



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



WRITING WINNING TOURISM AWARD SUBMISSIONS



TIPS ON PREPARING YOUR SUBMISSION



ABOUT TILMA GROUP

THE DESTINATION FOR REGIONAL TOURISM AND EVENT SERVICES

Tilma Group is a boutique tourism and events agency based in Toowoomba in Queensland.

Operating since 2008, we pride ourselves on providing a first class, personalised service to every client.

We have built our reputation on this promise combined with our many years of tourism, events, marketing and public relations experience.

Tilma Group is proud to work with Local Government Shires and Councils, national corporations, regional tourism organisations, tourism operators, not-for-profits, community organisations, business chambers of commerce and private enterprises.

Our agency has a regional focus and works with businesses and organisations of all sizes primarily across regional Australia.

Our services focus on:

- Destination Marketing
- Event Management
- Tourism Development
- PR and Social Media
- Award and Grant Submissions



MANAGING DIRECTOR, LINDA TILLMAN WAS AWARDED YOUNG ACHIEVER IN THE NSW TOURISM AWARDS 2013 AND HAS BEEN INVITED TO BE A JUDGE AT SEVERAL RECENT VANUATU TOURISM AWARDS TO ASSIST WITH THE DEVELOPMENT OF VANUATU TOURISM.



“ Tilma Group has a reputation for understanding the challenges and opportunities for tourism in regional areas. With their creative insights, intuitive marketing and professional event management know-how, Tilma Group consistently delivers beyond our expectations. ”

- David Sheldon, Elm Cottage

QLD TOURISM AWARDS CATEGORIES

1. Major Tourist Attractions
2. Tourist Attractions
3. Major Festivals and Events
4. Festivals and Events
5. The Steve Irwin Award for Ecotourism
6. Cultural Tourism
7. Qantas Award for Aboriginal & Torres Strait Islander Tourism
8. Specialised Tourism Services
9. Visitor Information Services
10. Business Event Venues
11. Major Tour and Transport Operators
12. Tour and Transport Operators
13. Adventure Tourism
14. The Richard Power Award for Destination Marketing
15. Tourism Restaurants and Catering Services
16. Tourism Wineries, Distilleries and Breweries
17. Caravan and Holiday Parks
18. Hosted Accommodation
19. Unique Accommodation
20. Self Contained Accommodation
21. Standard Accommodation
22. Deluxe Accommodation
23. Luxury Accommodation
24. New Tourism Business
25. Excellence in Food Tourism
26. Outstanding Contribution by a Volunteer or Volunteer Group
27. Young Achiever Award
28. The Marie Watson-Blake Award for Outstanding Contribution by an Individual
- 29 & 30. RACQ People's Choice Award

RULES FOR ENTRY

TILMA TIP: IT IS RECOMMENDED THAT YOU READ THE RULES BEFORE YOU START AND AGAIN BEFORE YOU SUBMIT, MAKING SURE YOU ARE NOT LOSING ANY POINTS FOR SILLY MISTAKES! SOMETIMES THERE IS ONLY 1-2 POINTS BETWEEN THE GOLD AND SILVER WINNERS.

Important 2019 QTA Accreditation Changes:

The Australian Tourism Industry Council (ATIC) will introduce 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 will be known as the Quality Tourism Framework (QTF).

Under the new QTF, there will be changes to requirements for the 2019 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 2019 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 2019.

Accommodation	Star Rating required to enter
Luxury	5
Deluxe	4 or 4.5
Standard	3.0+
Unique	Business standards (QTF Level 1)
Hosted	3.0+
Caravan Park	3.0+
Self-contained	3.0+

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 2019.

3. There is no additional cost for 2019 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.

PLEASE NOTE: The following categories do not require applicants to complete any of the QTF accreditation:

- Outstanding Contribution by a Volunteer or Volunteer Group
- Young Achievers Awards
- The Marie Watson-Blake Award for Outstanding Contribution by an Individual

NOMINATIONS:

ENTRY FEES

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

NOMINATION RULES

1. 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:

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

2. Specialised Tourism Services category is for entrants that are unable to meet the criteria of other categories. Entrants to this category are not permitted to enter any other additional categories.

3. Entrants that commenced operation for the first time in the qualifying period MUST enter the New Tourism Business category.

