

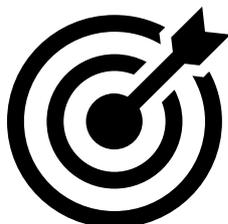
## Rules for use of images within your Tourism Awards Submission

The submission can include up to 25 images with caption.

- Images can include infographics, charts, graphs and photographs
- Any image used must be for the sole purpose of supporting the submission by providing **evidence** in support of the submission.
- Images cannot be used as part of a written response to a question. *A good rule of thumb is if you remove the images, ask yourself 'if the images were removed, will the written response still provide a robust answer?'.*
- Captions of up to 6 words are permitted and are not included in the overall word count.
- Any captions longer than 6 words will count towards the word limit.

Entrants are encouraged to use images and infographics to support and enhance their submission responses, for example:

- Images of marketing placement (social media screen shots, websites, advertisements)
- A map of where you are located within NSW (avoid using a screen shot of google maps!)
- A collage of awards and achievements
- Timelines of significant events in the development of your business
- High quality photographs of your products and services
- Examples of marketing material that support your marketing activities discussed in the submission



***Images throughout your submission help break it up and add substance to your response, however avoid providing anything irrelevant or unexplained.***

All images / infographics must be legible, so that judges are able to easily read their content within the portal. Check they are not pixelated or too small.

Content within an **image** i.e. image of a newspaper article or a screenshot from an online review site with words included is not included in the word count.

## EXAMPLES

In the following examples you will see the correct use of an image/infographic, and an incorrect use.

**The most common error made by award entrants is using an image to provide specific information– i.e. key data or statistical information – but not referencing it in their written component.**

***An image is there to support the submission, not form part of the written component.***

## Checklist when including an image:

- If you were to remove all images, will the judge still be provided with all relevant information to be able to award the maximum score?

- If the answer is no, then you need to consider whether you have used the images correctly.
- If the answer is yes, then it is likely that your use of images is correct.

Below are examples of correct use of images to support response.

### Example 1

In the correct example the breakdown of place of origin of Intrastate Youth Travellers to Smallville was firstly placed into a table, including the percentage share of that market. A pie chart was inserted below to display this information giving the judge an easy visual of this information.

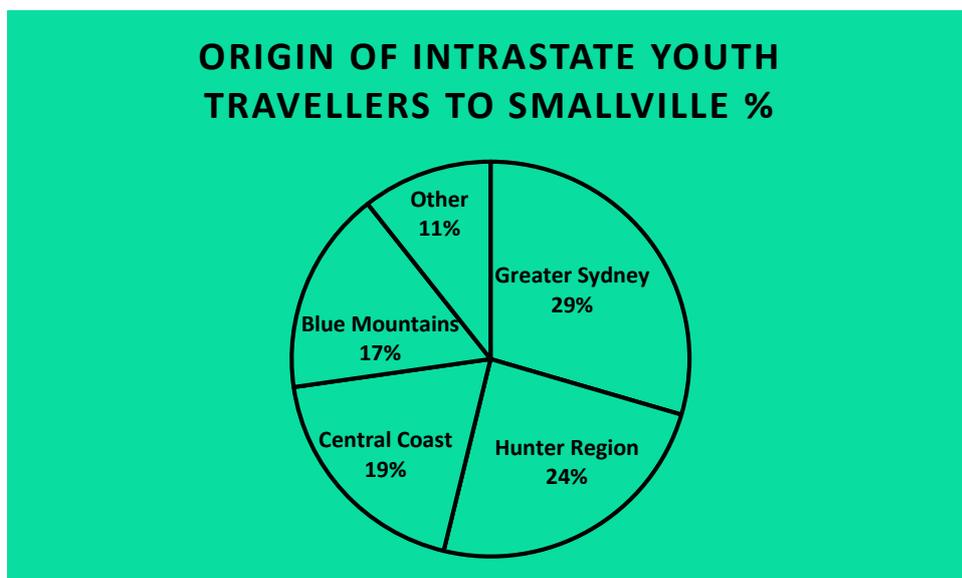
In the incorrect example they have placed all information into an infographic. This would mean that the content itself would not be counted towards their overall wordcount, yet it is content that should be. The use of the infographic in this case is not fitting with the submission rules

### **Correct example 1**

The majority of intrastate youth travellers to Smallville are from regional NSW. Visitors from Greater Sydney make up the largest youth market, followed by Hunter Region, Central Coast and Blue Mountains.

