



2023 RULES FOR ENTRY

Contents

GENERAL RULES	2
NOMINATION RULES	3
SUBMISSIONS.....	7
COMPLIANCE WITH COMPETITION RULES.....	9
INSOLVENCY OF AN ENTRANT.....	9
SITE VERIFICATION VISITS.....	9
ONLINE REVIEW	11
CONSUMER RATING	11
IMPORTANT INFORMATION	12

GENERAL RULES

NOMINATIONS

Nominations are submitted via the **Quality Tourism Framework (QTF) online portal**.

This can be accessed at: <https://online.qualitytourismaustralia.com/>

If you have **not** accessed the QTF portal before, you must create an account. To create an account, click the 'New User? Register here' button and follow the prompts to set up your account. Once your account has been approved, return to the QTF portal, click through to 'TOURISM AWARDS', then click 'Nominate Now'.

Please Note:

- A Tourism Awards entry cannot be submitted unless a nomination has been made. All entrants must adhere to the nomination rules set out throughout these guidelines.
- The nomination collects specific **contact information, category selection and agreement to the Awards terms & conditions**.
- The **contact information** you provide at this nomination stage will be the email that receives all communications about your submission throughout the Awards process.
 - o If there is a change of contact details for the person responsible for writing and submitting the entry, please notify TiCSA so this can be updated.

ENTRY FEES:

<i>TiCSA Member</i>		<i>Non-member</i>	
24 employees or under	\$190 inc GST	24 employees or under	\$380 inc GST
25 employees or over	\$240 inc GST	25 employees or over	\$480 inc GST

NOMINATION RULES

1. You are encouraged to enter the category that best reflects your core business. If you are entering more than one category, a separate and complete nomination and submission must be submitted electronically for each category.

2. Entrants may only enter **one** submission in any one of the following group of categories:
 - **Tourist Attractions** – either category 1 *or* 2;
 - **Festivals & Events** – either category 3 *or* 4;
 - **Tour & Transport Operators** – either category 11 *or* 12;
 - **Accommodation** – either category 17, 18, 19, 20, 21, 22 *or* 23

3. Businesses that commenced operations between 1 July 2022 – 30 June 2023 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. **QUALIFYING PERIOD:** The qualifying period for the 2022 program is 1 July 2022 to 30 June 2023. All activities, achievements and innovations referred to within submissions must have occurred within this period.
 - For Festivals & Events, where multiple events have been held in the qualifying period, each event can make a submission and each submission must be specific to one event. E.g. FestivalAustralia 2022 and FestivalAustralia 2023, each submission would focus on the activities, marketing etc. for the singular event.

6. **TRADING PERIOD:**
 - 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.
 - 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.
 - For the Festival & Events categories, the entirety of the festival or event did not have to occur within the qualifying period. However, at least one day of the festival or event must have fallen within the qualifying period.

7. **UNANSWERED QUESTIONS** will attract **zero points**. If you feel that you cannot answer a question in the submission, please discuss with the Tourism Awards Coordinator. If, after discussion, you still feel the question is not relevant, please explain your reasons within your submission.

8. STATE/TERRITORY OF NOMINATION:

- Entrants must be based in or operate in South Australia.
- Should a company have individual operational branches or properties in other States/Territories, they may enter the individual South Australian Tourism Awards if the majority of the submission focuses on the activities undertaken in South Australia.

9. 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 promote the achievement of winning a tourism award. Alternatively, a corporate head office, but the winner logo and promotion may only be used by the corporate entity and not the individual products.
- Aside from the categories stated in the rule **Nominations: 2**, one business may submit two entries, including two entries into the same category. However, their entries will be competing against themselves. They may see value in, for example, achieving a win and second place.

10. ACCOMMODATION CATEGORIES

- Accommodation category entrants will be required to meet accommodation standards specific to their category.
- It is **not** a requirement for a property to be officially Star Rated. In the case that a property is not officially Star Rated, online accommodation standard questions would be used to demonstrate the entrant's pre-assessment 'unofficial' rating.
- Accommodation standards required:
 - 5 Star Luxury Accommodation
 - Official 5 Star Rating**OR**
 - A pre-assessment rating of 5 Stars within the Accommodation Standards
 - 4 - 4.5 Star Deluxe Accommodation
 - Official 4 or 4.5 Star Rating**OR**
 - A pre-assessment rating of 4 or 4.5 Stars within the Accommodation Standards
 - 3 - 3.5 Star Accommodation
 - Official 3 or 3.5 Star Rating**OR**
 - A pre-assessment rating of 3 or 3.5 Stars within the Accommodation Standards
 - Hosted Accommodation
 - Official 3 Star Rating or higher**OR**
 - A pre-assessment rating of 3 Stars or higher within the Accommodation Standards

