



2019 RULES AND REGULATIONS

Nominations

Nominations are made via the Quality Tourism Framework (QTF) online system. This can be accessed at: <https://online.qualitytourismaustralia.com/>

A submission for an award category cannot be made unless a nomination has been made. All entrants must adhere to the rules set out throughout these guidelines.

Entry Fees

Tourism Council WA Member: \$190.00

Non- Member - \$399.00

Categories

- 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:
 - ✓ Attractions – either category 1 or 2;
 - ✓ Festivals and Events – either category 3 or 4;
 - ✓ Tour Operator – either category 11 or 12;
 - ✓ Accommodation – enter category 17, 18, 19, 20, 21, 22 or 23
- 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.
- Entrants that commenced operation for the first time in the qualifying period **MUST** enter the New Tourism Business category.
- Entrants cannot change categories after the closing date for submission in the state/territory tourism awards in which they have entered.
- Accommodation categories will be required to meet a specific star rating, dependent on their category.
Accommodation Proposed Star Rating Required:
 - ✓ Luxury - 5
 - ✓ Deluxe - 4 or 4.5
 - ✓ Standard – 3 +
 - ✓ Unique - 3 +
 - ✓ Hosted - 3 +
 - ✓ Caravan Park - 3 +
 - ✓ Self-Contained - 3 +



Qualifying Period

All activities, achievements and innovations referred to within your submission must relate to the qualifying period: 1 July 2018 – 30 June 2019.

Trading Period

Entrants must have traded for the entire qualifying period. Exceptions apply to the following:

- Entrants in the New Tourism Business category must have commenced trading/visitation or service delivery within the qualifying period. No minimum period of trading has been defined for New Tourism Businesses.
- 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.

Nominated State

- Entrants must be based or operate in the region, state or territory of their nomination e.g. Western Australia.
- 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.

Multiple Products

- 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 may only be used by the corporate entity, not the individual products.
- 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.

Hall of Fame

- Entrants who win the same category three consecutive years in a row at the State Tourism Awards will receive an award and entry into the Hall of Fame.
- Entrants who win the same category three consecutive years in a row at the National Tourism Awards will receive an award and entry into the National Hall of Fame. Entrants that are 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.
Note: The entrant may enter other categories.
- 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)



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 respond to the following:

1. Nomination details
2. Category questions including supporting images
3. Word Count
 - The submission will be maximum 12,500 words in length (8000 words for category 25 & 26. 5000 words for the Individual awards)
 - Words within a table are included in the submission word count
4. Images
 - The submission can include up to 25 images with caption
 - Images can include infographics, charts, graphs and pictures
 - 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.
 - 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. 100 word descriptor. 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.



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 Operators – 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

1. 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. 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:

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

2. The site inspection is out of 20 points. This score will be added to the submission score.



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

- **Categories 3 and 4** – Entrants in these categories will be asked to provide relevant documents via email. The allocated judge will call the entrant directly to discuss any requirements and where applicable will visit their workplace/site office. There will be no points awarded.
- **Categories 8 and 24** – These categories will be visited and evaluated but due to the potential diversity of entrants, no points will be awarded.
- **Category 14, 28 and the individual awards** – These categories will not undergo a site

4. Site visits are not undertaken for national judging.

New business (not yet accredited)

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).