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

5. Qualifying Period

a. The qualifying period will be based on the financial year in which the Awards are held THAT IS 1 July 2018 to 30 June 2019. All activities, achievements and innovations referred to within submissions must have occurred within this period.

6. Trading Period

a. All entrants must have traded for the entire qualifying period except those entering the New Tourism Business category.

b. Specifically, entrants in the category New Tourism Business must have commenced trading/visitation or service delivery within the qualifying period. No minimum period of trading has been defined for New Tourism Business.

c. 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.

7. Nominated state/territory

a. Entrants must be based or operate in the region, state or territory of their nomination e.g. Queensland.

b. Should a company have branches in more than one state/territory they may choose the most appropriate state/territory to enter based on a single entity. If a company wishes to enter as a group, then they can only enter in one state/territory Awards program and focus on the activities undertaken in that state/territory.

8. Memberships:

You do not need to be a QTIC to enter the Queensland Tourism Awards. However QTIC members do receive discounts on nominations fees and draft review services (should you opt in). For more on QTIC membership please click [here](#)

9. Multiple Products

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

b. 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.

10. Accommodation Categories

a. To be eligible for any of the accommodation categories (17 – 23), 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 2019

Eligibility for each category is outlined below, entrant wishing to enter these categories must obtain in their pre-assessment what is outline below:

Accommodation	Star Rating required to enter
Luxury	5
Deluxe	4 or 4.5
Standard	3.5
Unique	3.5+
Hosted	3.5+
Caravan Park	3.5+
Self-contained	3.5+

NOTE: a business does not need to be officially Star Rated, rather they must demonstrate they meet the specific Star Ratings standard.

Nomination details (nominations close Friday, 31 May 2019) through the Awards Online Program. Please fill out all the available fields that relate to your category.

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, this can be accessed at: <https://online.qualitytourismaustralia.com/>

All submissions must include the following:

1. Nomination details

2. Demonstration of meeting minimum business standards demonstrated via accreditation with QTF Level 1 or Star ratings, if businesses don't have these they must undergo entry level accreditation as part of a question set within their submission.

3. Category questions including supporting images.

4. Word Count

a. The submission will be maximum 12,500 words in length (Food Tourism will be maximum 8,000 words in length)

b. Words within a table are included in the submission word count

5. Images

- a. The submission can include up to 25 images with caption.
 - i. Images can include infographics, charts, graphs and pictures
 - ii. 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.
 - iii. 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.

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 get specific information across – key data or statistical information – but they have not referenced this 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:

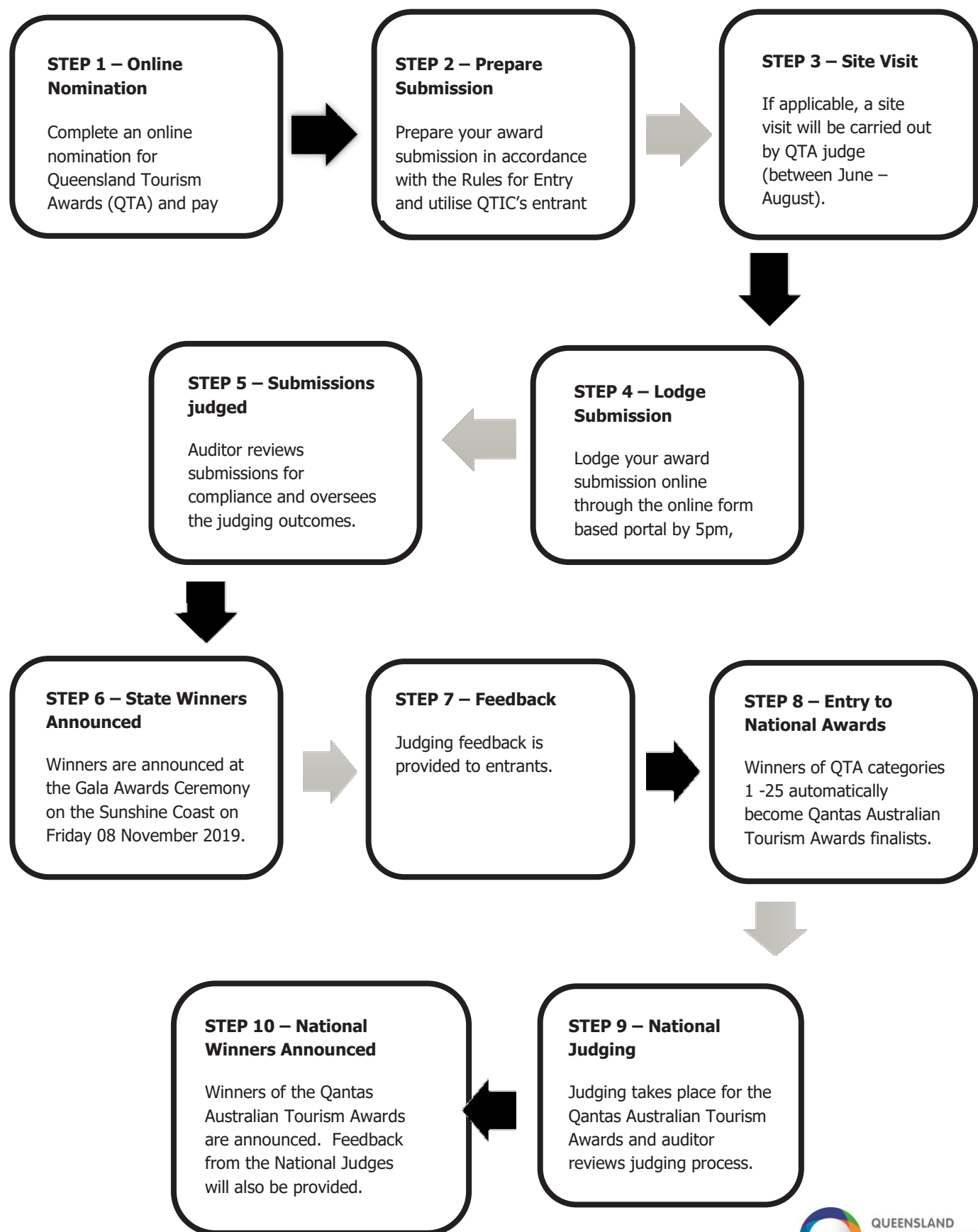
If you were to remove all images, will the judge still be able to get all of the relevant information to be able to award the maximum score?

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 fiction only, they have been created for the sole purpose of demonstrating the correct use of images.

HOW DOES THE AWARDS PROCESS WORK?



PREPARATION IS VITAL

ALLOCATE STAFF TO THE JOB – INVOLVE AS MANY PEOPLE AS YOU CAN (HAVE A BRAINSTORMING SESSION).

CREATE A TIMELINE FOR WHEN AND HOW YOU WILL GATHER ALL THE ELEMENTS OF YOUR SUBMISSION.

ALLOW 10 DAYS TO PROOF AND HAVE AS MANY OTHER PEOPLE AS POSSIBLE PROOF.

READ THE RULES OF ENTRY A FEW TIMES PRIOR TO COMMENCING AND THEN READ THEM AGAIN BEFORE SUBMITTING.

ALWAYS START BY DOING THESE THINGS WELL IN ADVANCE

- Make yourself familiar with the submission questions, program rules, qualifying period, terms and conditions.
- Review and update your Business Plan, Marketing Plan, Customer Service Policy and website(s) regularly for help in compiling your submission. Remember to add in any goals, strategies and outcomes applicable to the qualifying period and to involve your colleagues in this process.
- Make sure you keep accurate data and statistics, and that you are familiar with current tourism trends.
- Keep track of your involvement in your local, regional, state and national tourism industries e.g. collaborative marketing, working groups, tourism awards, packaging, events etc.
- Make a note of any innovations that have taken place in the qualifying period, which demonstrate your commitment to improving your tourism product (the experience) or service.
- Keep a record of staff training/development (including conferences, workshops and events) and how this has improved the service provided to visitors.
- Review the innovative marketing strategies you've implemented during the qualifying period and record the success of these tactics (important!). In doing this, compile a folder of sample collateral including brochures, media releases, blogs, engaging social media posts, images, newsletters, media clippings, PR.
- Set up (or update the) systems you use to record data e.g. visitor numbers, bookings etc. If you can generate (or compose) a report which reveals trends and tallies relevant to the qualifying period, that would be great!
- Record and monitor visitor satisfaction by tracking the feedback you have received from your visitors. This includes compiling quotes, testimonials and letters of thanks to include in your submission and, reviewing feedback received via TripAdvisor, social media, visitor books, etc. In doing this, identify any areas which require particular attention and a system for addressing feedback.
- Develop a list of ways in which your operation has contributed to the local economy during the qualifying period e.g. employment, purchase of goods and services, events etc.
- Consider how the requirements of your Ecotourism Australia certification can help you in compiling your submission. You may be asked about your power or water consumption, the energy saving measures you have in place etc.
- Collate 25 high resolution 'hero-shots' for use within the submission (or as attachments).
- Ensure your electronic files are clearly labelled, easily accessible and that you have access to a secure file transfer system, which you can share with external contractors.

