

1. You are encouraged to enter the category that best reflects your core business. If entering more than one category, then a separate and complete entry 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 and Events – either category 3 or 4;
- Tour and/or Transport Operators – either category 11 or 12;
- Accommodation – either category 18, 19, 20, 21, 22, 23 or 24

2. Achievements or activities referred to within your entry must relate to the **qualifying period 1 July 2010 – 30 June 2011**.

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

Exceptions apply to seasonal facilities and the following categories:

- 3 - Major Festivals and Events
- 4 - Festivals and Events
- 14 - Tourism Marketing
- 25 - New Tourism Development

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

3. Each category has specific entry requirements, which are articulated within the category descriptor. Eligibility must be clearly demonstrated as part of your response to Question 1a. Failure to demonstrate your eligibility may result in your submission being penalised.
4. All questions must be answered under the headings provided i.e. entrants must state the question then the answer within their submission. 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.
5. Entrants must be based or operate in the state or territory of their nomination.

An exception to this rule exists where there is a genuine community of interest allowing an entrant to choose to nominate in another state/territory's Awards program. To qualify for this exception the entrant must be able to demonstrate proof of membership in a relevant association OR provide a letter from that state/territories tourism office confirming the entrant's participation in marketing campaigns or activities.

Should a company have individual operational branches or properties in other

states/territories they may enter the individual state/territory awards as long as the majority of the submission focuses on the activities undertaken in that state/territory.

6. 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.
7. An entry cannot be moved into another category following the closing date for lodgement of submissions.
8. 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.
9. There is no direct entry into the Qantas Australian Tourism Awards except Outstanding Contribution by an Individual (National). Only state or territory tourism award winners in categories 1 through 26 will be nominated as finalists in the Qantas Australian Tourism Awards.
10. Entrants who win the same category three consecutive years in a row at the Qantas Australian Tourism Awards will receive an award and entry into the Hall of Fame.

Entrants will be eligible to enter that category again after an absence period of two years i.e.

- Win the same category three years in a row e.g. 2008, 2009, 2010
- Receive an award and entry into the Hall of Fame 2010
- Required to not enter that same category for two years 2011, 2012
- Eligible to re-enter that same category the following year 2013

Entrants are eligible to enter a different category or categories to the one they received their Hall of Fame Award for during the two-year withdrawal.

11. Once nominated, entrants are required to pay the nomination fee. Withdrawals from the Awards process after COB Friday 1 July 2011 will forfeit the nomination fee. If withdrawing, please advise the Tourism Awards Coordinator at 02 6205 0562 or at canberratourismawards@act.gov.au as soon as possible.
12. The submission must be formatted as follows:

Page Size: A4 (297 x 210 mm)

Cover Page The cover page of the submission **must be included and must be clearly marked with:**

- the name of the entrant;
- the category entered;
- the state/territory tourism awards entered; and
- an image(s) representative of the product entered.

Margins: No minimum requirement.

Font: All font (questions, answers, tables) must be no smaller than 12 point Times New Roman or Arial. No variation, such as narrow or condensed font styles, is acceptable. However, image captions may use a smaller font size down to a minimum of 8 point.

Format: All text should be 1½ line spacing (Microsoft Word) or equivalent, with the following exceptions:

- Text contained within a multi-column table may be single line spaced as long as tables do not represent more than 8 pages of the total submission.
- Question text and captions may be single line spaced.

All pages should be numbered.

Main body text should be presented in a single-column format i.e. no newspaper/multiple column formats. Tables are excluded from this formatting guideline.

Layout: State the question then your answer.

Pages: The submission must have no more than 30 pages including text, graphs and images.

Notes: The 30 page total does **not** include the cover page and contents page. Whilst a cover page is mandatory, a table of contents is optional.

Size of PDF: Your submission should be no more than 20MB when you upload.

Compliance with competition rules

To ensure consistency and fairness in judging, the Rules for Entry must be strictly met. Failure to follow the rules may attract a deduction of up to 15 points.

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

- Failure to comply with size of document A4 – attracts 2 penalty points
- Font that is less than 12 points – attracts 4 penalty points
- More than 30 submission pages – attracts 1 penalty point per page
- Failure to format to 1½ line spacing – attracts 4 penalty points
- Use of more than 8 pages in total of tables – attracts 2 penalty points

What do I submit electronically?

