

## NOMINATIONS

Nominations (intent to enter) 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

Entry fee is \$150.00 per category entered.

## 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.
  - a. Due to the extended qualifying period for 2021, for new businesses that commenced operations between 1 July 2019- 30 July 2020 they can chose to enter into either New Tourism Business OR an alternate category. For those that commenced operations between 1 July 2020- 30 June 2021 they are only eligible to enter into New Tourism Business.
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 for the 2021 program is 1 July 2019 to 30 June 2021. All activities, achievements and innovations referred to within submissions must have occurred within this period.
  - b. For Festivals and Events, where multiple events have been held within the qualifying period each event can make a submission, but each submission must be specific to one event. E.g. FestivalAustralia 2019 and FestivalAustralia 2020, each submission would focus on the activities, marketing etc. for the singular event.

## 5. Trading Period

- a. All entrants must have traded for the entire qualifying period except those entering the New Tourism Business category, or where trade ceased due to Government restrictions.
- 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.

## 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 Business NSW to enter the NSW Tourism Awards.

## 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 NSW Tourism Awards or ATIC for the national awards) 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. Luxury Accommodation (5 star)
    1. Official 5 Star Rated

**OR**

2. A pre-assessment rating of 5 Stars within the Accommodation Standards
  - ii. Deluxe Accommodation (4-4.5 star)
    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. Standard Accommodation (3-3.5 star)
    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
    3. Official 3 + Star Rated  
**OR**
    4. A pre-assessment rating of 3 + Stars within the Accommodation Standards
  - v. Caravan & Holiday Park
    5. Official 3 + Star Rated  
**OR**
    6. A pre-assessment rating of 3 + Stars within the Accommodation Standards
  - vi. Self-Contained
    7. Official 3 + Star Rated  
**OR**
    8. 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.

3. Category questions including supporting images.
4. Word Count
  - a. The submission will be maximum 8,000 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. *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 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 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. In the 2021 awards program the following rules will apply:

1. Entrants that would have been eligible for Hall of Fame in 2020 (having won Gold in their category in 2018 and 2019) will be eligible for Hall of Fame in the 2021 awards program.
2. If an entrant was eligible for Hall of Fame in 2020 but is unable to enter into the 2021 awards program as the business is closed as a result of COVID-19, should they enter into the 2022 awards program they will be eligible for Hall of Fame.

- a. The entrant must seek written exemption from their state/territory awards manager during the 2021 nominations period for the 2021 program, providing eligibility for HOF in 2022.
- b. Exemptions will only be provided to businesses who have not been able to open their business as a result of COVID-19 restrictions by the date of their state/territory awards nominations opening.
- c. In 2022, this will result in one of two scenarios:
  - i. The entrant who had previously won in 2018 and 2019 but was exempt from the 2021 awards program take gold in their category for 2022 and receives Hall of Fame.
  - ii. The entrant who had not previously won in 2018 and 2019 but did enter and won Gold in the 2021 awards program takes the gold in their category in 2022 and would therefore be eligible for Hall of Fame in 2023.

Furthermore, the rules state:

- Entrants that are inducted into the National Hall of Fame are precluded from entering that specific category at the state/territory for a period of two years.
  - a. *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.*
- For those that won Hall of Fame in the 2018 Australian Tourism Awards, this would mean they were excluded from entering the 2019 and 2020 awards.
- It is the intent that they would be eligible to enter the 2021 awards program as we will recognise 2020 as one of the excluded years.
- For those that won Hall of Fame in the 2019 Australian Tourism Awards, this would mean they are excluded for 2020, and 2021.
- It is the intent that they would be eligible to enter in to the 2022 program as we will recognise 2020 as one of the excluded 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.
  - c. The next state finalist will not be elevated to the status of national finalist.

## **BUSINESS VERIFICATION MEETING**

1. The purpose of the business verification meeting is for verification of the business, not the awards submission. In NSW business verification meetings are not scored, however feedback from the business verification judge will be referred to by submission judges and during the judging moderation meetings.
2. All entrants will receive a virtual visit for the business verification meeting.
3. The specifics of the business verification meeting will be provided to entrants at the time of booking or appointment.
4. Business verification meetings and/or site visits are not undertaken for national judging.

### **Business verification meeting criteria**

Business verification judges will ask to see the following:

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

## **ONLINE REVIEW**

1. In 2021 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 10% of the total score available.
3. Scoring of the online review will occur at the State/Territory level only, similar to the business verification meeting/ site visit

## CONSUMER RATING

1. In 2021 a consumer rating score will be introduced. The consumer rating will be derived from the GRI\* (Global Review Index) provided by ReviewPro and will account for 20% of the total score available, with some exceptions:
  - a) Where they have their own specific question set and the consumer ratings do not match what is being assessed no consumer review score is incorporated
    - i) This would include Ecotourism, Aboriginal and Torres Strait Island Tourism, Cultural Tourism categories
  - b) A consumer rating will not be applied to the following categories
    - i) New Tourism Business
    - ii) Major Festivals and Events
    - iii) Festivals and Events
    - iv) Business Event Venues
    - v) Tourism Marketing & Campaigns
  - c) For those categories where there is a mix of products included, then the consumer rating value would be 5%
    - i) This would include Retail and Hire Services and Food Tourism
2. A minimum of 25 reviews must have been received across the social platforms which ReviewPro analyses during the qualifying period in order to receive a GRI.
3. Businesses that do not have a GRI will receive a score of 0 for consumer rating.

*\* The industry-standard Global Review Index™ (GRI) is an online reputation score available exclusively to ReviewPro clients, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts.*

*Based on review data collected from 175 online travel agencies (OTAs) and review sites in more than 45+ languages, it can be calculated for a given point in time (day, week, month, year, etc.)*