

## 2011 TTNQ TOURISM AWARDS - NOMINATION FORM

Category Number	
Category Name	
Name of event/product being entered (if applicable)	
Name of business	
Contact Person	
Position	
Business Address	
Postal Address	
Business telephone	
Mobile * after hours availability essential	
Fax	
Email	

**\* Please supply an after hours contact number for the media  
Please complete one nomination form per category.**

The nomination form must be submitted with Question 1a from the relevant submission criteria, the nomination fee and one brochure (if available) clearly depicting your nominated product. Question 1A is to ensure that you are positioned in the correct category. Please still include question 1A in your submission.

Forward nominations to:

A List Events International  
Attn: 2011 TNQ Tourism Awards  
PO Box 733, EDGE HILL QLD 4870  
Phone: (07) 40342244 or  
jennifer@alistevents.com.au

**Nominations close COB Wednesday 15 June 2011.** Nominees will be notified of category acceptance by Friday 25 June.

### Key Dates

Nominations close:	Wednesday 15 June 2011
Submissions due:	Monday 15 August 2011
Judging Interviews:	Friday 23 September & Saturday 24 September 2011
Awards Night:	Saturday 29 October 2011

## Which category should I nominate for?

To assist in identifying which category is best suited for your product, refer to individual category summaries provided below. Detailed information about each category is available at: [www.ttnq.org.au/Tourism-Awards/award\\_categories.aspx](http://www.ttnq.org.au/Tourism-Awards/award_categories.aspx)

### **1. MAJOR TOURIST ATTRACTIONS**

This category is for attractions which a) market primarily to a national and/or international audience and b) are considered a hallmark destination in their own right. They may be publicly or privately owned and can operate in conjunction with a natural attraction or on their own.

### **2. TOURIST ATTRACTIONS**

This category is open to attractions of state/territory importance which, a) market primarily to intrastate and/or interstate visitors and b) significantly contribute to the tourism experience within their metropolitan or country region. Attractions may be developed in conjunction with a natural attraction or on their own.

### **3. MAJOR FESTIVALS AND EVENTS**

This category is open to hallmark festivals or events (including major exhibitions) that a) create substantial economic impact, b) attract visitors from interstate and/or overseas, c) generate national or international media profile, and d) positively promote the destination. They may be one-off or recurring.

### **4. FESTIVALS AND EVENTS**

This category is open to festivals or events (including exhibitions) that a) create substantial economic impact within the local community b) attract visitors from intrastate and/or interstate, c) generate regional media profile, and d) positively promote the destination. They may be one-off or recurring.

### **5. ECOTOURISM**

This category aims to recognise ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation.

### **6. HERITAGE AND CULTURAL TOURISM**

This category aims to recognise tourism operations that foster a greater understanding of history, heritage and/or culture. Entrants should offer visitors an insight into Australia's history and heritage and its contemporary culture.

### **7. INDIGENOUS TOURISM**

This category recognises tourism operations that foster a greater understanding of Indigenous culture, history and traditions.

### **8. SPECIALISED TOURISM SERVICES**

This category is open to specialised tourism services, retailers or facilities that enhance the visitor experience and integrate with other tourism products. Entry is open – but not limited to – service providers, shopping precincts, retailers of souvenirs, artifacts and art, airports, computer information systems, member services, money exchange services, language and interpreter services.

## **9. VISITOR INFORMATION AND SERVICES**

This category is open to Visitor Information Centres, Regional Tourist Associations and Regional Tourism Organisations to recognise their integrated focus on the provision of services to the visitor e.g. reservation service, information delivery etc. This category is not designed for specific marketing and promotion campaigns.

## **10. MEETINGS AND BUSINESS TOURISM**

This category is open – but not limited to – conference facilities and other meetings industry operators, service providers and suppliers who maximise the tourism experience for meetings and business travellers.

