

Queensland Tourism Awards 2011

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Important Dates



Closing date for Nominations

Monday 16 May 2011

Closing date for written submission

Monday 22 August 2011

Queensland Tourism Awards Gala Event

Friday 4 November 2011 (Brisbane)

More information

For further advice and information on the Queensland Tourism Awards contact Alyce Holding at QTIC on 07 3236 1445 or visit the official website

www.queenslandtourismawards.com.au



Why enter?

- The questions and criteria have been designed to help businesses develop their annual business plan
- Your entry provides you with an accurate record and overview for your business each year
- Substantial increases in trade and occupancy rates as a direct result of being a finalist or winning a tourism award
- Improve staff morale
- The Awards highlight the prominence of Queensland in the Australian tourism industry

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Why enter?

- Winners are automatically entered into the Qantas Australian Tourism Awards
- Winners will be identified as the outstanding tourism business in their particular category
- Winners and finalists can include the Awards logo on all stationery, brochures and advertising
- Winners and finalists are recognised through the regional and state media releases, industry newsletters, television news reports
- The Gala Event is the biggest industry party of the year!

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Simple tips to give you an award winning entry!

- Visit www.queenslandtourismawards.com.au and choose the category that best fits your business. You may like to enter more than one category. If you are unsure, please ask your Awards Coordinator.
- Tailor your submission to the specific category entered and to the tourism industry (these are tourism awards!) particularly if you are entering more than one category.
- Think carefully about the questions – jot down ideas and activities you think are appropriate to each question.
- Tackle one question at a time. Re-read each question several times. Answer the question as printed – not the question you think it is or would like it to be.
- Be passionate about your product, no-one knows it better than you!
- Write:
 - simply and concisely
 - using dot points where appropriate
 - highlight key points of your entry
 - emphasise your involvement in the tourism industry

Simple tips to give you an award winning entry!

- To assist the judges, preface each answer with the exact wording of the question. This will also serve to remind you of what is being asked.
- Remember that the judging period is **1 July 2010 – 30 June 2011**. Everything you have done in this period could be relevant.
- If you find yourself repeating information, it is likely that you are not answering the question as asked.
- Where information does require duplication, do not answer by writing “***Please see answer to question 2***” – type it out again and see if there is a slightly different emphasis that could be put on the answer.
- If you have entered before – do not be tempted to cut corners by updating the previous year’s answers.
- **Use the tips as shown under the criteria in each category.**

2011 Rules for Entry

To ensure consistency and fairness in judging, the Rules for Entry must be strictly met. Failure to follow the Rules for Entry may attract a deduction of up to 15 points.

- Document must be A4 in size
 - attracts 2 penalty points

- Entry should be 30 pages
 - attracts 1 penalty point per page

- Font must be either Times New Roman or Arial
 - Font less than 12 points attracts 4 penalty points
 - Photo captions can be smaller to a minimum of 8 point

2011 Rules for Entry continued

- Document must be formatted to 1.5 line spacing
 - attracts 4 penalty points
- Tables can be single line spaced but must not exceed more than 8 pages of the submission
 - More than 8 pages of penalty points attracts 2 penalty points

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

Also remember.....

- Enter the category that best reflects your CORE business
- Eligibility must be clearly demonstrated in Question 1a
- State the question then your answer

How to Nominate and Submit your Entry

The Process

1. Visit the E-Awards Portal and create your own log-in (details on accessing the E-Awards Portal can be found on the Queensland Tourism Awards website)
2. Enter nomination details for your product/event
3. Log-in and upload a PDF version of your submission before the due date.

Further details on how to nominate and submit electronically is available on the E-Awards Portal.

The Benefits

With this new system comes a number a benefits for the entrant including;

- No more time or money being spent on printing out a copy of your submission.
- No worrying about getting your submission in the post or picked up by the courier.
- No wait to see if your submission has been received on time.
- No more postage paid satchels.

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Welcome to the 2011 Queensland Tourism Awards

CATEGORIES

NOMINATION INSTRUCTIONS

IMPORTANT INFORMATION

SUBMISSION INSTRUCTIONS



Before completing your submission, why not sign up to QTIC's Business Barometer and give your business a health check?

For more information [Click here](#).

INTRODUCTION

The Queensland Tourism Awards aims to recognise and promote excellence in tourism.

The Awards support improved business planning, development and internal analysis of tourism businesses as well as celebrate the creativity, professionalism and innovation of the Queensland tourism industry.

The Awards are an online submission and site visit based competition for all tourism businesses and industry suppliers based in Queensland.