TIPS ON WRITING YOUR SUBMISSION

GENERAL TIPS AND HINTS

- ☐ Always refer to the points allocated to each part of the questions and ensure you spend the relevant amount of time on each accordingly. Remember, there is often only 1-2 points between gold and silver.
- ☐ Use images throughout, but ensure they are relevant to the question they are positioned with and include a caption that tells the story.
- ☐ Images and testimonials throughout your submission will help break it up and add substance to your response - just make sure they are relevant.
- ☐ Judges love tables! They make it easier for the judge to read and interpret. Sub headings and dot points are also good!

Note: The following questions are based on the Major Tourism Attractions category as a guide, but are relevant to many of the categories.

QUESTION 1. TOURISM EXCELLENCE

AFTER READING YOUR ANSWER THE JUDGES SHOULD HAVE A REALLY GOOD INSIGHT INTO YOUR OVERALL BUSINESS. AS THIS IS THE VERY FIRST THING A JUDGE WILL READ ABOUT YOUR PRODUCT, YOU WANT THEM EXCITED AND INTERESTED TO KNOW MORE.

a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature and history of the business. (This question is worth 6 points)

- ☐ Take care to ensure you have entered the right category and that your response aligns to the category descriptor. Failure to demonstrate your eligibility will be reflected in your score.
- ☐ Refer to the ABOUT US section of your website as this may assist with this response.
- ☐ Judges will want to know how and when the business started, who works in the business, where it is located and how it has developed over the years.
- ☐ A map will be helpful here.
- ☐ Consider providing some insight into your submission as well, use it as a selling piece for the reader. Use enticing language.
- ☐ If relevant, acknowledge the traditional owners of the land
- ☐ Use a creative writing style here and grab the judges attention - remember, they have to read 30 pages of approximately 30 submissions so make it enjoyable for them!
- ☐ Use an image that really showcases your core experience in this response

b) What tourism products, experiences and services do you offer visitors? (This question is worth 4 points)

- ☐ The focus of this question is tourism and only tourism
- ☐ This is a follow on from part a and allows you the opportunity to provide more specific insights about the business
- ☐ Once again, you may be able to refer to your website for inspiration here.
- ☐ We suggest you use a table for this response
- ☐ Be sure to include images in this area
- ☐ Break up the response under sub headings - products, services, experiences
- ☐ You may also wish to divide up each of the above sub areas under business divisions e.g. restaurant, accommodation, tours

c) Describe your commitment to tourism excellence. (This question is worth 4 points)

- ☐ Explain your values, philosophy and commitment to excellence
- ☐ Consider what makes you stand out from other operators/competitors.
- ☐ Have you entered into any awards or had any other successes to highlight your commitment?
- ☐ Consider results on TripAdvisor and other ratings-based platforms - this is useful to back up your claims around excellence
- ☐ This is also where accreditations should be mentioned as they highlight your commitment to excellence

d) Describe your involvement in the tourism industry. (This question is worth 4 points)

- ☐ Explain how you have been actively involved with and contributed to the tourism industry locally, regionally and nationally.
- ☐ This response works well as a 2-column table with sub headings for local, regional and national
- ☐ Consider memberships, participation in cooperative marketing, sitting on committees or boards, representing the region at consumer/trade events, hosting famils, etc
- ☐ In addition to stating what you have done, you should aim to also measure some of this success from the involvement.
- ☐ A quote from a respected industry stakeholder to back up this response would work well here

QUESTION 2. BUSINESS PLANNING

DIG UP YOUR BUSINESS PLAN AND HAVE IT HANDY WHEN ANSWERING THIS QUESTION. IT MAY EVEN BE AN OPPORTUNITY TO REVIEW AND UPDATE YOUR BUSINESS PLAN AS PART OF THE PROCESS - THIS IS NEVER A WASTE OF TIME!

