

QUEENSLAND TOP TOURISM TOWN AWARDS



The Queensland Tourism Industry Council is excited to present a new Tourism Award Program in 2021 to recognise Queensland's diverse and outstanding regional destinations.

QTIC's Top Tourism Town Awards aim to recognise and reward towns:

- ❖ that offer an amazing visitor experience
- ❖ where tourism operators, businesses and the local community work together to make their town the best destination it can be
- ❖ who demonstrate a strong commitment and encourage tourism and increased visitation

There are two Awards in the 2021 Program:

- ❖ Top Tourism Town Award – those with a population over 5,000
- ❖ Small Tourism Town Award – those with a population below 5,000

The program is being introduced in each state and territory as a new initiative this year, in parallel with but separate from the Australian Tourism Awards series.

State winners will have the opportunity to represent Queensland at the National Awards and be named Australia's Top Tourism Town!

Our towns support local businesses and local jobs, and keep our regional communities thriving. The QTIC Top Tourism Towns is an opportunity for Regional Tourism Organisations, Local Tourism Organisations, and Councils in conjunction with their accredited Visitor Information Centre to showcase their local town as great visitor destinations, be recognised, and raise awareness of what's special and unique about their part of Queensland!

WHO CAN NOMINATE

Nominations will be accepted by an accredited Visitor Information Centre. Visitor Information Centres are encouraged to work with their Regional Tourism Organisation, Local Tourism Organisation, Council or committed group of local operators.

The name of the Visitor Information Centre does not need to be the name of the town making the submission, but must have the remit of the town and be authorised to make the nomination on behalf of the town.

Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.

- o Top Tourism Town Award - those with a population over 5,000 people
- o Small Tourism Town Award – those with a population under 5,000 people
- o Census data from the ABS (www.abs.gov.au/) should be used to determine population size

Nominations and submissions must be made via the Quality Tourism Framework website.

In the event multiple nominations are received from the same town, QTIC will advise all the nominees and urge them to collaborate around their entry. QTIC will have ultimate discretion to accept only one nomination from each town.

KEY DATES AND PROCESS

<p>Nominations Open</p> <ul style="list-style-type: none"> • Nominations open (expression of intent to enter) via online.qualitytourismaustralia.com. • QTIC will invoice the nominee the entry fee of \$150.00 (including GST) 	<p>Tuesday 19 January 2021</p>
<p>Nominations Close</p> <ul style="list-style-type: none"> • Nominations forms must be completed by 5pm, 23 February, 2021 	<p>Tuesday 23 February 2021</p>
<p>Submissions Close</p> <ul style="list-style-type: none"> • Entries including Editorial Article, Itinerary and Video can be received and uploaded via online.qualitytourismaustralia.com any time up to 5pm, 30 March 2021. An expert panel of experienced tourism professionals will review and score each entry. 	<p>Tuesday 30 March 2021</p>
<p>Consumer / Public Voting Period</p> <ul style="list-style-type: none"> • All entrants that reach a score of 75% from the judges will be deemed a finalist and proceed to the public voting component of the awards process. 	<p>Sunday 11 April to 26 April</p>
<p>Queensland Winners Announced</p> <ul style="list-style-type: none"> • Queensland’s Top Tourism Town and Small Tourism Town will be announced May 2021 (date and details to be determined) 	<p>May 2021</p>

ENTRY REQUIREMENTS

Complete a nomination form by 23 February via online.qualitytourismaustralia.com.

Please sign up for an account if you don't already have one.

If you already have an account in the Quality Tourism Australia Portal your login details will remain the same. If you cannot remember your password hit 'forgot password' to reset.

When entering the Portal please click on the 'Continue to Awards' button under Australian Tourism Awards.

Please select the Award Category **Small Tourism Town** or **Top Tourism Town** under Queensland Tourism Awards. **PLEASE NOTE:** The Top Tourism Town Awards are run separately to the Queensland Tourism Awards, they sit within the Portal together for administrative purposes only.

Cost for entry is \$150.00 (includes GST). QTIC will invoice the nominee.

Entrants are then required to submit the following items by close of business, Tuesday 30 March 2021.