The Queensland Tourism Awards Presentation and Gala Dinner provides an opportunity to publicly recognise and showcase the State's finest tourism operators.

E-Awards Portal



What do you need to submit

- Nomination details
- Entry details
- A PDF version of your submission. Refer to the rules for entry for specific formatting guidelines.
- The cover page of the submission should be clearly marked with:
 - The name of the entrant;
 - The category entered;
 - The state/territory tourism awards entered; and
 - An image(s) representative of the product entered.

What Should You Submit cont....

- 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. Remember to include your company/product name and where you are located geographically.
- Ten images (Note: 500 dpi files in a JPEG format, no smaller than 2MB are required) 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.

Please contact your Awards Coordinator if you would like any further information or have any questions about the nomination and entry process.

Changes in 2011

Please be aware that every year the criteria is reviewed nationally. This may result in revised wording to ensure the categories and questions remain current and relevant.

This year the following changes have been made:

- 1) Q2b which asks you to demonstrate your financial viability has been removed. Although this is no longer a separate question you should still include some financial detail as part of the business planning question (2a).
- 2) It is now recommended as part of the tips for Question 3b that you make reference to e-marketing.

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Categories

- 26 Business categories (listed on the Queensland Tourism Awards website)
- 3 Individual categories
 - The Marie Watson-Blake Award for Outstanding Contribution by an Individual
 - Outstanding Contribution by a Volunteer or Volunteer Group (QLD only)
 - Young Achievers Award (QLD only)
- Winners from Categories 1 – 26 compete at the Qantas Australian Tourism Awards
- Winner of the Marie Watson-Blake Award is recognised at the Qantas Australian Tourism Awards.
- The **Hall of Fame** award is a prestigious award given to those businesses which have shown outstanding performance in their chosen category. These businesses have won in their selected category for three consecutive years. After their induction into the Hall of Fame the business becomes exempt from entering the awards for the next two years.

The Judging Process

- 1 Chairman and 18 judges nominated based on tourism experience and/or business experience
 - *Full list of judges including profiles can be viewed at www.queenslandtourismawards.com.au.*
- Voluntary role involving Site Inspections, Judges briefing & Judging days
- Confidentiality and Conflict of Interest forms signed
- Panel of 3 read all submissions in a category
- Each question scored – comments invited – feedback provided to entrants
- Auditor collates scores
- Chair and Auditor sign off on results
- Judges decision is final!

What are the judges looking for?

- A financially sound, well managed business
- Demonstrated business excellence
- A business plan and marketing plan
- A business that knows its customers and has a service culture
- Awareness of your industry and marketplace
- Efforts to meet and surpass industry standards
- Active contribution to tourism
- Evidence of a strategic rather than opportunistic approach
- Use of measurement tools
- Evidence of innovation and passion

Judges Score Well For...

- Logical, succinct answers
- Charts and diagrams that explain at a glance
- Pictures which tell a story
- Great ideas and innovation
- A sense of humour
- Quotes that back up an answer

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Judges Score Lower For...

- Hard to read entries
- Meandering answers and waffle
- Missed questions or questions that are not fully answered
 - Who are your target markets and how did you identify them?
 - How do you identify and provide for people with specific needs?
- Promising submissions that lose steam
- Lost points because of broken rules

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Avoiding Common Mistakes

- Weakest Questions – Involvement in and contribution to tourism industry, Risk Management, Environmental Sustainability
- Questions not answered fully
- Activities listed but no success or outcomes
- Financial viability = income and expenditure
- Answers must relate to qualifying period
- A picture paints a thousand words! Use high quality images and make sure you caption them

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Q1 – Product (20 points)

- Remember to demonstrate your eligibility in part (a).
- Keep this relevant and focused on the product being entered and the category for which it is being entered. Highlight your genuinely special features.
- If the product overlaps several categories, make sure the overview highlights aspects pertinent to the particular category for which it is entered.
- Avoid sweeping claims and motherhood statements such ‘best view’; ‘greatest service’, ‘most unique location’.
- Write for a State/National Judge – state where you are geographically located – use a picture to illustrate
- Make sure you capture the ‘feel’ of your product.
- Consider your point of difference – exploit it!!
- Introduce your pride and passion and maintain throughout.