a) Provide an overview of the key features of your business plan including goals, strategies and outcomes. (This question is worth 6 points)

- ☐ Introduce this section with your mission and/or vision statement.
- ☐ A 3-column table would be useful here to display the information - goals, strategies, outcomes
- ☐ Make sure you use measurable and time-bound goals and outcomes e.g. Increase school group and education bookings by 20% from June 30 to July 1.
- ☐ Although not essential an outline of your financials would add value to this response, particularly to back up success
- ☐ Try to factor in a mixture of your business goals and even use sub headings in your matrix - financial, operational, human resources, product development, marketing, general.

b) Describe any innovations that have taken place during the qualifying period to improve your tourism business and demonstrate how these innovations enhance your tourism experiences/services. (This question is worth 6 points)

- ☐ This is a 2-part question - make sure you answer both parts by breaking it down.
- ☐ An innovation can be defined as "The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes." (Source: Australian Bureau of Statistics).
- ☐ Be sure to include the impact the innovation had on your business and the experience for the customer!
- ☐ A 3-column matrix will work best for this response - innovation, impact on business, how it's enhanced experience/service
- ☐ Consider things like upgrades, implementation of any partnerships and HR changes that your business has benefited from.

c) What investment has been made in staff training and development and how has this improved the services provided to your visitors? (This question is worth 5 points)

- ☐ Describe your commitment to training as the introduction
- ☐ A 3-column matrix will help you break down all of the training under sub headings - training & development, details, how it has improved guest services
- ☐ How do you ensure you and/or your staff gain the correct knowledge and skills to carry out their job?
- ☐ Investment does not need to be financial - consider breaking it down under sub headings (Recruitment & Induction, On the job, Formal training, Informal training)
- ☐ Especially from a compliance perspective what training has been undertaken e.g: first aid.
- ☐ Identifying the financial value as a percentage of your marketing budget gives a good understanding of the value of training.

d) Describe the main risks for your tourism business and the risk mitigation measures you have implemented. (This question is worth 5 points)

- ☐ Consider all aspects of business risk not just workplace health and safety.
- ☐ Create a 4-column table - risk, mitigation strategy, likelihood of the risk happening, risk level of impact (high, medium, low).
- ☐ Break up risks under sub headings - marketing risks, operating risks, financial risks, WH&S.
- ☐ If you can use a case study to showcase how your risk management strategies have been put into practice you will boost your response.

QUESTION 3. MARKETING

GRAB YOUR MARKETING PLAN (OR CREATE ONE) BEFORE STARTING THIS SECTION. THINK ABOUT ALL THE THINGS YOU HAVE DONE IN THE LAST 12 MONTHS AND WHAT YOU PLAN TO DO IN THE COMING MONTHS - INVOLVE YOUR TEAM!

a) Who are your target markets? (This question is worth 4 points)

- ☐ This question seeks to understand who you have aimed your marketing towards.
Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations. You need to show that you know everything about your audience!
- ☐ You can boost this response by including pie charts to show a breakdown of what each of the markets contribute to your overall business.

b) How do you know your product/service meets the needs of your target markets? (This question is worth 4 points)

- ☐ What research have you conducted or used to determine your target markets? How do you know the target markets you identified in Q 3 a) are right for you?
- ☐ Show evidence to support you are meeting your target market needs e.g. visitor feedback, TripAdvisor reviews.
- ☐ Always ensure that you only refer to the markets identified in part a - never introduce a new audience part way through your answer.

c) What are your unique selling points and demonstrate how you communicate these to your target markets? (This question is worth 5 points)

- ☐ What makes you different from your competitors? Consider for example; size, location, exclusivity, services, facilities.
- ☐ What methods do you use to communicate these to the target markets you have mentioned in Q 3 a)?
- ☐ A competitor analysis would be beneficial in this response as it shows that you understand who your main competitors are and how you are different.
- ☐ Following the competitor analysis outline your unique selling points in a 3-column table format - target markets, USPs, how USP's are communicated.

d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business. (This question is worth 5 points)

- ☐ What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps, trade, PR, etc
- ☐ The response needs to focus on innovative approaches to marketing.
- ☐ Always provide evidence in support of your success - e.g.: external website bookings figures
- ☐ Make this a 3-column table format is recommended for this response - media, strategy, target markets.

