

# 2017 Queensland Tourism Awards

## Frequently Asked Questions



### 1. Why should I enter the Queensland Tourism Awards?

There are many benefits to entering, not only do you get recognised as one of Queensland's best tourism operators it also helps to:

- 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 Qantas Australian Tourism Award for categories 1-25
- Encourage the continual raising of standards among Queensland tourism operators through accreditation and certification;
- Automatic entry into the inaugural 2017 RACQ's People's Choice Awards.
- [Listen to what past entrants have had to say.](#)

### 2. 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 ([Check out the 2016 interviews](#)).
- 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, which airs the weekend of the Gala Ceremony.
- 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 Qantas 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.
- Gold Winners will also receive a Summary Media Report from QTIC following the Gala Ceremony.

### 3. What type of a commitment is the awards process?

Your commitment to the Queensland tourism Awards can be as time consuming as you make it however it is a big task and is best managed as early as possible. By nominating early you give yourself more of an advantage to time manage your submission.

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We encourage all entrants to create a timeline in regards to writing their submission. Nominate early and use that time to plan out how you are going to write your submission. The information that you need to answer the criteria can take some time but if you time manage well and stick to your deadlines you will be fine.

**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.

#### 4. 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. See the QTA timeline [here](#):

#### 5. Do I need to be accredited/certified to enter the awards?

The following categories do **not** require accreditation/certification to be eligible:

- Major Festivals and Events
- Festivals and Events
- Specialised Tourism Services
- The Richard Power Award for Destination Marketing
- Tourism Restaurants and Catering Services
- Excellence in Food Tourism
- Outstanding Contribution by a Volunteer or Volunteer Group
- Young Achievers Awards
- The Marie Watson-Blake Award for Outstanding Contribution by an Individual

#### 6. How do I become accredited/certified to enter?

Entrants in applicable categories don't need to be accredited/certified when they nominate, but they do need to be accredited by time submissions are due (21 August). Entrants also need to have renewed their accreditation/certification if it is set to expire prior to 21 August 2017.

[Click here](#) to view the full list of QTA endorsed programs.

#### 7. 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 [here](#). If you still aren't sure please do not hesitate to contact the QTIC team who can assist is lining you up in the right category. Email [awards@qtic.com.au](mailto:awards@qtic.com.au) or call 07 3236 1445

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### **8. 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.

- Webinars for first time entrants (April and May);
- Workshops in regions;
- One-on-one mentoring (in person and via skype);
- Your Guide to Writing an Award Winning Submission;
- Paid submission review;

To access and register for any of these program please [click here](#)

### **9. 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 2017 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 Awards Online Program. .

- Nominations close 1 June 2017
- Submissions due 21 August 2017

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

### **10. Is there someone out there who I can consult about my submission or someone who can assist in writing it?**

Click [here](#) for a number of consultants who have experience in writing Queensland Tourism Award submissions.

In July/August – QTIC will once again offer a Paid Submission Review Service (for a fee), if you would like to take up this opportunity. 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.

### **11. What are some of the costs associated with the Queensland Tourism Awards?**

- Entry fees are listed [here](#)

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 \$200) plus accommodation/travel if required.

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### 12. What is the new submission process going to look like?

The Australian Tourism Industry Council (ATIC), owner of the Australian Tourism Awards, is excited to announce that in 2017 a new online Awards program will be introduced, incorporating a complete online entry process for each State/Territory.

The notable change going forward is the move from a .pdf submission process to a web-based 'form' which businesses will complete online (will also be able to save and continue at any time). For those entrants who have entered previously, this means you will no longer need to conform to formatting rules, page limits and page layouts. Instead of the previous 30 page limit, there will now be a maximum word limit and image upload limit. Refer to the [Rules for Entry](#) for more information.

\*QTIC will demonstrate how to use the new system in upcoming webinars in April and May (as well as in regional workshops).

### 13. What is the RACQ People's Choice Award?

Thanks to the support of RACQ, we have launched a People's Choice Award – all entrants who have entered a submission in categories 1 -25 (except Cat. 14 Destination Marketing), will automatically be entered into the RACQ People's Choice Award.

This category 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.

In its inaugural year, the RACQ People's Choice Award will be split over two categories – Experiences/Services and Accommodation - with voting open to the public and managed by RACQ.

A Gold winner only will be announced for both segments based on the highest number of votes they each receive.

Voting will open once submissions have closed in August and will close by Friday, 15 September 2017. More details will follow.

### 14. How do I enter the RACQ People's Choice Awards?

All completed submissions that have been entered by the due date of Monday, 21 August, will automatically enter the RACQ's People Choice Award (**excluding entrants in categories 14, 26, 27 & 28**).

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### **15. 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 having 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.

### **16. Is a winner for every category announced at the Gala Awards Ceremony?**

Sometimes, no. A minimum percentage/score must be achieved for a gold, silver and bronze winner to be announced in a category. Also, a single entrant category does not guarantee the entrant as a winning entry.

All submissions are independently scored by three members of the judging panel. Results are correlated by an Independent Auditor and Chair of Judges and an agreement reached on the winner with the judging panel.

### **17. What is the Gala Awards Ceremony like?**

Check out our [2016 Highlights Package](#) which showcases the tourism industry's night of nights!

### **Any more questions?**

Please contact the QTA team:

07 3236 1445

[awards@qta.com.au](mailto:awards@qta.com.au)

[www.queenslandtourismawards.com.au](http://www.queenslandtourismawards.com.au)