Q2 – Business Plans (20 points)

- State your business vision/mission in 2a
- It should thoroughly summarise three aspects: Goals, strategies and outcomes.
- Be specific about goals eg. Increase visitation by 15%
- Relate strategies to goals and make sure you quantify them.
- Identify outcomes and achievements and also if aspects did not go as planned what the response strategies were.
- Do not waffle and use flowery language in this section especially. It should be focused and identify KPIs to support the progress of the plan.

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Example – Goals, Strategies and Outcomes

NB: This can apply to Business Plans and/or Marketing questions

Goal	Strategy	Outcome
Increase visitor numbers from UK by 15%	<ul style="list-style-type: none">• Work with TQ International Manager in Market• Update website• Attend key trade shows• Join ATEC and attend ATEC Symposium	<ul style="list-style-type: none">• Website enhanced – new booking engine enables direct bookings• Attended ATE and Queensland on Tour• Product brochured by 6 key wholesalers in UK• Product listed with 2 major ITOs specialising in Europe• Visitor numbers increased by 16.3% on previous year
Increase membership	<ul style="list-style-type: none">• Media/PR campaign• Ambassador program• Value add• Promote benefits	<ul style="list-style-type: none">• Full membership increased by 12%• Associate membership by 6%

Q2 – Business Plans cont

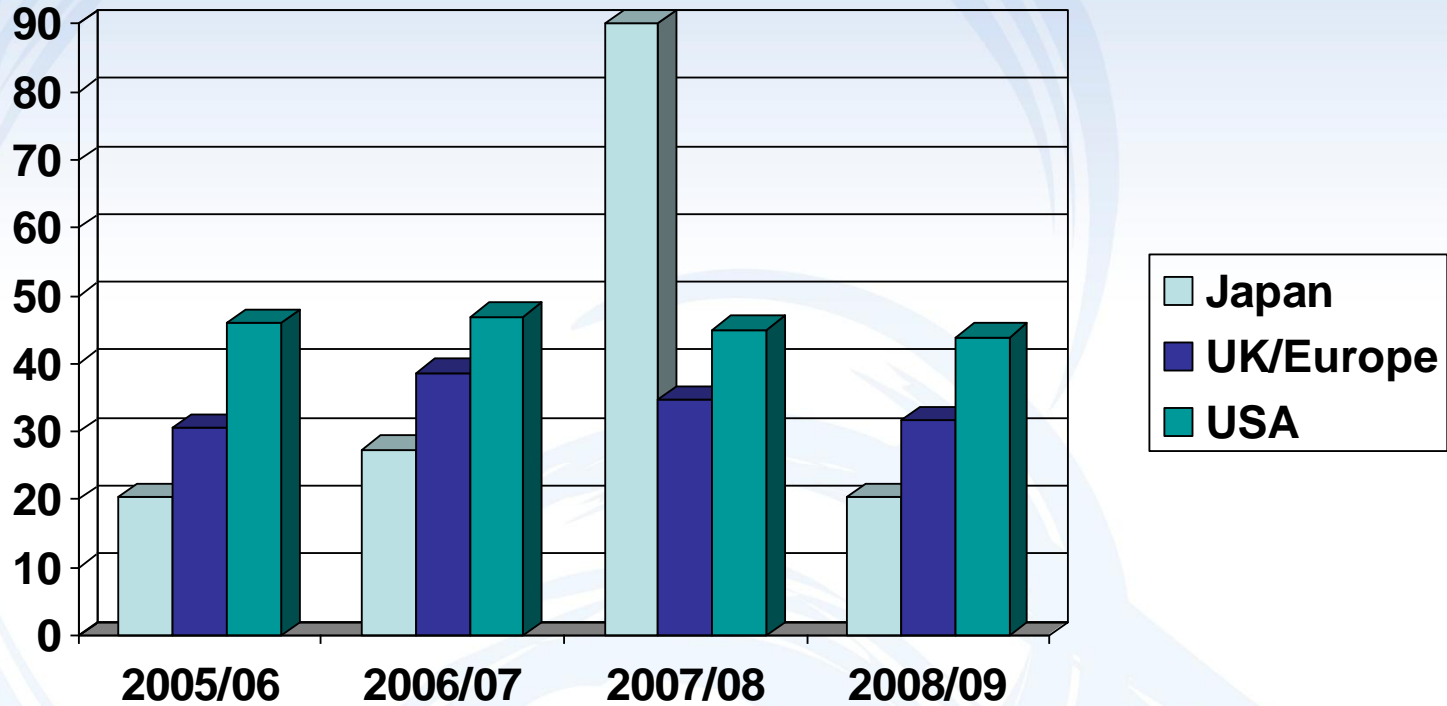
RISK ISSUES

- Provide examples or a case study where risk management practices have been implemented and the outcomes.
- Think ‘outside the box’ in terms of global issues and how they might influence your risk management considerations.
- Identify business assets – tangible and intangible
- Detail initiatives for each asset, identify different levels of risk.
- Include sections from manuals and/or extracts where appropriate.
- Identify groups addressed by the strategies (e.g. customers, staff, community, contractors, etc)
- Indicate staffing role/s in risk management.

