

Rules for Entry:

All entrants must adhere to the following rules and guidelines.

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.

6. 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.

7. 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)

8. A late submission will not be accepted.

9. 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).

10. RACQ Hall of Fame:

The RACQ People's Choice Awards Hall of Fame. Entrants who win the RACQ People's Choice awards two years consecutively. Will not be a part of the voting the following 2 years.

COMPLIANCE WITH COMPETITION RULES

The Licensee, with Chair of Judges reserve the right to withdraw submissions if an entry has not compliant with the rules.

All submissions must be reviewed for compliance with the submission guidelines. This must be undertaken initially by the award coordinator, however the withdrawal of a submission should be reviewed and implemented by the Chair of Judging and the Auditor.

All entrants must clearly demonstrate how they meet the eligibility requirements of each respective category that they choose to enter in Q1. If this is not adequately demonstrated then that entrant may be disqualified.

For example:

- Tour & transport – the two categories are separated by the number of F/T equivalent employees

INSOLVENCY OF AN ENTRANT

At any time, following submission of an entry in the Australian Tourism Awards, but prior to the presentation ceremony, should the business become insolvent or place the business under administration, the entrant is no longer eligible to receive an award.

If prior to the presentation ceremony then the next national finalist shall be elevated to the status of winner.

If, following the presentation ceremony, the business returns to solvency, then the award cannot be reclaimed.

The next state finalist will not be elevated to the status of national finalist.

SITE VISIT

The purpose of the site visit is for **verification of the business**, not the awards submission. Companies are under no obligation to offer a judge 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 are currently under review and will be release by the end of the nomination period. You will be advised if you business requires a site visit.

The specifics of the site visit are provided to entrants at the time of booking or appointment.

Site visits are not undertaken for national judging.

New business (not yet accredited) through Quality Tourism Framework (Formally ATAP or Star Ratings)

If a business is not yet accredited or does not meet their accreditation requirements of QTF Level 1, they will be required to undertake an awards site visit. By undertaking an awards site visit they will meet the QTF level one site visit certification requirement.

If a business wishes to obtain a higher level of certification, additional questions would be required to be assessed relevant to the level module of certification, separate to the awards site visit process (this could occur concurrently at the states discretion).

Existing Certified Business (not meeting certification requirements)

Level one

If a business is certified at level one but is not meeting the QTF Site Visit Certification Requirements they will be required to undertake an Awards Site Visit.

The awards site visit would meet the requirements of a QTF level one certified site assessment.

Higher/Other Modules

If a business is certified at a level higher than QTF Level One but is not meeting the QTF Site Visit Certification Requirements they will be required to undertake an Awards Site Visit.

The awards site visit will not meet the higher QTF Site Visit Certification requirements. An independent site assessment will be required to be undertaken (this could occur concurrently at the states discretion).

Site Visit criteria

Site visit judges will ask to see the following:

- HR
- Business & Marketing Planning
- Customer Service
- Business Operations
- Risk Management
- Environmental Management

Site Visit Scoring

Scoring is not compulsory as a national standard, scoring an awards site visit is a state's discretion. If scored the marks are added to the score out of 100 i.e. the total score now available to an entrant would be 120.

The percentage of the total score for the site inspection is outlined below.

- HR – 2/20 (10%)
- Business & Marketing Planning – 5/20 (25%)
- Customer Service – 5/20 (25%)
- Business Operations – 3/20 (15%)
- Risk Management – 3/20 (15%)
- Environmental Management – 2/20 (10%)

Lodgement

Please ensure your submission is lodged electronically to the portal **by 5pm, Monday 19 August 2019.**

Please note: late entries will not be accepted.