## **11. MAJOR TOUR AND/OR TRANSPORT OPERATORS**

This category is open to tour and/or transport operators with 15 or more annual fulltime equivalent employees. It is not a transport award but does recognise a major contribution to tourism through the provision of tour guiding services and transport services. Entrants must offer a tourism experience as a significant part of their operation.

## **12. TOUR AND/OR TRANSPORT OPERATORS**

This category is open to tour and/or transport operators with fewer than 15 annual fulltime equivalent employees. It is not a transport award but does recognise a significant contribution to tourism through the provision of tour guiding services and transport services. Entrants must offer a tourism experience as a significant part of their operation.

## **13. ADVENTURE TOURISM**

This category is open to operators providing adventure tourism experiences that involve active customer participation. Examples could include – but are not limited to – rafting, ballooning, bushwalking, scuba diving, rock climbing, four-wheel driving, fishing, horse riding and abseiling.

## **14. TOURISM MARKETING**

This category recognises excellence in marketing tourism products, regions, destinations, or group projects. Initiatives can include short-term marketing campaigns, ongoing marketing programs or promotional vehicles such as websites etc.

## **15. TOURISM EDUCATION AND TRAINING**

This category is open to individual tourism businesses and tourism education and other registered training providers working to raise professional standards within the tourism industry by delivering tourism training, including online.

## **16. TOURISM RESTAURANTS & CATERING SERVICES**

This category is open to all restaurants and catering services offering a tourism experience and/or servicing the tourism industry. It is not a food award but does recognise a significant contribution to tourism through the provision of food and beverage. Entry is open – but not limited to – hotel or stand-alone restaurants, event caterers, pubs and cafés.

## **17. TOURISM WINERIES, DISTILLERIES AND BOUTIQUE BREWERIES**

This category is open to all wineries, distilleries and boutique breweries offering a tourism experience and who make a significant contribution to tourism. Entry is open – but not limited to – cellar door sales, tastings or tours.

## **18. TOURIST AND CARAVAN PARKS**

This category is open to all tourist and caravan parks offering a tourism experience. Entry is open – but not limited to – cabin, caravan and/or tenting accommodation providers.

## **19. BACKPACKER ACCOMMODATION**

This category is open to accommodation providers primarily catering to backpackers. The focus of this award is on facilities and services that enhance the tourism experience.

## **20. HOSTED ACCOMMODATION**

This category is open to owner/operator accommodation providers offering a high degree of personal contact with guests. Entry is open – but not limited to – bed & breakfast, farm stay, cottage or other intimate, boutique, colonial or heritage accommodation.

## **21. UNIQUE ACCOMMODATION**

The focus of this award is on the way in which the nature of the accommodation and services enhance the tourism experience.

## **22. STANDARD ACCOMMODATION**

This category is open – but not limited to – motels, hotels, self-catering, cabins and pub accommodation. The focus of this award is on both the facilities and services that enhance the tourism experience.

## **23. DELUXE ACCOMMODATION**

This category is open – but not limited to – apartments, hotels, motels and self-catering accommodation. The focus of this award is on both the facilities and services that enhance the tourism experience.

## **24. LUXURY ACCOMMODATION**

This category is open to – but not limited to – luxury hotels or resorts, with a focus on both the facilities and services that enhance the tourism experience.

## **25. NEW TOURISM DEVELOPMENT**

This category recognises excellence in the planning of tourism infrastructure and/or services with a focus on entrepreneurial vision, harmonious integration with the environment, design and functionality and uniqueness of the service.

## **26. SUSTAINABLE TOURISM**

This category is open to tourism operators that exemplify a strong commitment to sustainable and innovative business practices. The award will recognise and showcase successful tourism businesses that set out to minimise their environmental impact, conserve natural resources, respect local cultures and benefit local communities.

## **27. OUTSTANDING CONTRIBUTION BY A VOLUNTEER OR A VOLUNTEER GROUP**

This award celebrates the strong, ongoing personal commitment made by an individual or team of volunteers who freely give their time and skill, contributing to the professionalism of our industry and the positive image of tourism in Queensland.

