report;
- mentoring sessions with a professional expert in strategy, branding or design innovation.

As part of the prize package the winner will also receive \$3000 worth of travel for flights and accommodation to a destination of their choice (domestic or international) to undertake business familiarisation to support the implementation of their action plan.

QTIC will liaise with the winner and the VELOCIS team to plan a suitable itinerary.

**The winner must complete the VELOCIS program and use the travel by 30 June 2019.**

### Prize for Innovation – Runner-up

Courtesy of ***Small Business Solutions TAFE Queensland***, the runner up will receive a Build a Better Business workshop and mentoring at the value of \$400.

The program includes:

- a team of expert business mentors guide you through critical periods of business;
- develop and arm you with the knowledge, skills and confidence you need to clarify your idea and move into the next stage of business growth;
- 5 x 3-hour workshops to develop ideas, address knowledge gaps, and increase confidence;
- A 2-hour one-on-one mentoring session to implement strategies, build your business, set priorities and assess knowledge gaps.

### Innovation Up and Comer



Prize still to be announced.

### **Tourism Collaborator**

Prize still to be announced.

## CONDITIONS OF ENTRY

Applicants will be required to pay an entry fee upon nominating. Nominations and payment are to be completed through the QTIC website [www.qtic.com.au](http://www.qtic.com.au)

The nomination fees are as follows:

**QTIC members - \$100.00**

**Non-members - \$150.00**

After nominating, you are required to write a submission and submit it to QTIC before **5pm Friday 31<sup>st</sup> August 2018**. Written entries should be submitted by Drop Box, OneDrive, Email or alternatively via Australia Post (mail post marked before 5pm Friday 31 August will be accepted) or sent via courier.

When entering the QTIC Prize for Innovation in Tourism, applicants must:

- provide evidence that the innovation is the original work of the entrant and does not infringe on any current patents;
- provide evidence that the innovation has been developed and substantially adopted in the qualifying period (see eligibility);
- be based and/or operate in Queensland and within the Categories (see definition above);
- sign the Statutory Declaration and the Entry Disclaimer;
- **agree to be available for an interview with the judges should they require further information to clarify the eligibility or evidence that the innovation is viable;**
- provide a primary contact from your business or organisation;
- agree to be named in subsequent media releases and be photographed for publicity purposes;
- be available for media and public relations opportunities to assist the promotion of the initiative in the following year;
- answer ALL questions under the headings provided (entrants must state the question then the answer within their submission). Unanswered questions will attract zero points;
- if at any time following the submission of an entry the business being put forward goes into voluntary administration, receivership, liquidation or bankruptcy, the entrant is required to advise QTIC, accepting that the submission will no longer be eligible;
- include evidence of the innovation using images, video, testimonials or other relevant means;
- pay the relevant nomination fee to the Queensland Tourism Industry Council.



## HOW TO APPLY

All applicants must submit a nomination followed by a written submission.

1. Applicants are asked to read the conditions of entry and eligibility before nominating on the QTIC website - [www.qtic.com.au](http://www.qtic.com.au)
2. Nominations will remain open till the submission due date – **31 August 2018**. Once you have nominated successfully, you will receive a tax invoice for your payment via email and a confirmation email from QTIC. *If you do not receive this email please contact QTIC, it means that your nomination has not been successfully processed.*
3. After nominating, you will need to complete your written submission. This will be judged on the answers to the criteria questions listed under *Assessment Criteria*. These can also be found on the QTIC website.
4. Criteria questions must be answered in a Microsoft Word document or PDF and should be no more than 2000 words (*excluding graphics, appendix and supporting documents*). This does not include your cover page. Submissions over 2000 words will be penalised through a deduction of points from the overall score.
5. Include the completed Submission Form, signed Statutory Declaration and Entry Disclaimer with your submission via Drop Box, OneDrive, email or alternatively mail. Please advise QTIC your method of submission prior to sending.
6. All submissions must be received by 5pm **Friday 31 August 2018** via Drop Box, OneDrive, email or alternatively mail.
7. Applicants must provide evidence (e.g. images or videos) of their innovation. Images can be included in the appendix or supporting documents.
8. The winners and runner-up will be announced at a tourism industry event on Wednesday **27 September 2018** at Emporium, South Brisbane. Please keep an eye on the [QTIC Events](#) page for further details.



## ASSESSMENT CRITERIA

All questions must be answered in a Microsoft Word document or PDF. Please state the question, then your answer. A word limit of 2000, excluding titles, graphics and supporting documents applies.

For media purposes only tell us your innovation in 100 words or less.