d) Demonstrate the success of the initiatives outlines in (d). (This question is worth 5 points)

QUESTION 4. CUSTOMER SERVICE

INVOLVE YOUR FRONT OF HOUSE STAFF IN THIS SECTION!

a) Describe your customer service philosophy/values. (This question is worth 5 points)

- ☐ Start this response by noting what your customer service policy is and outlining the company culture that drives quality customer service
- ☐ Consider the systems and procedures you have in place to deliver outstanding service.
- ☐ How do you make an effort to understand visitor needs, welcome them, respect them, thank them and do business with them? Include a case study if that helps get your message across!
- ☐ Aim to back up this response with a testimonial from a guest or staff member

b) Explain how you provide for visitors with specific needs. (This question is worth 5 points)

- ☐ Demonstrate how you consider visitors' special and specific needs, remembering that this is more than 'special needs' or disabled facilities.
- ☐ Think about who your customers are and their specific requirements, being sure to link it to the target markets mentioned in question 3a.
- ☐ Set this response up as a 2-column table - specific needs, services offered
- ☐ Take into consideration non-English-speaking guests, children/families, backpackers, coach groups, elderly people, corporates - they all have specific needs that you need to consider.
- ☐ An opportunity here to discuss a case study based on special needs. Select one that really highlights how you go out of your way to satisfy all specific needs.

c) Describe how you measure customer satisfaction and identify areas for improvement. (This question is worth 5 points)

- ☐ What processes do you have in place to understand how your customer feels about your product/service? For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.
- ☐ Consider providing a case study/example where you have implemented a change based on customer feedback.
- ☐ Include detail around how you identify areas for improvement, what processes are in place to monitor feedback - how often, who monitors, is feedback then provided to staff etc.

d) What processes do you have in place to respond to customer complaints? (This question is worth 5 points)

- ☐ Consider how you receive feedback, for example, telephone, email or User Generated Content such as blogs and TripAdvisor. Explain how you respond to each of these different communication channels.
- ☐ Include a case study on how you have successfully managed a complaint and turned it into a positive

QUESTION 5. SUSTAINABILITY

IF YOU CAN ANSWER THIS QUESTION REALLY WELL YOU WILL BE IN THE FRONT RUNNING! TRY STARTING WITH THIS QUESTION TO REDUCE THE RISK OF RUNNING OUT OF STEAM FOR WHAT IS A VERY IMPORTANT QUESTION.

a) Demonstrate how your business contributes to the local economy. (This question is worth 5 points)

- ☐ Explain how your business financially contributes to the local economy in your region, for example; local purchasing, employing local people, using local trades people and agencies, etc.
- ☐ Consider also your partnerships and collaborations e.g.: sale of local tours
- ☐ If you can put a dollar value on how much you have spent on local supplies and wages etc in a 12 month period it will boost your submission

b) Demonstrate how your business engages with and brings benefits to the local community. (This question is worth 5 points)

- ☐ Consider the social benefits you provide to your local community, for example, supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, working with local Aboriginal and Torres Strait Islander people.
- ☐ Consider what's important to your community and show judges that you understand the priorities of your community and involve yourself in these things.
- ☐ Consider how this results in benefits for your business.

c) Describe how your business cares for the local environment. (This question is worth 5 points)

- ☐ Explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving and measuring water, waste management and energy
- ☐ You may wish to break this up under sub headings - water conservation, waste management, energy efficiency
- ☐ Mention any relevant accreditations
- ☐ Always start by outlining the big ticket items and then the minor ones

TIPS FROM YOUR JUDGES!

JUDGES SCORE WELL FOR:

- Logical, succinct answers
- Quotes or evidence that back up an answer
- Charts and diagrams that explain at a glance
- Pictures which tell a story
- Great ideas and innovation
- A sense of humour

JUDGES SCORE LOW FOR:

- Claims not supported by evidence
- Hard to read entries
- Meandering answers, waffle, padding, too many paragraphs
- Questions not answered fully
- Questions that are not answered at all
- Promising submissions that lose steam towards the end
- Unbalanced submissions - remember each section is worth the same amount of points. Don't use 8,000 words on the first section.
- Poor quality images/maps/graphs
- Inconsistencies in information and facts - this is usually a problem when a submission is written by more than one person



ENQUIRIES:

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