

## RULES FOR ENTRY

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

**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 2016 to 30 June 2017.**

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*

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 Canberra Region 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 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.

**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 the Canberra Region Tourism Awards Coordinator and accepts that the submission will no longer be eligible for an award.
8. **There is no direct entry into the Australian Tourism Awards.** Only state or territory tourism award winners in categories 1 through 25 will automatically become a finalist in the Qantas Australian Tourism Awards.

## 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 proforma from which they work.

1. 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.

2. The **site inspection is worth 20 points** of the total score being added to the submission score.
3. **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/site office. 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, 30, 31 and 32**  
These categories do not undergo a site visit.
  - **Category 27**  
Entrants to this category may require a site visit.
4. Scores from the site visit *do not* apply at the Australian Tourism Awards.

## Compliance with competition rules

The Australian Tourism Industry Council (ATIC), owner of the Australian Tourism Awards, is excited to announce that in 2017 a new online Awards program will be introduced, incorporating a complete online entry process for each State/Territory.

The notable change going forward is the move from a PDF submission process to a web-based 'form' which businesses will complete online. For those entrants who have entered previously, this means you will no longer need to conform to formatting rules, page limits and page layouts. Instead of the previous 30 page limit, there will now be a maximum word limit and image upload limit.

## 2017 Summary of Changes

### 1. Category changes

- *Category 8—Specialised Tourism Services*  
This category is for entrants who are unable to meet the criteria of other categories. Entrants to this category are not permitted to enter any additional categories.
- *Category 27—Canberra Region Local Government Award for Tourism*  
This new category has been redeveloped from the former Local Government Award for Tourism category.
- *Category 32—International Ready*  
Formerly a pilot category, International Ready will be introduced as a standard local category in 2017.
- *Category 31—Visitor Experience Award*  
In 2017, entry into the Visitor Experience Award category will be \$150 including GST.

### 2. New Category Descriptors

- *Category 7—Qantas Award for Aboriginal & Torres Islander Tourism*  
This category recognises Aboriginal and Torres Strait Islander tourism operations that demonstrate authenticity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

### 3. Question changes

- *Category 3—Major Festivals and Events*  
Q1 (a)(b)(c)(d) and (e), Q2 (a)(b)(c) and (d) and associated Tips.
- *Category 4—Festivals and Events*  
Q1 (a)(b)(c)(d) and (e), Q2 (a)(b)(c) and (d) and associated Tips.
- *Category 7—Qantas Award for Aboriginal & Torres Strait Islander Tourism*  
Q1 (a)(b) and (c), Q2 (a) and (c), Q3 (a)(b) and (c), Q5 (a) and (b)

### 4. Rules for Entry Amendments

- Formatting rules no longer apply.
- The submission will be up to a maximum 12,500 words in length and will be entered via the Awards Online Program. However, category 25 Excellence in Food Tourism, will have a maximum

8,000 word limit. Individual categories 26 and 30 will have a 2,500 word limit and categories 27, 28, 29 and 32 will have a 6,000 word limit. A word limit is not applicable to category 31.

#### 5. The submission will include up to 25 images with captions.

- Images include the use of charts, graphs and pictures.
- Captions are allowed for each image, with a maximum of 6 words and will not be included in overall word count.

### What do I submit online?

- Your nomination details through the new Awards Online Program. The web address for the portal is [online.australianaward.com.au](http://online.australianaward.com.au)
- Please fill out all the available fields that relate to your category. **Note: nominations close Wednesday, 31 May 2017.**
- A description of no more than 100 words of your company/product, which will be used to determine you're eligibility for that category and will also be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.
- 10 promotional images (additional to those provided throughout your submission) in jpeg format only, illustrating your business. By supplying these images you ensure maximum exposure at the Gala event and in official advertising and publications.
- Your submission can be added to regularly by logging into the new Awards Online Program, and the **final submission must be submitted by 5pm, Wednesday 13 September 2017.**

### 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 submission is lodged to the online portal by **5pm, Wednesday 13 September 2017. Late entries will not be accepted.**

### Disclaimer

By entering the 2017 Canberra 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 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 on submitting your entry, you agree not to bring a claim against any judge, mentor, VisitCanberra or the National Capital Attractions Association 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. An agreed minimum score must be achieved for a winner or commendation to be determined in a category. A single entrant category does not guarantee the entrant as a winning entry.

## How does the Awards process work?

### Step 1 Nominate Online

Complete a nomination online and make your entry fee payment prior to **5pm, Wednesday 31 May 2017**. Please visit the portal at [online.australianaward.com.au](http://online.australianaward.com.au)

### Step 2 Submission Preparation

Start preparing your submission in accordance with the Rules for Entry and utilise CRTA's entrant support.

### Step 3 Site Visits

If applicable, a site visit will be carried out by CRTA judge (during July and August).

### Step 4 Submission Lodgement

Lodge your award submission online by **5pm, Wednesday 13 September 2017**.

### Step 5 Submission Judging

Your submission will be assessed by the judging panel during September/October. An independent auditor reviews judging process and outcomes.

### Step 6 CRTA Winners Announced

Winners and Commendation recipients will be announced at the Canberra Region Tourism Awards Gala event on **Friday, 17 November 2017**.

### Step 7 Qantas Australian Tourism Awards Entry

Winners of categories 1–25 qualify as Qantas Australian Tourism Award (QATA) finalists.

### Step 8 National Judging

Judging takes place for the Qantas Australian Tourism Awards. An independent auditor reviews judging process and outcomes.

### Step 9 Feedback Sessions

**One-on-one judge feedback sessions** are provided for non-QATA finalists (including winners and commendation recipients of local categories 27, 28, 29 and 32) following the Gala event.

### Step 10 National Winners Announced

Winners will be announced at the Qantas Australian Tourism Awards Gala event, held in **February 2018 in Perth**. One-on-one judge feedback sessions are provided for QATA finalists following the Gala event.