- ✓ Nomination details
- ✓ Entry details
- ✓ A PDF version of submission, including cover page. Refer to the above details 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. This may 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 –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: 300-600 dpi files in a JPEG format are preferred)
- ✓ Refer to the 2011 Entry information document for further detail.

Further information regarding the use of the eAwards portal can be found at www.canberratourismawards.com.au

2011 Canberra and Capital Region Tourism Awards assessment process

The overall assessment will be the same as 2010 with awards being assessed with consideration given to 3 key elements;

1. Submission (uploaded to eAwards portal)
2. Judges site visit (for relevant categories)
3. Two visitor experience appraisals (for relevant categories)

The weighting is as follows for each category:

Categories 1–2, 5–9, 11–13, 16–26:

1. Submission (60 percent)
2. Judges site visit (20 percent)
3. Two visitor experience appraisals (20 percent)

Categories 15, 27:

1. Submission (80 percent)
2. Judges site visit (20 percent)

Categories 3–4, 10, 14, 29–30:

1. Submission (100 percent)

Category 28:

1. Two visitor experience appraisals (100 percent)

(Note: This is subject to change. All entrants in a category must be suitable to be mystery shopped in order for the visitor experience appraisal score to count in that category)

Nomination fees

Nomination into the 2011 Canberra and Capital Region Tourism Awards attracts a non-refundable nomination fee according to the following:

Nomination fee A: \$110*

For categories 3–4, 10, 14–15, 27

Nomination fee B: \$396*

For categories 1–2, 5–9, 11–13, 16–26, 28

No nomination fee

For categories 29–30

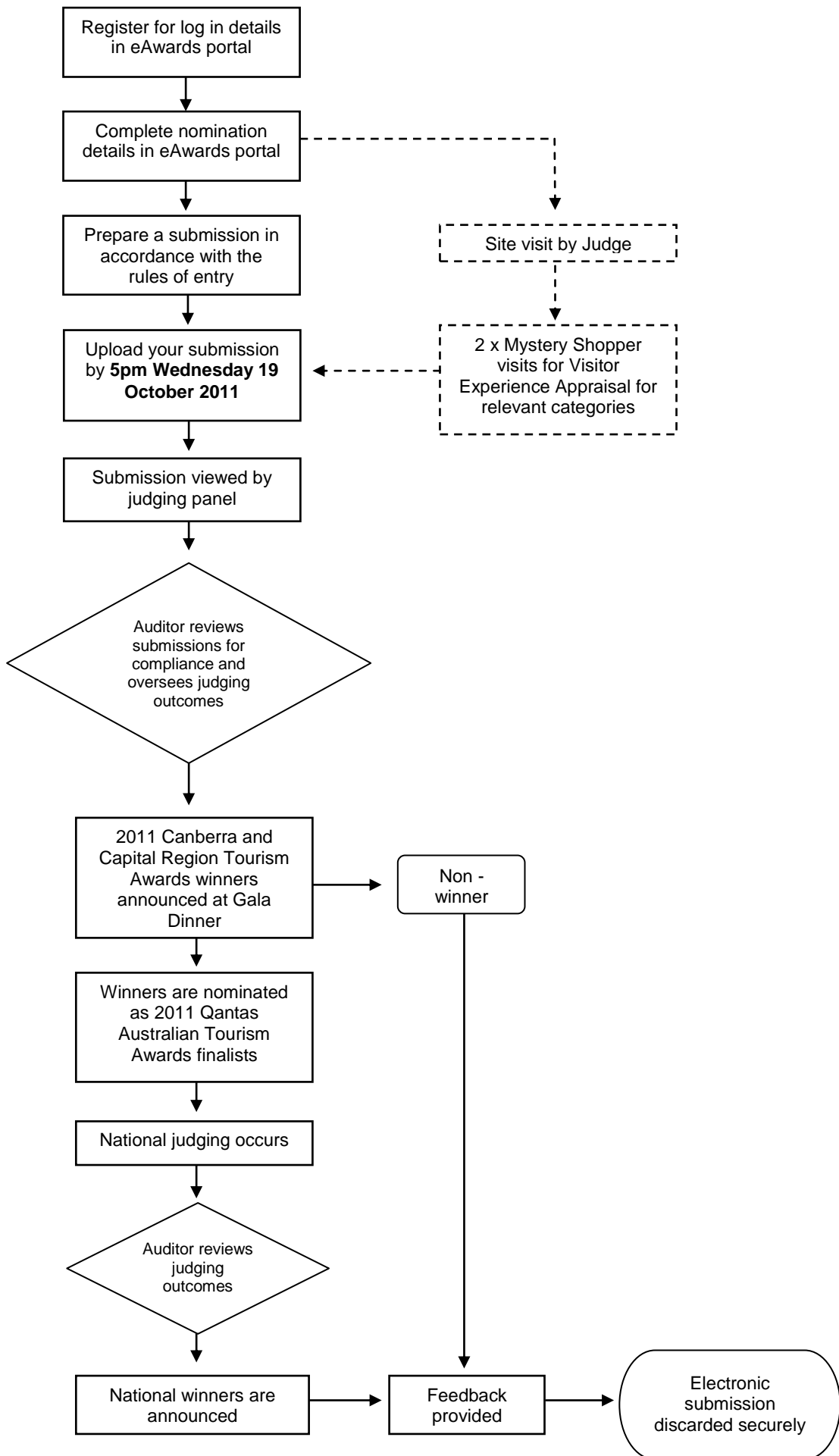
*This fee includes GST. Withdrawals from the Awards process after COB Friday 1 July 2011 will forfeit the nomination fee. Those entrants who receive a visitor experience appraisal are required to pay Nomination Fee B even if entering a Nomination Fee A category.