### QUESTION 1. (no points allocated)

Please provide information for the following questions:

- **DESCRIPTION OF YOUR BUSINESS AND PRODUCTS:**
- **BUSINESS SIZE:**
- **LOCATION OF BUSINESS:**
- **LENGTH OF BUSINESS OPERATION (Years):**
- **WHAT MARKETS DOES YOUR BUSINESS TARGET?**
- **WHO ARE YOUR COMPETITORS?**
- **WEBSITE CAPABILITY**

Please provide any marketing collateral that may support your innovation and business profile.

### QUESTION 2. (30 points)

How have you changed your product(s), service(s) or process(es) to improve your tourism or tourism related business?

*Tip: What is your innovation and why is it unique? You must outline if it is a significantly improved process or product or something entirely new. Provide evidence to support claims.*

### QUESTION 3. (30 points)

How did your business implement the change?

*Tip: How did you train your staff? How did you roll out the new product? Include what reason lead to the innovation development*

### QUESTION 4. (30 points)

How did your business improve as a result of the innovation?

*Tip: Was the benefit financially, workforce related, social etc? Use evidence to support your claim e.g. graphs, pictures, testimonials*

### QUESTION 5. (10 points)

Explain how your innovation has or will have benefit to the wider tourism industry?

*Tip: This could include environmental sustainability, customer relations, staff productivity etc.*



## JUDGES' DECISION

All entries are independently scored by a panel of judges, all of which have experience in business development and are ambassadors for innovation. The decisions of the judging panel will be final. 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.

## WRITTEN SUBMISSION

The submission must be formatted as follows:

- Page Size:** A4 (297 x 210mm)  
**Font:** Calibri, Times New Roman or Tahoma  
**Font size:** 12 (excluding in-graph or table text)  
**Layout:** State the question then your answer. All questions must be answered.
- Cover Page:** A cover page must be included with the written submission and must be clearly marked with the following:
- 2018 QTIC Prize for Innovation in Tourism
  - Business and trading name (if relevant) of the entrant
  - An image(s) representative of the innovation and/or business entered

## LODGEMENT DETAILS

The written submission must be received by either Drop Box, OneDrive, email, or alternatively mailing a USB with the following documents to the address below:

- Submission Form
- Signed Statutory Declaration
- Signed Entry Disclaimer

### **Post**

Queensland Tourism Industry Council  
 PO Box 13162, George Street  
 BRISBANE QLD 4003

### **Delivery**

Queensland Tourism Industry Council  
 Level 5, 189 Grey Street  
 South Brisbane QLD 4101

If you require any assistance with your application or have any questions please contact Ainsley Millar on 07 3236 1445 or [events@qtic.com.au](mailto:events@qtic.com.au)





## QTIC Prize for Innovation in Tourism 2018

### SUBMISSION FORM

*(Please note, this is not a nomination form)*

**SUBMISSIONS DUE: 5pm Friday 31 August 2018**

Name of Organisation:	
Trading Name (if relevant):	
ABN	
First Name:	Last Name:
Position:	

Membership status <i>are you a member of QTIC or any other organisations:</i>
Accreditation status <i>are you accredited and through which programs:</i>

Business Address:	
City:	Postcode:
Tourism Region:	

Postal Address:	
City:	Postcode:

Contact Number:	Mobile Number:
Email Address:	

## STATUTORY DECLARATION

**Please sign and authorise the below statements**

I, hereby agree that the statements in this submission are in agreement with the accounts and records of the business.

The applicant warrants that all statements made within this submission are true and correct and are not misleading or deceptive. This applies to all statements made by the applicant, whether before or after the submission of an application.

I make this solemn declaration conscientiously believing the same to be true.

<b>Name :</b>	<b>Position:</b>
<b>Organisation:</b>	
<b>Signature:</b>	<b>Date:</b>

## ENTRY DISCLAIMER

I hereby authorise the use and/or reproduction of images and/or video provided with this entry by Queensland Tourism Industry Council (QTIC) in relation to any editorial/advertising purposes in conjunction with the 2018 Prize for Innovation in Tourism.

QTIC and members of the judging committee cannot be held responsible for any damages or loss of materials that are submitted. It is strongly recommended that photos and videos must be first copies/duplicates and not originals.

In no event will judges be held responsible for any comment, viewpoint or expression, whether express or implied, concerning the standard or quality of an entrant's submission.

I agree not to bring any claim against any of the judges or QTIC in relation to judges' feedback on my submission.

I agree that judges' decisions are final and that no correspondence will be entered into concerning such decisions.

I understand that information in my submission will be kept confidential between QTIC and the judging panel except for the purpose of media releases and public relations services. If there is Intellectual Property (IP) that you would like to be kept confidential, please advise QTIC.

**I have read and accept the Entry Disclaimer (above).**

<b>Name :</b>	<b>Position:</b>
<b>Organisation:</b>	
<b>Signature:</b>	<b>Date:</b>