How to use IMAGES properly

Images are a great way to help the judges understand exactly what you are trying to convey.

However, you shouldn't rely on them to get your point across.

A good rule of thumb is:
'if the images were removed, would the written submission still answer the question?'

Use images to heighten your entry – not leave judges guessing exactly what you are trying to show them.

Here are some good examples of how to use an image to support your written response

Also, some bad examples of how entrants an image is used to support the written response

1 HOUR BY CAR
2.2 HOURS BY TRAIN

Adelaide
Mount Barker
Victor Harbor

Image credit: South Australian Tourism Commission

BAD example ❌

Here is our location

GOOD example ✔️

We are located 64kms south-east of Adelaide, just under a one hour road trip by car or slightly over 2 hours by train

Introducing new products and initiatives

New products and initiatives including; romance packages, hampers featuring local produce, revamped retail space further showcasing local produce and a new 'Mediterranean nights' themed dinners throughout the summer months.

Romance Packages

Hampers with local produce

Revamped retail space

Mediterranean Nights

TOP TIPS

REMEMBER:
YOU CAN HIGHLIGHT WORDS, CLICK 'LINK' AND CREATE A HYPERLINK TO YOUR IMAGE!

BAD example ❌

In the qualifying period we introduced a range of new products and initiatives.

GOOD example ✔

In the qualifying period we introduced a range of new products and initiatives including romance packages, hampers featuring local produce, revamped retail space further showcasing local produce and a new 'Mediterranean nights' themed dinners throughout the summer months.

Demonstrating a strategy/process/procedure

BAD example ❌

We have developed a people management strategy to manage our staff

GOOD example ✔

We have a people management strategy that has been developed to ensure we can deliver high levels of customer service. This strategy entails the following key elements:

TOP TIPS

USE TABLES TO CLEARLY DEMONSTRATE DATA THROUGHOUT YOUR SUBMISSION

Attract	Create positions that attract enthusiastic, driven staff.
Educate	Provide ongoing education on the organisation and professional development opportunities.
Train	Provide regular training to ensure staff are kept up to date on business activities
Motivate	Develop a workplace culture that recognises staff achievements and good working practices
Empower	Delegate responsibilities and actively encourage staff to provide feedback to improve products and systems.
Reward	Ensure base salaries and competitive. Develop reward system for staff meeting KPI's

Using testimonials to support your entry

TOP TIPS

DESCRIBE WHAT THE IMAGE IS COMMUNICATING. DON'T RELY ON PICTURES TO DO THAT FOR YOU...

The business has a GRI score of 98%. Our guests leave consistently positive feedback.

BAD example ❌

We have received many positive testimonials for our business.

GOOD example ✔

We consistently receive positive feedback for our business and as a result, we have a GRI score of 98%. Some of our feedback highlights are: 'made us feel at home from the moment we stepped through the door', 'staff were very friendly and always happy to accommodate our needs', 'Staff surpassed our expectations on what good customer service is'.

Naming an image

This is not about the NAME of your image.

This is about including the right amount of text within your entry to describe the point you are trying to put across and not solely rely on an image.

BAD examples of image names

✖

bathroom-683754.jpg

798T66GGB pic.png

Image140

ncdjhhuishfuhfwy

GOOD examples of image names

✔

Hero Image 2 - Mary with Kangaroo

Image 5 - Bridge at night time

Hero Image 1 - The vineyard at dusk

Image 7 - family time at the zoo