

2010 Rules for Entry



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 2009 – 30 June 2010**.

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 will result in your submission being penalised.
4. All questions must be answered under the headings provided. Unanswered questions will attract zero points. If you feel that you cannot answer a question please discuss this with your 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 New South Wales.

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 property 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 Award 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. Only state or territory tourism award winners in categories 1 through 26 will be nominated as finalists in the Qantas Australian Tourism Awards.
10. The submission must be formatted as follows:

Page Size: A4 (297 x 210 mm)

Margins: Top, Bottom, Left and Right Margins must be a minimum of 2cm.

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, photo 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.

Layout: State the question then your answer.

Pages: The submission must have no more than 30 pages including text, graphs and images. Note: This does not include the cover page.

Hall of Fame

Entrants who win the same category for three consecutive years will receive an award and automatic entry into the Hall of Fame, precluding them from entering that particular category for a further 2 years.

- Win the same category three years in a row e.g. 2007, 2008, 2009
- Receive an award and entry into the Hall of Fame 2009
- Required to not enter that same category for two years 2010, 2011
- Eligible to re-enter that same category the following year 2012

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

Regional Tourism Awards

Entry to the 2010 New South Wales Tourism Awards is open to all New South Wales operators irrespective of whether they have entered regional awards.

Regions complying with State/National judging criteria:

PLEASE NOTE: Submissions at a regional level will not be entered electronically this year. Refer to your local awards coordinator for rules and requirements. However submissions must be converted to a pdf (portable document file) and submitted electronically to the NSW Tourism Awards as per the above rules. Paper submissions will not be accepted.

- Entrants who did not win their regional category are encouraged to enter the State awards and are not disadvantaged in the judging process.
- Category winners from regions complying with the State/National judging criteria are also eligible to enter the New South Wales Tourism Awards.
- Upon entering the State awards, the above winners will receive automatic **Finalist** status in their respective category.
- Whilst the title of Finalist is automatic, regional winners must ensure their submission addresses the full New South Wales Tourism Awards criteria including the qualifying period and financial information. They must then forward their submission to the New South Wales Awards.
- All relevant forms and attachments must also be completed online.
- Entry fee as per the schedule is also required.

Regions with individual judging criteria or Regions who did not conduct regional awards:

- Submissions are encouraged from all operators who have not entered regional awards or entered awards with independent judging criteria.

Operators who have not entered any Regional Awards:

- Operators who did not enter their regional awards are encouraged to enter the State awards and are not disadvantaged in the judging process.

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.

