



# 2021 RULES AND REGULATIONS

## NOMINATIONS

Nominations are made via the Quality Tourism Framework online system:

<https://online.qualitytourismaustralia.com/>

An award submission cannot be made unless a nomination has been made. All entrants must adhere to the nomination rules and guidelines throughout this document.

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

## ENTRY FEES

	Fee per category
Tourism Council WA member	\$190
Non-Member	\$399

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

## NOMINATION RULES

1. If entering more than one category, 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. 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 & Events, where multiple events have been held within the qualifying period, each event can make a submission and 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 a singular event.
3. 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, businesses that commenced operations between 1 July 2019 and 30 June 2020 can choose to enter either New Tourism Business **OR** an alternate category. Those that commenced

operations between 1 July 2020 and 30 June 2021 are only eligible to enter the New Tourism Business category.

4. Entrants cannot change categories after the closing date for submission in the state/territory tourism awards in which they have entered.
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 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 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 the State they are nominating in, i.e., Western Australia.
  - a. Where a regional awards program is available, entrants must be based in or operate in the region of their nomination.
  - b. Should a company have branches in more than one State/Territory they may enter the State/Territory awards for the relevant branch, so long as the submission focuses on the activities undertaken in that State/Territory.
7. 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 or product 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.
  - 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, but they may see value in, for example, securing a win and second placing.
8. 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 will be used to demonstrate the entrant's pre-assessment rating.
  - c. 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
  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

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

## **SUBMISSIONS**

An entrant must nominate for an award and pay the nomination fee 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 or meet the following:

1. Nomination details
2. Demonstration of meeting minimum business standards, relevant to their category.
  - a. This can be demonstrated via relevant existing accreditation with the Quality Tourism Framework.

**OR**

- b. By achieving the relevant accreditation 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 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.
    - 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.
    - Captions are to be a maximum of six words, not included in the overall word count.
    - Any words within a caption above six 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. The national awards event production prefers high-resolution images (1920x1080 in dimension).
8. A late submission will not be accepted.

#### **COMPLIANCE WITH COMPETITION RULES**

1. The Licensee, with Chair of Judges, reserves the right to withdraw submissions if an entry is not compliant with the rules.
2. All submissions will be reviewed for compliance with the submission guidelines. This will be undertaken initially by the award coordinator, however the withdrawal of a

submission should be reviewed and implemented by the Chair of Judges 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 Question 1. 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 full-time equivalent employees.

#### **INSOLVENCY OF AN ENTRANT**

1. 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.
  - a. If prior to the presentation ceremony, then the next national 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.

#### **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. Where a site visit is required, it will be prearranged at a mutually convenient time and the judges have a proforma from which they work.
2. All businesses must meet the site visit requirements, the exceptions to this are:
  - a. Categories 3, 4 and 24 – Due to the seasonal nature of entrants in these categories the site visit is for verification purposes only and therefore no points will be awarded.
  - b. Category 14 and 25 – No mandatory visitation however site visit may occur at the discretion of the state/territory.
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 (Quality Tourism Accredited Business) 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 of certification, separate to the awards site visit process (this could occur concurrently at the state's discretion).

### **EXISTING CERTIFIED BUSINESS (not meeting certification requirements)**

1. Level One (Quality Tourism Accredited Business)
  - a. If a business is certified at Level One (Quality Tourism Accredited Business) 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 (Quality Tourism Accredited Business) certified site assessment.

### **HIGHER/OTHER MODULES**

1. If a business is certified at a level higher than QTF Level One (Quality Tourism Accredited Business) 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 state's discretion).

### **SITE VISIT CRITERIA**

Site visit judges will ask to see the following:

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

### **SITE VISIT SCORING**

Scoring is not compulsory as a national standard, scoring an awards site visit is at a state's discretion. If scored, the marks are added to the score out of 100 i.e., the total score now available to an entrant would be 120.

The percentage of the total score for the site inspection is outlined below.

- HR – 2/20 (10%)
- Business & Marketing Planning – 5/20 (25%)
- Customer Service – 5/20 (25%)
- Business Operations – 3/20 (15%)
- Risk Management – 3/20 (15%)
- Environmental Management – 2/20 (10%)

### **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.
3. Scoring of the online review will occur at the State/Territory level only, similar to the site review.

#### **CONSUMER RATING**

1. In 2021 a consumer rating score will be introduced. The consumer rating will be derived from the GRI provided by ReviewPro and will account for 20% of the total score available, with some exceptions:
  - a. Where the category has its own specific question set and the consumer ratings do not match what is being assessed, no consumer review score is incorporated. This includes Ecotourism, Aboriginal and Torres Strait Islander Tourism and 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%. This includes Retail and Hire Services and Excellence in Food Tourism.
2. A minimum of 25 reviews must have been received across the social platforms which ReviewPro analyses during the qualifying period to receive a GRI.
3. Businesses that do have a GRI will receive a score of 0 for consumer rating.