## **28. YOUNG ACHIEVER'S AWARD**

This award recognises an individual, less than 32 years of age, working in the tourism industry and their contribution to the development of a vibrant and professional tourism industry.



## 2011 NOMINATION FEE / TAX INVOICE

ABN: 94 009 953 084

(This document becomes a tax invoice once paid)

### Details

2010 TNQ Tourism Awards Nomination Fee	\$100.00
GST (10%)	\$10.00
<b>TOTAL AMOUNT</b>	<b>\$110.00</b>

### Payment options:

#### Cheque:

Please make cheque payable to **Tourism Tropical North Queensland** and post to:

A List Events International  
Attn: 2011 TNQ Tourism Awards  
PO Box 733  
EDGE HILL QLD 4870

#### Direct Debit:

Westpac                      A/C Name: FNQPB                      BSB: 034-167                      A/C: 362 471  
Reference: **"TNQ Tourism Awards – insert your company name"**

**Online Credit Card:** via member area at [www.ttnq.org.au](http://www.ttnq.org.au)

- 1) Log in. 2) Click: Purchase TTNQ products' on left side menu. 3) Choose: 'Tourism Awards Nomination fee'.
- 4) Follow instructions for online payment procedure

**Credit Card:**                       Visa (2% surcharge)                       MasterCard (2% surcharge)

Cardholders name	
Card Number	
Expiry Date	
Signature	

**PAYMENT MUST BE RECEIVED WITH NOMINATION BY WEDNESDAY 15 JUNE 2011**

## 2011 TNQ TOURISM AWARDS - IMPORTANT INFORMATION

The Tourism Awards process is a 4 stage process consisting of a nomination, submission, site inspection and interview. Following acceptance of a nomination, submissions are due. After submissions have been received site inspections will be scheduled and an interview with your judges will occur as the last stage. Winners will be announced at the Gala Evening, held on Saturday 29 October 2011.

Scoring is determined as follows:

Cat No	Category Name	Submission	Site Inspect.	Interview	Total score
1	Major Tourist Attractions	/100	/50	/50	/200
2	Tourist Attractions	/50	/50	/50	/200
3	Major Festivals & Events	/100	n/a	/50	/150
4	Festivals & Events	/100	n/a	/50	/150
5	Ecotourism	/100	/50	/50	/200
6	Heritage & Cultural Tourism	/100	/50	/50	/200
7	Indigenous Tourism	/100	/50	/50	/200
8	Specialised Tourism Services	/100	n/a	/50	/150
9	Visitor Information & Services	/100	/50	/50	/200
10	Meetings & Business Tourism	/100	n/a	/50	/150
11	Major Tour and/or Transport Operators	/100	/50	/50	/200
12	Tour and/or Transport Operators	/100	/50	/50	/200
13	Adventure Tourism	/100	/50	/50	/200
14	Tourism Marketing	/100	n/a	/50	/150
15	Tourism Education and Training	/100	/50	/50	/200
16	Tourism Restaurants & Catering Services	/100	/50	/50	/200
17	Tourism Wineries, Distilleries & Boutique Breweries	/100	/50	/50	/200
18	Tourist & Caravan Parks	/100	/50	/50	/200
19	Backpacker Accommodation	/100	/50	/50	/200
20	Hosted Accommodation	/100	/50	/50	/200
21	Unique Accommodation	/100	/50	/50	/200
22	Standard Accommodation	/100	/50	/50	/200
23	Deluxe Accommodation	/100	/50	/50	/200
24	Luxury Accommodation	/100	/50	/50	/200
25	New Tourism Development	/100	n/a	/50	/150
26	Sustainable Tourism	/100	/50	/50	/200
27	Outstanding Contribution by a Volunteer or a Volunteer group	/100	n/a	/50	/150
28	Young Achiever's Award	/100	n/a	/50	/150

