



ELIGIBILITY – ACCREDITATION/CERTIFICATION

As of 2016, entrants in certain categories are required to be accredited or certified by a recognised program. This accreditation or certification will be in addition to the legal requirements necessary for operation of your business (e.g. registrations for vehicles and equipment, licence requirements for employees).

The following programs are recognised by the Queensland Tourism Awards:

- Australian Tourism Accreditation Program (ATAP) -[10% discount available until 1 June](#).
- Various Earthcheck programs. Discounted rate available for QTIC members for [Earthcheck Evaluate](#).
- Climate Action Certification (Ecotourism Australia)
- Eco Certified Tourism (Ecotourism Australia)
- Respect Our Culture (Ecotourism Australia)
- Visitor Information Centre Accreditation
- China Ready and Accredited
- National Accommodation Recreation and Tourism Accreditation (NARTA)
- Caravan Industry Association of Australia National Accreditation Program
- Star Ratings Australia
- International Customer Service Standard (ICSS)
- Gold Anchor Accreditation

Due to the existing business development components, businesses that are part of the following groups are automatically eligible to enter the Awards program:

- Accor Hotels
- BIG4 Holiday Parks
- IHG (InterContinental Hotels Group)
- Luxury Lodges of Australia
- YHA Australia

For detailed information please click [here](#) to access your Guide to a list of Accreditation and Certification programs recognised by the Queensland Tourism Awards.

PLEASE NOTE: The following categories do not require accreditation or certification to enter the Awards:

- 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

Rules for Entry



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Rules for Entry:

All entrants must adhere to the following rules and guidelines.

NOMINATING FOR CATEGORIES

You are encouraged to enter the category that best reflects your core business. If you are entering more than one category, a separate and complete nomination and submission must be submitted electronically for each category. Entrants may only enter one submission in any one of the following group of 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** – either category 17, 18, 19, 20, 21, 22, 23,
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- 1. **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.
 - 2. Entrants that commenced operation for the first time in the qualifying period **MUST** enter the New Tourism Business category.
 - 3. Entrants cannot change categories after the closing date for submission in the state/territory tourism awards in which they have entered.

ENTRY RULES

- 1. **Qualifying Period**
 - a. The qualifying period will be based on the financial year in which the Awards are held E.g. **1 July 2017 to 30 June 2018**. All activities, achievements and innovations referred to within submissions must have occurred within this period.
- 2. **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.
- 3. **Nominated state/territory**
 - a. Entrants must be based or operate in 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.

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4. Memberships

- a. There is no requirement for entrants to be members of any associations or related bodies except in regard to accreditation eligibility. However, operators should be encouraged to take advantage of accreditation programs where they exist.

- i. Queensland rule of entry from 2016 – entrant must be accredited to enter

5. 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 ATIC) 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.

SUBMISSION RULES

The awards process will be undertaken electronically via an Awards online platform.

All submissions must respond to the following:

1. Nomination details
2. Category questions including supporting images.
3. Word Count
 - a. The submission will be 12,500 words in length
 - i. Food Tourism will be 8000 words in length
 - b. Words within a table are included in the submission word count
4. Images
 - c. 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.
5. 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.
6. 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 exposure at the presentation ceremony and in official advertising and publications. (Note: 500 dpi files in a JPEG format are required).

Note: The national awards event production prefers high-resolution images (1920x1080 in dimensions)

7. A late submission will not be accepted.

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8. An entry cannot be moved into another category following the closing date for lodgement of submissions.
9. If at any time following submission of an entry the business being put forward goes into administration, voluntary receivership, liquidation or bankruptcy, the entrant is required to advise the Queensland Tourism Awards Coordinator and accepts that the submission will no longer be eligible for an award.
10. There is no direct entry into the Qantas Australian Tourism Awards. Only state or territory tourism award winners in categories 1 through 25 will automatically become a finalist in the Qantas Australian Tourism Awards.

11. HALL OF FAME:

Hall of Fame will still be presented to entrants who have won their selected category for three consecutive years, however they can continue to enter the same category until Hall of Fame is reached nationally.

Entrants that are then inducted into the National Hall of Fame are precluded from entering into that specific category at the State level for a period of two years. This updated ruling will also allow Queensland Hall of Fame entrants a greater chance to be inducted into the National Hall of Fame.

For Category 14. Destination Marketing, a Hall of Fame status can be awarded to organisations who enter different campaigns (each year) in this category when they receive three consecutive gold wins (regardless of which campaign is entered).

Site Visits

The purpose of the site visit is to assess the business being nominated and for verification of claims that may be made within the submission. Operations are under no obligation to offer 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.

Site visit judges will ask to see the following:

- Customer Service Policies
- OH&S policies and Risk Management Policies
- Human Resources Policies
- Sustainability Policies
- Marketing Plans
- Business Plans

The absence of these documents will be reflected in the score.

The site inspection is worth 20 points of the total score being added to the submission score.

All entrants will receive a site visit with the following exceptions:

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- **Categories 3, 4 and 8** – Entrants in these categories will be asked to provide relevant documents via email. The allocated judge will call/ skype the entrant direct to discuss requirement. There will be no points awarded.
- **Category 24** – this category will be visited and evaluated but due to the potential diversity of entrants will not be awarded any points.
- **Category 14, 26, 27, 28** – These categories do not undergo a site visit.

Scores from the site visit do **not** apply at the Australian Tourism Awards.

Compliance with Competition Rules

The Australian Tourism Industry Council (ATIC), owner of the Australian Tourism Awards,

Category Descriptor changes:

- Category 8: [see separate criteria sheet](#)
- Category 20: [see separate criteria sheet](#)
- Category 24: [see separate criteria sheet](#)

What do I submit electronically?

- Nomination details (nominations close Thursday, 31 May 2018) through the Awards Online Program. Please fill out all the available fields that relate to your category.
- A description of no more than 100 words of your company/product, which will be used to determine you're eligibility for that category and will also be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.
- Your submission can be added to regularly by logging into the new Awards Online Program, and the final submission must be submitted by COB Tuesday, 21 August 2018.
- On top of the images provided throughout your submission, you will also need to provide ten (10) additional images – jpeg format only, illustrating your business. By supplying these images you ensure maximum exposure at the Gala Awards Ceremony and in official advertising and publications.

Our Assurance

All information submitted is strictly confidential. All persons, for example Tourism Awards Coordinators and judges, who may come into contact with your submission, are each required to sign a confidentiality agreement and at no time will your submission be downloaded.

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Lodgement

Please ensure your submission is lodged electronically to the portal
by 5pm, Monday 21 August 2017.

Please note: late entries will not be accepted.