

RULES OF ENTRY

18 February 2020



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 nomination rules and guidelines set out throughout these guidelines.

The nomination collects specific contact information, category selection and agreement to the Awards terms and conditions.

ENTRY FEES

2020 fees are yet to be determined.

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. 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.
4. Qualifying Period
 - a. 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.
5. 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.

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- 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.

6. Nominated state/territory

- a. Entrants must be based or have specific operations in New South Wales.
- b. Where a regional awards program is available, entrants must be based in or operate in the region of their nomination.
Specifically, businesses located within a radius of 72 kilometres from the Canberra GPO (53 Alinga Street) should enter the Canberra Region Tourism Awards. Please contact the program manager for further information.
- c. 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.

7. Memberships

Entrants are not required to be a member of NSW Business Chamber to enter the NSW Tourism Awards. However, nomination fees for the NSW Tourism Awards are free for members and tickets to the awards gala event are discounted.

8. 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 and may see value in, for example, securing a win and second placing.

9. Accommodation Categories

- a. Accommodation categories will be required to meet accommodation standards specific to their category.
- b. 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.
- d. Accommodation standards required
 - i. 5 Star Luxury Accommodation
 1. Official 5 Star Rated

OR

 - 2. A pre-assessment rating of 5 Stars within the Accommodation Standards
- ii. 4-4.5 Star Deluxe Accommodation

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1. Official 4 or 4.5 Star Rated
OR
 2. A pre-assessment rating of 4 or 4.5 Stars within the Accommodation Standards
 - iii. 3.5-4 Star Accommodation
 1. Official 3 or 3.5 Star Rated
OR
 2. A pre-assessment rating of 3 or 3.5 Stars within the Accommodation Standards
 - iv. Hosted
 1. Official 3 + Star Rated
OR
 2. A pre-assessment rating of 3 + Stars within the Accommodation Standards
 - v. Caravan Park
 1. Official 3 + Star Rated
OR
 2. A pre-assessment rating of 3 + Stars within the Accommodation Standards
 - vi. Self-Contained
 1. Official 3 + Star Rated
OR
 2. A pre-assessment rating of 3 + Stars within the Accommodation Standard
- e. 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 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, relevant to their category.
 - a. This can be demonstrated via relevant accreditation with the Quality Tourism framework
OR
 - b. As a part of the business standards question set within their submission.

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3. Category questions including supporting images.
4. Word Count
 - a. The submission will be maximum 10,000 words in length for all national aligned categories.
 - b. Words within a table are included in the submission word count
 - c. It is the responsibility of the entrant to ensure their submission does not exceed the maximum word count.
5. Images
 - a. The submission can include up to 25 images with caption.
 - i. Images can include infographics, charts, graphs and pictures
 1. 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.
A good rule of thumb is 'if you remove the images, will the written word still provide a robust answer'.
 - ii. Captions are to be a maximum of 6 words, not included in the overall word count.
 1. 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 your geographical location.
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 for 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.

HALL OF FAME

The Hall of Fame is awarded to an entrant that has won the same category over 3 consecutive years.

The Hall of Fame rules are:

1. Entrants that are inducted into the **National** Hall of Fame are precluded from entering into that specific category at the state/territory level for a period of two years.
 - a. Note: The entrant may enter other categories
 - b. In **NSW**, if an entrant is inducted into the NSW Hall of Fame, and do not win Gold at the National Awards in the same year, then they are precluded from entering into that specific category at the state/territory awards for a period of two years.

COMPLIANCE WITH COMPETITION RULES

1. NSW Tourism Awards, with Chair of Judges reserve the right to withdraw submissions if an entry is not compliant with the rules.
2. 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.
3. 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.
 - a. For example:
 - Tour & transport – the two categories are separated by the number of F/T equivalent employees

INSOLVENCY OF AN ENTRANT

1. At any time, following submission of an entry in the NSW Tourism Awards and 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.
 - a. If prior to the presentation ceremony, then the next state (NSW Tourism Awards)/ national (Australian Tourism Awards) finalist shall be elevated to the status of winner.
 - b. If following the presentation ceremony, the business returns to solvency, then the award cannot be reclaimed.

SITE VISIT

1. 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.
2. All businesses will meet the site visit requirements. The exceptions to this are:
 - a. Categories 3 / 4/ 24 – Due to the seasonal nature of entrants in these categories this may be done via video conference.
 - b. Category 14 – No site verification visit required.
 - c. Businesses that have received an awards or QTF site verification visit within the last three years.
3. The specifics of the site visit are provided to entrants at the time of booking or appointment.
4. Site visits are not undertaken for national judging.

New business (not yet accredited)

1. If a business is not yet accredited or does not meet the relevant accreditation requirements for their category, 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.
2. 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)

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

Higher/Other Modules

1. 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.
2. 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).

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Site Visit criteria

Site visit judges will ask to see the following:

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

ONLINE REVIEW

1. In 2020 an online review will be undertaken to assess the entrant's online activities including;
 - a. The entrant's website
 - b. The entrant's social media channels
 - c. The entrants search engine optimisation
 - d. The entrants external listing sources
2. The online review will account for 5% of the total score available.
3. Scoring of the online review will occur at the State/Territory level only, similar to the site review.