## Enquiries

For all enquiries about the 2011 Tropical North Queensland Tourism Awards contact Jennifer Thompson, A List Events International on 0427 320 379 or [jennifer@alistevents.com.au](mailto:jennifer@alistevents.com.au)

## Nominations – deadline 15 June 2011 (COB)

Nomination forms are to be completed in full and submitted with

- Question 1A from the submission documentation (these will not be returned). (Submission criteria is available at [www.tropicalaustralia.com.au/corporate/tourism\\_awards](http://www.tropicalaustralia.com.au/corporate/tourism_awards))
- A recent brochure of the product/service nominated if applicable
- Entry payment

Please note that Question 1A is not scored when attached to the nomination. It is attached so that the judges can be assured that the nomination is in the correct category. Please include this question as part of your submission where it will then be scored as part of your submission.

## Submissions – deadline 15 August 2011 (COB)

Please include the following as part of your submission:

- The submission which contains answers to the selection criteria. Please refer to the rules of entry for submission guidelines. The cover page of the submission should be clearly marked with the name of the entrant, the category name and number entered, The wording "Tropical North Queensland Tourism Awards" and an image of the product/service entered.
- Signed Statutory Declaration form
- On disc, a description of no more than 100 words of your company/product which can be used for media, for announcements at the Awards Evening and for promotional purposes. These words may be edited.
- Up to Ten images illustrating the entrant's operation/product/service for use during the Awards Evening or for promotional purposes. Jpg/jpeg or PDF files please. Each image to be no bigger than 1MB and stored on memory stick or disc. Please check that images have copied over before sending in!
- A large postage-paid self addressed return envelope so that your submission can be returned to you. Submissions will not be returned without this.

**Rules of Entry and Statutory Declaration Forms will be emailed following acceptance of your nomination and are also available online at [www.tropicalaustralia.com.au/corporate/tourism\\_awards](http://www.tropicalaustralia.com.au/corporate/tourism_awards)**

## **Site Inspection – from 22 August – 22 September**

The purposes of the site inspection is to assess the business being nominated and for verification claims that may be made within the submission. Operations are under no obligation to offer a free experience of their product. The site visit is prearranged at a mutually convenient time and the judges have a proforma from which they work.

Site inspections are worth 50 marks. The exceptions to this are

Categories 3 ( Major Festivals & Events ) & 4 ( Festivals & Events ) – Due to the seasonal nature of the entrants in these categories the site visit is for verification purposes only and therefore no points will be awarded.

Categories 8 (Specialised Tourism Services), 10 (Meetings & Business Tourism ) and 25 (New Tourism Development). Due to the diversity in these categories the site visit is for verification purposes only and therefore no points will be awarded.

You have the opportunity to be provided with comprehensive feedback on your site visit and your submission following the awards night by contacting TTNQ for a feedback interview.

## **Interview with judging panel – Weekend of 23 – 24 September 2011**

Interviews are held at TTNQ, 51 The Esplanade Cairns. Interviews are conducted by a judging panel of three judges, including the judge who completed your site inspection.

It is essential that interviews only occur during this weekend as all judges must be present and all site inspections completed before interviews take place.

Every effort is made to choose the best time for your interview. Requests for interview times can be made in writing to [jennifer@alistevents.com.au](mailto:jennifer@alistevents.com.au) no later than Wednesday 15 August to enable the best possible scheduling for all nominees.

Please bring any relevant and supporting documentation to the interview. Questions during the interview can cover anything relating to the submission and clarification on any points, product and operational information/details, policies and procedures or accreditations.

Interview questions can also refer to the site inspection if relevant. It is highly recommended the person attending the interview is fully briefed on the entry and able to cover all aspects of the submission.

## **Awards Evening – 29 October 2011**

Winners of the 2011 Tropical North Queensland Tourism Awards are announced during this dinner. Tickets are \$165 per person and will be available for purchase from TTNQ.