



## 2018 RULES FOR ENTRY

### GENERAL RULES

1. **CATEGORIES:** 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 & Transport Operators** – either category 11 or 12;
- **Accommodation** – either category 17, 18, 19, 20, 21, 22 or 23

Please note:

- *Specialised Tourism Services* category is for entrants that are unable to meet the criteria of other categories. Entrants to this category are not permitted to enter any other additional categories.
- Entrants that commenced operation for the first time in the qualifying period **MUST** enter the *New Tourism Business* category.
- Entrants cannot change categories after the closing date for submissions.

2. **QUALIFYING PERIOD:** Achievements or activities referred to within your entry must relate to the qualifying period: **1 July 2017 – 30 June 2018.**
3. **TRADING PERIOD:** Entrants must have traded for the **entire** qualifying period. Exceptions apply to the following:
  - Entrants in the New Tourism Business category must have commenced trading/visitation or service delivery *within* the qualifying period. No minimum period of trading has been defined for New Tourism Businesses.
  - 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.
4. **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. **STATE/TERRITORY OF NOMINATION:** 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 South Australian awards as long as the majority of the submission focuses on the activities undertaken in that South Australia.



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### 6. **MULTIPLE PRODUCTS:**

- 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.
- Aside from those categories where stated, one business can submit multiple entries, including two entries in the same category. However, they will be competing against themselves they may see value in, for example, securing a win and second placing.

### 7. **CHANGING CATEGORIES:** An entry cannot be moved into another category following the closing date for lodgement of submissions.

### 8. **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.

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

**Please note** that Categories 26 through to 31 are South Australian categories only and do not go to nationals (*they are: Outstanding Contribution by an Individual; South Australian Tourism Student of the Year; Tourism Education & Training, Local Government Award for Tourism, South Australian Taxi Driver of the Year and Excellence in Accessible Tourism*).

### 10. **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 in to 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 at the State/Territory for a period of two years, i.e.
  - o Win the same category three years in a row e.g. 2015, 2016, 2017
  - o Receive an award and entry into the Hall of Fame 2017
  - o Required to not enter that same category for two years 2018, 2019
  - o Eligible to re-enter that same category the following year 2020

*Note:* the entrant may enter other categories

- For Category 14: Destination Marketing, 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)



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### SUBMISSION RULES

The Awards process will be undertaken electronically via an Awards online platform. All submissions must respond to the following:

1. **Nomination Details**
2. **Category questions including supporting images**
3. **Word Count**
  - a. The submission will be up to 12500 words in length
    - i. Excellence in Food Tourism will be up to 8000 words in length
    - ii. Excellence in Accessible Tourism will be up to 8000 words in length
    - iii. 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
4. **Images**
  - a. The submission can include up to 25 images with caption
    - i. Images can include infographics, graphs, charts and pictures
    - ii. Any image used must be for the sole purpose of supporting the entry by providing evidence. Images cannot be used to form part of the written response to a question
    - iii. 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
5. **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.
6. **Additional 10 supporting images** (jpeg format only) which illustrate the entrant's operation should accompany each entry in each category entered. These images used and exposed at the presentation ceremony and in official advertising and publications.  
*Note high resolution images (1920 x 1080) in a jpeg format are preferred.*
7. **A late submission will not be accepted.**



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### 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. The site visit will be prearranged at a mutually convenient time and the judges have a proforma from which they work. 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 June and September.

State judging is conducted by a volunteer panel of industry peers appointed by the South Australian Tourism Industry Council. 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 ask questions about your policies and procedures document that guide your business operations. It would be advisable to have ready access to them. Where relevant, site visit judges will ask to see the following:

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

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 & 4:** These categories do undergo a site visit; however, no site visit points are awarded as this is just a verification process
- **Categories 8 & 24:** These categories will be visited and evaluated but due to the potential diversity of potential entrants in this category, no site visit points will be awarded for the site inspection
- **Categories 14, 26, 27, 29 & 30** – These categories do not undergo a site visit.

Scores from the site visit do not apply at the Australian Tourism Awards



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### CHANGES INTRODUCED IN 2018

#### 1. NEW CATEGORY DESCRIPTORS

##### **Category 8 – Specialised Tourism Services**

*This category recognises the outstanding delivery of specialised or distinct tourism product/service that enhances the visitor experience and integrate with other tourism products. This category is only open to those businesses who do not meet the criteria of any of the other award categories. Entrants in this category could include – but not limited to – service providers, shopping precincts, retailers, online information and booking systems, member services, money exchange services, language and interpreter services.*

##### **Category 20 – Self Contained Accommodation**

*This category recognises operators of a quality standalone self-contained property offering guests with non-serviced accommodation and the freedom of self-sufficiency. Properties may include a cabins, lodges and house. Serviced apartments, hotels and resorts should consider entry into one of categories 21-24 which best fit their product. For companies that are managing multiple self-contained properties it is recommended they focus on one of their properties or enter the Specialised Tourism Services category as a service provider.*

#### 2. QUESTION CHANGES

##### **Category 24 – New Tourism Business**

Q1 (a)(b)(c) and (d), Q2 (a) and Q3 (d) and associated tips

#### 3. NEW CATEGORY

##### **Category 31 – Excellence in Accessible Tourism**

*This category is open to South Australian tourism businesses or attractions delivering tourism products or services that are welcoming for people of all abilities. Entrants must demonstrate how they have developed a tourism experience to become more accessible.*



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### WHAT DO I SUBMIT?

- Nomination details (**nominations close Monday, 25<sup>th</sup> June 2018**) through the Awards Online Portal. Please fill out all the available fields that relate to your category
- Your submission can be added to regularly by logging into the Awards Online Portal
- Final Awards Submission inclusive of supporting images (see word count in the rules for entry amendments above) must be submitted by the due date and time (see lodgement below)
- 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.
- Additional 10 supporting images (jpeg format only) which illustrate the entrant's operation should accompany each entry in each category entered. These images used and exposed at the presentation ceremony and in official advertising and publications.  
*Note high resolution images (1920 x 1080) in a jpeg format are preferred.*

### Our Assurance

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

### Lodgement

Please ensure your submission is lodged electronically to the portal by the due date and time:

- **Categories 1-14:** 12 noon Monday, 13<sup>th</sup> August 2017
- **Categories 15-25 & 28-31:** 5pm Monday, 13<sup>th</sup> August 2017
- **Categories 26 & 27:** 5pm Monday, 11<sup>th</sup> September

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



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### Disclaimer

By entering the **2018 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 advice contact:

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### HOW DOES THE AWARDS PROCESS WORK?

