



## 2021 RULES FOR ENTRY

### 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 before, to create a user please register and follow the prompts for this account set up. Once your log in has been approved, return to the QTF portal and click through to TOURISM AWARDS and 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:

Nomination fees are **\$190** (incl. GST) for TiCSA Members and **\$290** (incl. GST) for non-members.

#### 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. 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 choose 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.



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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 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.
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.
  - 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.
  - 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.
7. **UNANSWERED QUESTIONS** will attract **zero points**. If you feel that you cannot answer a question, please discuss this with the Tourism Awards Coordinator. If you still feel the question is not relevant, please explain your reasons within your submission.
8. **STATE/TERRITORY OF NOMINATION:**
  - Entrants must be based 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 awards if the majority of the submission focuses on the activities undertaken in that 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 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.
  - 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 they may see value in, for example, securing a win and second placing.



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### 10. 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 'unofficial' rating.
- a. 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 - 3.5 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 Accommodation
    1. Official 3 + Star Rated
    - OR**
    2. A pre-assessment rating of 3 + Stars within the Accommodation Standards
  - v. Caravan-Holiday Park
    1. Official 3 + Star Rated
    - OR**
    2. A pre-assessment rating of 3 + Stars within the Accommodation Standards
  - vi. Self-Contained Accommodation
    1. Official 3 + Star Rated
    - OR**
    2. A pre-assessment rating of 3 + Stars within the Accommodation Standards

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

- 11. ELIGIBILITY:** If at any time following submission of an entry the business being put forward goes into administration, voluntary receivership, liquidation or bankruptcy, the entrant is required to advise the Tourism Awards Coordinator and accepts that the submission will no longer be eligible for an award.



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**12. AUSTRALIAN TOURISM AWARDS:** There is no direct entry into the Qantas Australian Tourism Awards except Australian Tourism Legend. Only state or territory tourism award *winners* in categories 1 through 25 will automatically become a finalist in the Qantas Australian Tourism Awards.

**Please note** that Categories 26 through to 29 are South Australian categories only and do not go to nationals (*they are: Excellence in Accessible Tourism; Outstanding Contribution by an Individual; South Australian Tourism Student of the Year; South Australian Taxi Driver of the Year*).

**13. 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 reached Nationally.

- 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. 2017, 2018, 2019
  - o Receive an award and entry into the National Hall of Fame 2019
  - o Required to not enter that same category in SA Tourism Awards for two years 2020, 2021
  - o Eligible to re-enter that same category the following year 2022

*Note: the entrant may enter other categories in the SA 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).



## 2021 RULES FOR ENTRY

### SUBMISSIONS

Submissions are made via the same online portal that 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 QTAB 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 8,000 words in length for all categories.
- South Australian Tourism Student of the year to be up to 2500 words in length
- 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
- 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.

- 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 high resolution images (1920 x 1080) in a jpeg format are preferred.*



## **2021 RULES FOR ENTRY**

### **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.
  - 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 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.



## 2021 RULES FOR ENTRY

### CHANGES INTRODUCED IN 2021

The Australian Tourism Industry Council continues to review and update the awards program to remain relevant and contemporary. The following information provides an overview of changes made for 2021.

#### Qualifying Period

The qualifying period for this year's awards has been adjusted to account for the variances in closed businesses across the states over the past 12 months due to natural disasters and COVID-19.

Therefore, the qualifying period is extended from **1 July 2019 to 30 June 2021**. The exception to the rule applies to **New Tourism Business**.

For new businesses that commenced operations between *1 July 2019 - 30 July 2020* can choose to enter 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.

#### Categories

As a part of the review for 2021, the participation in various categories were examined and the following changes were determined to more adequately reflect the entrants to the category:

- 'Specialised Tourism Services' has been renamed 'Tourism Retail & Hire Services'
- 'Destination Marketing' has been renamed 'Tourism Marketing & Campaigns'
- 'Standard Accommodation' has been renamed '3 – 3.5 Star Accommodation'
- 'Deluxe Accommodation' has been renamed '4 – 4.5 Deluxe Star Accommodation'
- 'Luxury Accommodation' has been renamed '5 Star Luxury Accommodation'

#### Category Question Sets

The question set has been updated for the 2021 program so business can choose what they want to focus on - strategies implemented to attract or grow and/or strategies implemented as a part of their recovery and resilience to COVID-19.

Therefore, the existing questions have been amended to enable a response from the business which is relevant to them.

Whilst **Responsible Tourism** is an incredibly important part of any business, the challenges faced by many during the qualifying period make it difficult to respond to this question, though at no fault of their own.

So, rather than disadvantage businesses, the Responsible Tourism section has been temporarily suspended for the 2021 program.

The businesses innovation/excellence in social/economic/environmental/ethical tourism can form part of their response to the **Business Development** question.



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Most categories\* have a revised question set which focuses on five key areas:

### COVID-19 Impacts (0 marks)

1. **Introduction (20 marks)**
2. **Business Development (20 marks)**
3. **Marketing (20 marks)**
4. **Customer Experience (10 marks)**

**\*Note:** the following categories have an updated set of questions that are specific to the individual category:

- 3. Major Festivals & Events
- 4. Festivals & Events
- 5. Ecotourism
- 6. Cultural Tourism
- 7. Aboriginal & Torres Strait Island Tourism
- 14. Tourism Marketing & Campaigns
- 24. New Tourism Business

### Word Count

Having temporarily suspended the Responsible Tourism question, the 2021 program will also temporarily reduce the word count for most categories excluding 25, 26 & 28 to **8000 words**.

Businesses are reminded that they can be disqualified if they exceed the maximum word count and should ensure they are within the word count limit prior to submitting.

### Scoring

Each submission will be scored on the following elements:

1. Written submission = **70%**
2. Online Review = **10%** (see below)
3. Consumer Rating **20%\*** (excluding some categories, see below)

### Online Review

- In 2021 prior to the Site Verification Visit each judge will 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
- A copy of the Online Review questions will be available in the nominee's kit.
- The online review will account for 10% of the total score available.
- Scoring of the online review will occur at the State/Territory level only.





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### ReviewPro

Awards nominees will now have access to a complimentary ReviewPro account, via the [Quality Tourism Framework dashboard](#) for the duration of the program. Upon nomination, TiCSA will ensure your free account is activated and will be ready to access within 1 - 2 weeks.

For 2021, a consumer rating score will form part of an entrant's overall score, which will be captured via ReviewPro over the entire qualifying period. Please see below for more information.

### Consumer Rating

In 2021 a consumer rating score will be introduced and account for 20% of the total score available, with some exceptions\*. The consumer rating will be derived from the GRI (average score of all online reviews) provided by ReviewPro.

Note: \*A consumer rating will not apply to the following categories:

- 3. Major Festivals & Events
- 4. Festivals & Events
- 5. Ecotourism
- 6. Cultural Tourism
- 7. Aboriginal & Torres Strait Island Tourism
- 10. Business Event Venues
- 14. Tourism Marketing & Campaigns
- 24. New Tourism Business

For those categories where there is a mix of products included, then the consumer rating value will be **5%**. This includes:

- 8. Tourism Retail & Hire Services
- 25. Excellence in Food Tourism

**A minimum of 25 reviews must have been received over the qualifying period across the [175+ online review sites that ReviewPro captures from](#) in order to receive a GRI score.**

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

### Judges Choice

A Judges Choice award has been introduced in 2021 which recognises a finalist that the judges believe showed great resilience in what has been a difficult time.

The winner of the judge's choice will not progress to nationals. There will be a separate Judges Choice awarded at the nationals that will be determined from list of National finalists from categories 1 - 25 of the national program.



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### SITE VERIFICATION VISITS

The Site Verification Visit serves as a verification of the business and their visitor experience, not the awards submission. The Onsite Judge will 'verify' that the business is operating in a legitimate manner and delivering a high-quality visitor experience.

All categories undergo a Site Verification Visit excluding:

- 3. Major Festivals & Events
- 4. Festivals & Events
- 8. Tourism Retail & Hire Services
- 14. Tourism Marketing & Campaigns
- 24. New Tourism Business
- 26. Excellence in Accessible Tourism
- 27. Outstanding Contribution by an Individual
- 28. South Australian Student of the Year

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.



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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.

### SITE VERIFICATION VISITS – Quality Tourism Accredited Businesses

#### 1. QTAB Accredited & Non-Accredited Entrants

If a business is QTAB accredited but has not undergone an onsite QTAB audit within the **last 3 years** OR is not QTAB accredited, **the site visit judge will also ask additional questions about the policies and procedures** that guide your business operations.

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

- Customer Service Policies
- OHS Policies and Risk Management Policies
- HR Policies
- Sustainability Policies
- Business Plan
- Marketing Plan

If your business is QTAB accredited but has not undergone an onsite QTAB audit within the **last 3 years** OR is not QTAB accredited, it is advisable to have ready access to these documents or evidence of your planning when meeting with the Site Visit Judge.

#### 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 entrants search engine optimisation
  - The entrants external listing sources
- The online review will account for 10% of the total score available. It is recommended that you use this time from now until July to ensure your online presence is optimised prior to the judges desktop assessment.

**Refer to the Online Review document in your Nominee's Kit for more information.**



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### 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 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 **Wednesday, 18<sup>th</sup> August 2021.**

### 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:** 12pm Wednesday, 18<sup>th</sup> August 2021
- **Categories 16 - 26:** 4pm Wednesday, 18<sup>th</sup> August 2021
- **Categories 27 & 28:** 5pm Wednesday, 15<sup>th</sup> September 2021

*Please note: Late entries will not be accepted unless extension is approved prior to due date.*



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### Disclaimer

By entering the *2021 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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### HOW DOES THE AWARDS PROCESS WORK?

