



2020 RULES AND REGULATIONS - BUSINESS CATEGORIES

NOMINATIONS

- Nomination are made via the QTF online system <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 nomination rules and guidelines set out throughout this document
- The nomination collects specific contact information, category selection and agreement to the Awards terms and conditions

ENTRY FEES

- Tourism Council WA Members - \$190.00
- Non – Member - \$399.00

Please note; Entry fees are not refundable should a nominee withdraw from the program. Nomination fees are payable prior to a submission being accepted.

NOMINATION RULES

- Businesses should be accredited to the standard of Quality Tourism Accredited Business (Level 2) under the Quality Tourism Framework to be eligible to enter the WA Tourism Awards. Businesses which have not yet met the standard can complete the requirements during the submission process and will be assisted by an Industry Advisor.
- 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
- 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.



QUALIFYING PERIOD

- The qualifying period will be based on the financial year in which the Awards are held E.g. 1 July 2019 to 30 June 2020. All activities, achievements and innovations referred to within submissions must have occurred within this period.

TRADING PERIOD

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

NOMINATED STATE/TERRITORY

- Entrants must be based or have specific operations in the state or territory of their nomination e.g. Western Australia.
- Should a company have branches in more than one state/territory they may enter the State/Territory awards for the relevant branch for so long as the submission focuses 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 (provided by ATIC) may only be used by the corporate entity, not the individual products.

ACCOMMODATION CATEGORIES

- Accommodation categories will be required to meet accommodation standards specific to their category. It is not a requirement for a business to be officially Star Rated. Alternatively, the online accommodation standards would be used to demonstrate the entrant's pre-assessment rating.
Accommodation category standards required:

5 Star Luxury Accommodation

- Official 5 Star Rated

OR

- A pre-assessment rating of 5 Stars within the Accommodation Standards



4 – 4.5 Star Deluxe Accommodation

- Official 4 or 4.5 Star Rated
OR
- A pre-assessment rating of 4 or 4.5 Stars within the Accommodation Standard

3 – 3.5 Star Accommodation

- Official 3 or 3.5 Star Rated
OR
- A pre-assessment rating of 3 or 3.5 Stars within the Accommodation Standards

Hosted Accommodation

- Official 3 + Star Rated
OR
- A pre-assessment rating of 3 + Stars within the Accommodation Standards

Caravan & Holiday Parks

- Official 3 + Star Rated
OR
- A pre-assessment rating of 3 + Stars within the Accommodation Standards

Self-Contained Accommodation

- Official 3 + Star Rated
OR
- A pre-assessment rating of 3 + Stars within the Accommodation Standard

PLEASE NOTE: Unique Accommodation does not have a Star Rating or Pre-Assessment rating pre-requisite.

SUBMISSIONS

- An entrant must nominate for an award before they can commence preparing their submission.
- Submissions are made via the same system as nominations
<https://online.qualitytourismaustralia.com/>
- All submissions must include the following:
 - Nomination details
 - Demonstration of meeting minimum business standards, relevant to their category. This can be demonstrated via relevant accreditation with the Quality Tourism Framework or as a part of the business standards question set within their submission.
 - Answers to category questions including supporting images.
- Late submissions will not be accepted.



WORD COUNT

- Business Categories 1 – 26 maximum 10,000 words
- Words within a table are included in the submission word count
- It is the responsibility of the entrant to ensure their submission does not exceed the maximum word count.

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.
- A good rule of thumb is 'if you remove the images, will the written word still provide a robust answer'.
- The first six words of an image caption WILL NOT be included in the overall word count.
- Any words within a caption above six words WILL be included in the overall word count.
- 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 for exposure at the presentation ceremony and in official advertising and publications. (Note: 500 dpi files in a JPEG format are required).
- The national awards event production prefers high-resolution images (1920x1080)

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.

COMPLIANCE WITH COMPETITION RULES

- The Licensee, with Chair of Judges reserve the right to withdraw submissions if an entry is 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.



INSOLVENCY OF AN ENTRANT

- At any time, following submission of an entry in the Western 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 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.

SITE VISITS

- The purpose of the site visit is for verification of the business, not the awards submission. The site visit will be prearranged at a mutually convenient time and the judges have a proforma from which they work.
- All businesses will meet the site visit requirements, with the following exceptions:
 - **Categories 3 and 4** - Entrants in these categories will be asked to provide relevant documents via email if necessary. An allocated judge will call the entrant directly to discuss any requirements. There will be no points awarded.
 - **Category 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, 27 and the individual awards** – These categories will not undergo a site visit.
- Site visits are not undertaken for national judging.
- Site visit judges will ask to see the following:
 - HR
 - Business & Marketing Planning
 - Customer Service
 - Business Operations
 - Risk Management
 - Environmental Management

ONLINE REVIEW

- In 2020 an online review will be undertaken to assess the entrant's online activities including:
 - The entrant's website
 - The entrant's social media channels
 - The entrants search engine optimisation
 - The entrants external listing sources
- The online review will account for 5% of the total score available.