2011 Canberra and Capital Region Tourism Awards categories

An Award and/or Commendation is presented for each of the following categories where merited:

1. Major Tourist Attractions
2. Tourist Attractions
3. Major Festivals & Events
4. Festivals & Events
5. Ecotourism
6. Heritage & Cultural Tourism
7. Indigenous Tourism
8. Specialised Tourism Services
9. Visitor Information Services
10. Meetings and Business Tourism
11. Major Tour and/or Transport Operators
12. Tour and/or Transport Operators
13. Adventure Tourism
14. Tourism Marketing
15. Tourism Education & Training
16. Tourism Restaurants & Catering Services
17. Tourism Wineries, Distilleries and Boutique Breweries
18. Tourist & Caravan Parks
19. Backpacker Accommodation
20. Hosted Accommodation
21. Unique Accommodation
22. Standard Accommodation
23. Deluxe Accommodation
24. Luxury Accommodation
25. New Tourism Development
26. Qantas Award for Excellence in Sustainable Tourism
27. Tourism Education Program
28. Visitor Experience Award (top three performers awarded)
29. Young Achiever Award
30. Outstanding contribution by an individual

How does it work?



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. Operations 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 have a pro-forma from which they will work.

Site visit judges will ask to see the following:

- Customer service policies
- OH&S policies
- Human resources policies
- Sustainability policies

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

The site inspection is worth 20% of the total score being added to the submission score. The exceptions to this are:

- Categories 3 and 4 – Due to the seasonal nature of entrants in these categories the site visit is for verification purposes of the above mentioned policy and procedure manuals only and therefore no points will be awarded.
- Category 10 – Due to the diversity of entrants in these categories the site visit is for verification purposes only and therefore no points will be awarded.
- Category 14 – No visitation.

Scores from the site visit will not apply at the Australian Tourism Awards; however the judging panel will have access to the written comments.

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 required to sign a confidentiality agreement.

Lodgement

Please ensure your submission is lodged electronically to the website portal via www.canberratourismawards.com.au by 5pm Wednesday 19 October.

Late entries will not be accepted. Please plan to get your submission in early.

Disclaimer

By entering the Canberra and Capital Region 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 2011 Qantas 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 the Canberra and Capital Region Tourism Awards committee in relation to feedback on your submission.

Judges' decision

The decisions of the Canberra and Capital Region Tourism Awards and Qantas Australian Tourism Awards judging panels are final.

More information

For further advice and information contact:

Angela Ellerman
2011 Canberra and Capital Region Tourism Awards Coordinator

P 02 6205 0562

E canberratourismawards@act.gov.au

Or visit www.canberratourismawards.com.au for information and access to the eAwards portal.