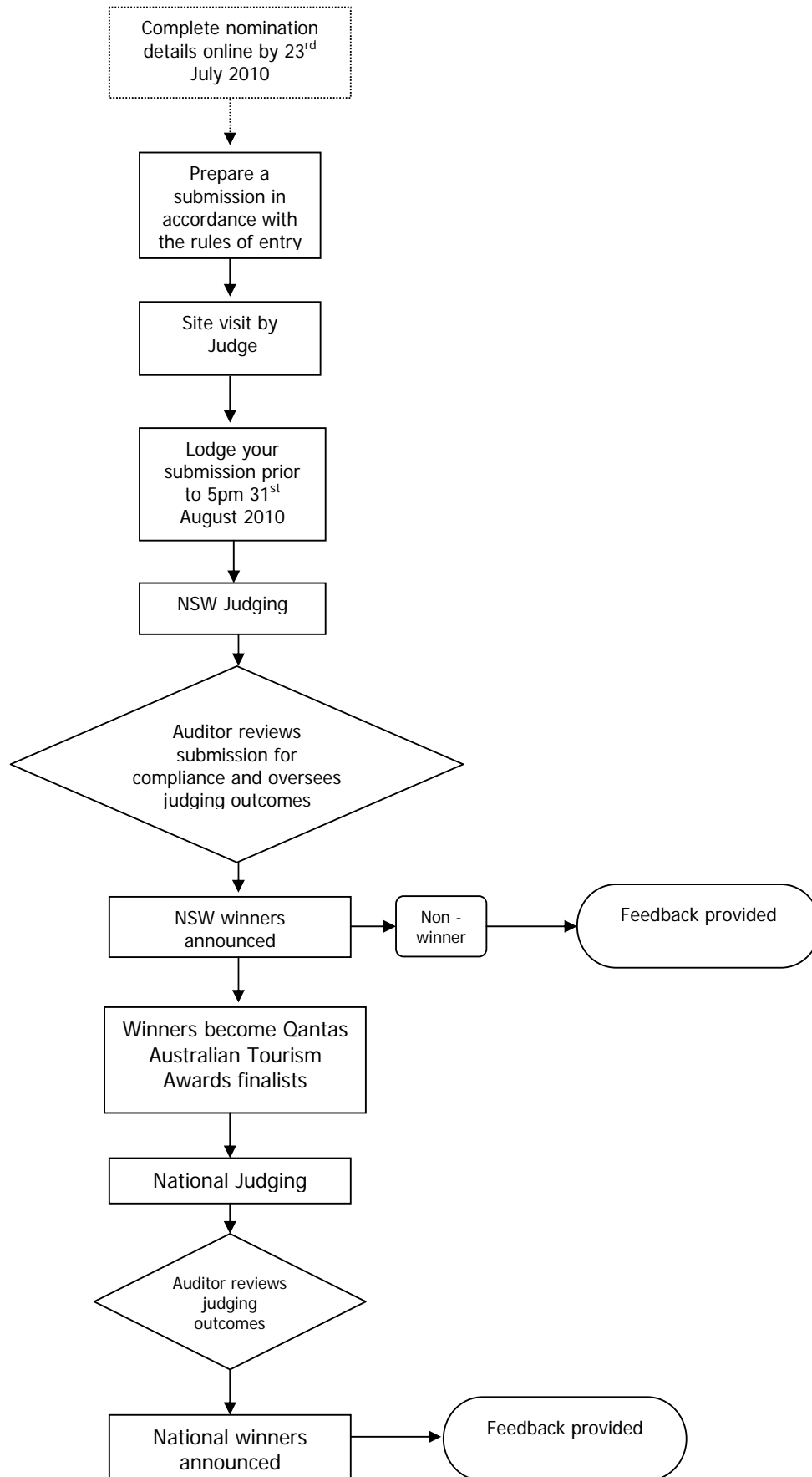
*Note: In some categories the competition is very close and the deduction of **any points** could be the difference between winning and losing.*

- 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 pages – attracts 1 penalty point per page
- Failure to adhere to margin size – attracts 2 penalty points
- Failure to format to 1½ line spacing – attracts 4 penalty points
- Use of more than 8 pages of tables – attracts 2 penalty points

What Do I Submit Electronically?

- ✓ Nomination details
- ✓ Entry details
- ✓ A pdf version of the submission. Refer to the rules for entry for specific formatting guidelines.
- ✓ The cover page of the submission should be clearly marked with:
 1. The name of the entrant;
 2. The category entered;
 3. The state/territory tourism awards entered; and
 4. An image(s) representative of the product entered.
- ✓ 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 (Note: **300 to 600dpi** files in a JPEG format are preferred) 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.
- ✓ Refer to Instructions to Nominate and Submit via the online portal

How Does It Work?



The Site Visit

The purpose of the site visit is two-fold; verification of essential business practices e.g. risk management and testing of the experience. The site visit will be prearranged and the judges have a proforma from which they work.

Entrants and judges will be required to sign a form to state that certain policy procedure manuals have been produced by entrant and sighted by the judge.

Scores from the site visit will not apply at the national level 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 each required to sign a confidentiality agreement.

LODGEMENT

Please ensure your submission is lodged electronically to the website portal by 5pm Tuesday 31st August 2010.

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

Disclaimer

By entering the NSW Tourism Awards competition 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 2010 NSW Tourism Awards and the 2010 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 Disclaimer box on the website portal you agree not to bring a claim against any Judge, or the Tourism Industry Council NSW in relation to feedback on your submission.

Judges' Decision

The decisions of the NSW and Qantas Australian Tourism Awards Judging Panels are final.

More Information

For further advice and information contact your Awards Coordinator Shan Lawson on (02) 4333 8908 or visit our website www.awards.ticnsw.com.au.