- v. Caravan-Holiday Park
 - 1. Official 3 Star Rating or higher

OR

 - 2. A pre-assessment rating of 3 Stars or higher within the Accommodation Standards
- vi. Self-Contained Accommodation
 - 1. Official 3 Star Rating or higher

OR

 - 2. A pre-assessment rating of 3 Stars or higher within the Accommodation Standards

NOTE: Category 19. Unique Accommodation does not have a Star Rating or Accommodation Standards questions pre-requisite.

11. AUSTRALIAN TOURISM AWARDS: There is no direct entry into the Australian Tourism Awards. Only state or territory Tourism Award *winners* in categories 1 through 26 will automatically become a finalist in the Qantas Australian Tourism Awards.

NOTE: Categories 27, 28 & 29 are South Australian categories only and winners do not proceed to the Australian Tourism Awards (*these categories are: Outstanding Contribution Award; South Australian Young Achiever; South Australian Taxi Driver of the Year*).

12. HALL OF FAME: Entrants who win the same category three consecutive years in a row at the South Australian Tourism Awards will receive an award and entry into the Hall of Fame. Hall of Fame entrants can continue to enter the same category in their state/territory awards until Hall of Fame is achieved at the national level.

- Entrants that are inducted into the National Hall of Fame are precluded from entering into that specific category in the SA Tourism Awards for a period of two years, i.e.
 - o Win the same category three years in a row within State program e.g. 2021, 2022, 2023
 - o Win the same category three years in a row within National program e.g. 2021, 2022, 2023
 - o Receive an award and entry into the National Hall of Fame 2023
 - o Required to not enter that same category in SA Tourism Awards for two years 2024, 2025
 - o Eligible to re-enter that same category the following year 2026

NOTE: An entrant that has been inducted into the National Hall of Fame may enter other categories in the South Australian Tourism Awards.

- For Category 14: Tourism Marketing & Campaigns, a Hall of Fame status can be awarded to organisations who enter different campaigns (each year) in this category when they receive three consecutive wins (regardless of which campaign is entered).

SUBMISSIONS

An entrant must nominate for an award before they can commence preparing their submission.

Submissions are made via the same online portal where nominations are submitted, 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 by the business if they are Quality Tourism Accredited.

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 must be maximum of 10,000 words in length for all national categories.
 - Outstanding Contribution may be up to 2,500 words in length.
 - South Australian Young Achiever may be up to 2,500 words in length.
- b. Words within a table are included in the submission word count.
- c. Any words within an image caption above 6 words will be included in the overall word count.
- d. 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 captions.
 - 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 6 words, not included in the overall word count.
 - Any words within a caption above 6 words will be included in the overall word count.
 - Images are attached via a gallery, and can be hyperlinked into the question response.

- 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 entry, 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)

COMPLIANCE WITH COMPETITION RULES

1. The Licensee, 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.
 - o 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 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 it is 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 VERIFICATION VISITS

The Site Verification Visit serves as a verification of the business and its visitor experience, not the Awards submission. The onsite judge will 'verify' that the entrant is operating in a legitimate manner and delivering a high-quality visitor experience.

Site visits are only required for businesses that are not yet Quality Tourism Accredited, or does not meet the relevant accreditation requirements for their category. By undertaking the Awards site visit, they will meet the Quality Tourism Framework level one site visit certification requirement.

All categories undergo a Site Verification Visit excluding:

- o 14. Tourism Marketing & Campaigns
- o 27. Outstanding Contribution
- o 28. South Australian Young Achiever

2023 Rules for Entry

The site visit will be prearranged at a mutually convenient time and the judges have a proforma from which they work. A copy of the Site Visit questions will be available in the Nominee's Kit. As a condition of entry, you will be required to:

- Provide your product/service on a **complimentary basis** if a judge's visitation is required for your category of entry.
- **Must be available for judges** to stay/visit if required on weekend days/evenings between July and September.

State judging is conducted by a volunteer panel of industry peers appointed by the Tourism Industry Council South Australia. Judges are selected for their knowledge and experience and for their willingness to commit time to the Award process and are convened each year specifically for the Tourism Awards.