1. Editorial Article

- A short editorial article on why visitors should come to your town or city and what they could experience during their visit.
- The article must not be more than 500 words and entrants must submit both a Word and PDF version of the article.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six high-resolution PDF images.
- All images must be free of copyright and will be used during the Awards presentation and on certificates.

2. Video

- A 30 second – 2 minute promotional video which highlights the key attractions and experiences in the nominated town or city.
- The video must be submitted in MP4 format and must be wide-screen and high-definition.
- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

3. Visitor Itinerary

- A 3 to 4 day self drive itinerary for a defined target market e.g. two adults and two children.
- Entrants must submit both a Word and PDF version of the itinerary.
- Include accommodation and activities for between three and four days.
- The itinerary should start and finish in your town and showcase your local and nearby attractions, experiences, accommodation and dining options.

JUDGING AND CONSUMER VOTING

A panel of 3 judges will review the written submission and score individually.

All entrants that reach a score of 75% from the judges will be deemed a finalist and proceed to the consumer voting component of the award process, which will be hosted on a website to be advised.

The public will then have the opportunity to review your submission details and vote on their favourite town.

The total score of the submission will be made up of:

- 30% score determined by panel of industry judges; and
- 70% score determined by public consumer vote.

The Judges will combine the written score with the consumer voted score to determine the winner.

PRIZES

Top Tourism Town Award winner will receive:

- **\$25,000** Strategic Consulting and Capacity Building package provided by EarthCheck
 - \$10,000 towards destination management, capacity building and programs delivered by EarthCheck's CEO and Founder. This includes facilitation of a workshop for Councilors and staff on destination stewardship and responsible tourism.
 - \$15,000, to cover the cost for 12 months membership to EarthCheck's Sustainable Destination Program including the appointment of a dedicated Relationship Manager for Council.
 - Access to the *Leading Destinations of the World* program.
 - Access to the resources of the EarthCheck Research Institute.
 - Carbon and Net Zero Reporting
 - Click [here](#) for further details about the EarthCheck prize
- Electronic logo
- Town signage artwork
- Top Tourism Town Trophy
- Recognition and promotion as Queensland's Top Tourism Town
- The opportunity to represent Queensland at the National Awards and be named Australia's Top Tourism Town

Small Tourism Town Award Winner will receive:

- Recognition and promotion as Queensland's top Small Tourism Town
- \$7,500 Tourism Consultancy and Development Package provided by The Tourism Group
 - One of The Tourism Group's experienced consultants will visit your town to meet with Council and Tourism representatives to evaluate and determine opportunities to leverage the benefits of the Award, specifically in the area of Visitor Services and Customer Experience. Click [here](#) for further details about The Tourism Group.
- Electronic logo
- Town signage artwork
- Small Tourism Town Trophy
- Recognition and promotion as Queensland's top Small Tourism Town
- The opportunity to represent Queensland at the National Awards and be named Australia's Top Small Tourism Town

Disclaimer

In no event will the judges be held responsible for any comment, viewpoint, or expression whether expressed or implied, concerning the standard or quality of an entrant's submission. With payment entrants agree not to bring any claim against any of the judges, award co-ordinators, QTIC or Award sponsors. Entrants agree that the judges' decisions are final and that no correspondence will be entered into concerning such decisions.

Enquiries

Tracey Capes

Senior Project Officer, QTIC

awards@qtic.com.au

07 3236 1445

Annexure – Tip for Entrants

- The judges or consumers may not know your town or city. Your editorial should be written so that judges and consumers are excited to visit your town/city.
- It is recommended that your nomination be endorsed or made in conjunction with your accredited visitor information centre.
- Do not use acronyms unless you include the full name in brackets following it.
- Your itinerary should be achievable and able to be provided for visitors at all times, not just for your submission.
- You can use any means available to you to create your video, whether it is with a video camera, webcam, iPhone or Go Pro. You may also create a slide show using high-quality images and voice over or music. No budget is required, just your imagination.
- The video should show some of your major attractions or experiences that visitors can experience in your town/city and should include visitors enjoying those attractions and experiences.