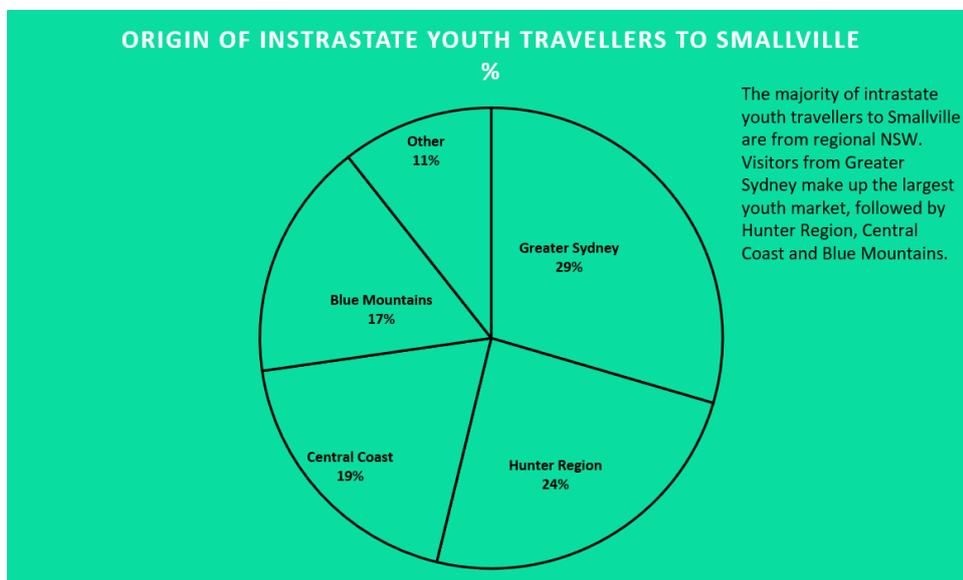
<b>Origin of Intrastate Youth Travellers to Smallville</b>	<b>%</b>
Greater Sydney	29%
Hunter Region	24%
Central Coast	19%
Blue Mountains	17%
Other	11%

The following chart demonstrates the overall breakdown of visitation:



## Incorrect example 1

Youth travellers are from four main areas of New South Wales:



## Example 2

In the **correct** example the business explains its core values via a table and then uses an image to demonstrate where this information is available within their business for staff and customers to see.

In the incorrect example they put all their content into an infographic, which again, would mean that the content itself would not be counted towards their overall wordcount, yet it is content that should be. The use of the infographic in this case is not fitting with the submission rules.

## Correct Example 2

We have six core values that underpin all interactions with customers. These six core values are:

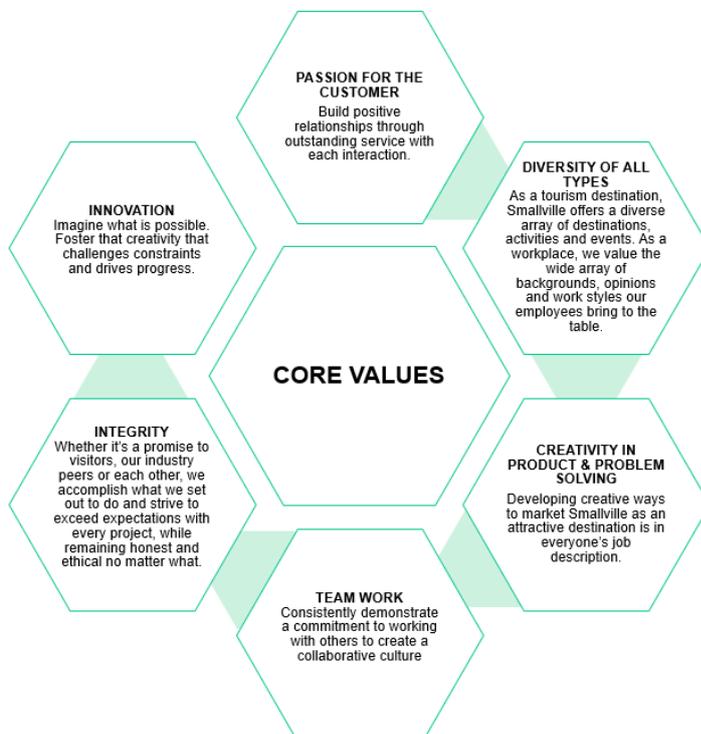
<b>Diversity of all types</b>	As a tourism destination, Smallville offers a diverse array of destinations, activities and events. As a workplace, we value the wide array of backgrounds, opinions and work styles our employees bring to the table.
<b>Creativity in product and problem solving</b>	Developing creative ways to market Smallville as an attractive destination is in everyone's job description.
<b>Teamwork</b>	Consistently demonstrate a commitment to working with others to create a collaborative culture
<b>Integrity</b>	Whether it's a promise to visitors, our industry peers or each other, we accomplish what we set out to do and strive to exceed expectations with every project, while remaining honest and ethical no matter what.
<b>Innovation</b>	Imagine what is possible. Foster that creativity that challenges constraints and drives progress.
<b>Passion for the Customer</b>	Build positive relationships through outstanding service with each interaction.

These core values are displayed throughout our organisation including on our website, in staff common areas, and our reception area.



## Incorrect Example 2

We have six core values that underpin all interactions. These six core values are found on our website and in various locations throughout the workplace.



## Infographic example

An infographic is an opportunity to use just one 'image' to get across a few key bits of information. Note: they aren't about adding additional information. The use of an infographic is about reinforcing those key messages that an entrant wants the judge to recall. As people are primarily visual, it helps the entrant/judge 'cut through' the response by highlighting those key points.

[Canva](#) has free templates to assist with creating infographics. Keep it simple and limit the amount of words.

Below is an example:

