

### Rules for Entry

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.

Entrants may only enter **one** submission in any one of the following group of categories:

- Attractions – either category 1 or 2;
- Festivals & Events – either category 3 or 4;
- Tour and/or Transport Operators – either category 11 or 12;
- Accommodation – either category 17, 18, 19, 20, 21, 22 or 23

2. Achievements or activities referred to within your entry must relate to the **qualifying period 1 July 2015 – 30 June 2016**

Entrants must have traded for the **entire** qualifying period.

Exceptions apply to seasonal facilities and the following categories:

- 3 - Major Festivals & Events
- 4 - Festivals & Events
- 14 - Destination Marketing
- 24 - New Tourism Business

- where the activity being put forward for consideration must have occurred **within** the qualifying period.

3. Unanswered questions will attract zero points. If you feel that you cannot answer a question please discuss this with the Whitsunday Tourism Awards Coordinator. If you still feel the question is not relevant please explain your reasons within your submission.
4. Entrants must be based or operate in the Whitsundays.
5. An entrant, such as a chain or franchise that has multiple products, must enter each product individually if they want each business to be able to promote the achievement of winning a tourism award. Alternatively the business may enter but the logo may only be used by the corporate entity, not the individual products.
6. An entry cannot be moved into another category following the closing date for lodgement of submissions.
7. 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 Tourism Whitsundays and accepts that the submission will no longer be eligible for an award.
8. There is no direct entry into the Queensland Tourism Awards.

9. Hall of Fame will remain part of this year's award.  
The restriction to not be able to nominate in the following year has been removed.
10. Must be a financial member of Tourism Whitsundays.

### Site Visits

The purpose of the site visit is to assess the business being nominated and for verification of claims that may be made within the submission. Business owners/Managers are under no obligation to offer a free experience of their product. The site visit will be prearranged at a mutually convenient time and the judges will have a standard set of criteria against which the site will be assessed.

Site visit judges will ask to see the following:

- Customer Service Policies
- OH&S policies and Risk Management Policies
- Human Resources Policies
- Sustainability Policies
- Marketing Plans
- Business Plans

The absence of these documents will be reflected in the score.

The site inspection is worth 20 points of the total score being added to the submission score.

All entrants will receive a site visit with the following exceptions:

- **Categories 3 and 4** – Entrants in these categories will be asked to provide relevant documents via email. The allocated judge will call the entrant direct to discuss requirements and where applicable will visit their workplace. There will be no points awarded.
- **Categories 8 and 24** – These categories will be visited and evaluated but due to the potential diversity of entrants will not be awarded any points.
- **Category 14, 26, 27, 28** – These categories does not undergo a site visit.

Scores from the site visit do **not** apply at the Queensland Tourism Awards.

### Compliance with Competition Rules

To ensure consistency and fairness in judging, the Rules for Entry must be strictly met.

**Failure to adhere to the five formatting rules below will incur a deduction of one point per rule** stated, except for rule number 5 where 1 point will be deducted per additional page over 31.

*Note: In some categories the competition is very close and the deduction of **any points** could be the difference between winning and losing.*

**1. Cover Page** - The cover page **must be included and clearly marked with:**

- The name of the business being entered;
- The category entered;
- The tourism awards entered including the year; (e.g. 2016 Whitsunday Tourism Awards)
- An image of the product entered.

**2. Font** - All font within your submission must be 12 point (*including text size within a table*) Times New Roman, Calibri, Tahoma or Arial with the **exception** of:

- Image captions
- Testimonial quotes

- which must be a minimum of 8 points.

No variation, such as narrow or condensed font styles, is acceptable. There is no margin requirement.

**3. Text** - All text must be 1½ line spacing (Microsoft Word) with the **exception** of:

- Text contained within a table (*text must be 12 point*)
- Question text
- Image captions
- Testimonials

- which can be single lined spaced.

**4. Format** - Newspaper column format will not be accepted. Text must be presented in portrait with the **exception** of:

- Tables
- Graphs

- which will be accepted in landscape.

**5. Pages** - All pages are required to be numbered. The final submission must have no more than 31 pages including cover page and all text graphs and images. Exception to 'Excellence in Food Tourism' category, this must be no more than 21 pages (Including Cover page).

**Failure to adhere to this rule will incur 1 point per page – up to 5 points maximum deduction.**

A contents page is **not** accepted.

- ❖ Hyperlinks are not to be included within your submission
- ❖ PDF Size - Your submission must be no more than **20MB** when you upload.

### What do I submit?

- Nomination details
- Entry details
- A printed, including cover page. Refer to the rules for entry for specific formatting guidelines.
- 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.
- Ten images on USB – jpeg format only, illustrating the entrant's operation should accompany each submission in each category entered. By supplying images you ensure maximum 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).
- Delivery to the Tourism Whitsundays office by COB Thursday 25<sup>th</sup> August. Address: 1/5 Carlo Drive, Cannonvale, QLD 4802.

### **Our Assurance**

All information submitted is strictly confidential. All persons, for example Tourism Awards Coordinators and judges, who may come into contact with your submission, are each required to sign a confidentiality agreement and at no time will your submission be downloaded.

### **Lodgement**

Please ensure your printed submission is lodged to **Tourism Whitsundays office by COB Thursday 25<sup>th</sup> August 2016.**

**Please note:** late entries will not be accepted.

### **Disclaimer**

By entering the 2016 Whitsunday 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, or Tourism Whitsundays 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.

2016 Whitsunday Tourism Awards Rules for Entry

### How Does The Awards Process Work?