Site visit judges will primarily assess:

- Initial contact and communication with the business & interaction with staff during visit.
- Appearance/presentation of the business eg. premises, building and public areas, vehicles, cleanliness, atmosphere, ambience.
- Services/facilities offered beyond the expected to enhance the tourism experience.
- Membership with local associations/accreditations/or participation in Awards programs & how this is communicated with visitors and staff.
- Provisions for customer feedback/complaints and how the feedback is used to improve visitor experience.
- Evidence of inclusive practices and water, waste and energy actions to reduce impact on environment.

This year, the site inspection will not be scored, however, a 10% score will be given to the Online Review component of the on-site assessment. In addition, written feedback from the on-site verification of your customer service and tourism product will be provided to the submission judges. Entrants will also receive this feedback from the on-site assessment in their final Feedback Report.

Site visit assessments and feedback do not apply at the Australian Tourism Awards.

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.

Where relevant, site visit judges will ask questions related to:

- Business Plan
- Marketing & Social Media plan
- HR Manual
- Customer Service Procedures
- OHS Policy
- Risk Management policy & assessment

If the entrant is Quality Tourism Accredited but has not undergone an onsite QTAB site visit within the last three years **OR** is not Quality Tourism Accredited, it is advisable to have ready access to these documents, or evidence of planning when meeting with the site visit judge.

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 state's discretion).

ONLINE REVIEW

As outlined above, an online review will be undertaken prior to the Onsite Verification Visit from July onwards to assess the entrant's online presence including;

- The entrant's website
- The entrant's social media channels
- The entrant's search engine optimisation
- The entrant's external listing sources

The online review will account for 10% of the total score available. It is recommended that the entrant uses this time from now until July to ensure the online presence is optimised prior to the judges desktop assessment.

NOTE: Refer to the Online Review section of the Entrant Guidebook for more information.

CONSUMER RATING

The consumer rating will be derived from the Global Review Index (GRI) 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. 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

2023 Rules for Entry

- v. Tourism Marketing & Campaigns
- vi. Tourism Retail and Hire Services
- c. For those categories where there is a mix of products included, then the consumer rating value would be worth 5 points.
 - i. This would include Excellence in Food Tourism and Visitor Information Services.

A minimum of 25 reviews must have been received across the social platforms which ReviewPro analyses for the qualifying period in order to receive a GRI.

Businesses that do not have a GRI will receive a score of 0 for consumer rating.

IMPORTANT INFORMATION

- Use **Google Chrome** as your chosen browser when accessing the Online Portal. Your submission can be added to regularly by logging into the Awards Online Portal.
- Ensure you write your submission into a Word document and then upload it to the portal for Draft Review and final submission – **do NOT write your submission directly into the portal.**
- Final Awards Submission inclusive of supporting images (see word count in the rules for entry above) must be submitted by **Monday 14 August 2023.**

Our Assurance

All information submitted is strictly confidential. All persons, who may view your submission including TiCSA's Tourism Awards Coordinator and judges are each required to sign a confidentiality agreement and at no time will your submission be downloaded.

Lodgement

Please ensure your submission, promotional material and images are lodged electronically to the portal by the due date and time:

- Categories 1 - 15: 12:00 pm Monday 14th August 2023
- Categories 16 - 26: 4:00 pm Monday 14th August 2023
- Categories 27 & 28: 5:00 pm Monday 25th September 2023

NOTE: Late entries will not be accepted unless extension is approved prior to due date

Disclaimer

By entering the 2023 South Australian Tourism Awards, you authorise the use and/or reproduction of images and the 100-word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

Your contact details may also be supplied to agencies engaged on behalf of award organisers/committees for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission. By ticking the terms and conditions box, you agree not to bring a claim against any Judge, South Australian Tourism Awards employee or South Australia Tourism Industry Council in relation to feedback on your submission.

Judges' Decision

All submissions are independently scored by three members of the judging panel. Results are correlated by an Independent Auditor and Chair of Judges and an agreement reached on the winner with the judging panel. A minimum percentage/score must be achieved for a winner to be announced in a category. A single entrant category does not guarantee the entrant as a winning entry.

The decision of the South Australian Tourism Awards and the Australian Tourism Awards judging panel are final.

For further information and support contact:

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2023 Rules for Entry

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HOW DOES THE AWARDS PROCESS WORK?