Q3 – Marketing (20 points)

- Show that you really know your target markets
- Provide some research to support your claims for identifying particular target markets, rather than rely on just past experience or ‘this is how it has always been done’.
- Use graphs or pie charts to illustrate your target markets
- Match your strategies for the market segments listed
- Detail your competitive advantage
- Explain how you communicate your message
- Again, it should be focused and identify KPIs to support the progress of the plan.
- Is the marketing plan clearly laid-out, innovative and well implemented as defined under the target markets identified for your business?

Example – Target Markets



Q4 – Customer Service and Professional Development (20 Points)

- Is the approach to customer service clearly defined and implemented through the organisation. How is this achieved?
- Ensure you detail all customer service initiatives
 - Formal or informal training and documentation
 - Include outcomes of customer service eg. Source of revenue, number of visits
- Consider how do you measure your customer service
- Identify your specific needs customers and match strategies to each group.
- Examples of specific needs (Think of as many as you can!!)
 - Families/children
 - Physical, intellectual disability
 - Smokers
 - Religious
 - Dietary
 - Specific interest
 - Language

Q4 – Customer Service and Professional Development cont... (20 Points)

- There needs to be an organised defined approach outlined, with specific identification of needs and specific [as well as general] courses undertaken by specific staff [not just the owners or managers]
- Don't just focus on in-house training. Consider wider educational undertakings of your staff that contribute to your product development
- Demonstrate your commitment to Professional Development e.g. time off for training
- Show how you determine needs e.g. staff interviews
- Consider how you support staff to undertake training and how you support non-staff to gain experience (e.g. student work placements, project work, etc)
- Include staff comments about their training that support high standards of customer service
- Include copies of training manuals and/or staffing policies that encourage training initiatives
- A table/matrix format with percentages helps to illustrate the above

Example – Training Programs

Programs undertaken example:

- **Accounts Team Leader** - Supervising Skills – Sept 2010. Outcome - increased productivity, improved relationship with staff
- **Mechanic** – Computer Skills – October 2010. Outcome – electronic register of vehicle maintenance and inventory
- **General Manager** – Australian Institute of Management Media/PR course– Jan 2011. Outcome – increased confidence at public speaking, improved media relations, increased media coverage
- **Visitor Information Centre staff** – Fraser Island Famil – March 2011. Outcome – experience of new product, better customer service, job satisfaction, increased sales by 12%

Q5 – Sustainability and Innovation (20 Points)

- This must be a clear list identifying the operation's relationship to the environment, and also what steps are taken externally and internally for environmental responsibility.
- Demonstrate how policies are applied.
- Include excerpts from manuals etc to support procedures. Refer to sustainability protocols as they apply to your product (e.g. Greenglobe, Eco certification, TQ Sustainable Tourism Guides).
- Demonstrate initiatives undertaken and progress being made.
- What stands you apart from your competitors in terms of your commitment to the social and/or cultural environment?
- Detail how you support the local products and services

Q5 – Sustainability and Innovation cont... (20 Points)

- Keep a diary of innovations
- Include innovations that have taken place to improve your:
 - Business systems
 - Marketing
 - Technology
 - Visitor experience
 - Infrastructure development
 - Sales activities
- **Innovations must have occurred during the qualifying period ie 1 July 2010 – 30 June 2011**
- Innovations do not include routine maintenance and repairs.

Q5 – Sustainability and Innovation cont... (20 Points)

- Use a table – Innovation → Outcome

Innovation	Outcome
Developed a new product specific to the backpacker sector to combat a decline in international markets	Backpacker market increased by 10%
Developed a On-line booking system, MySpace page or Blog	Saved 15% on distribution costs

- Include innovations which have taken place to improve the visitor experience, infrastructure development, online improvements, new innovative marketing ideas or sales activities.

The Site Inspection

The purpose of the site visit is to assess the business being nominated and for verification of claims that may be made within your submission.

- The site visit will be prearranged – the judge will contact you directly
 - Make sure you let your staff know to expect a call
 - First contact is part of the inspection
 - Judges will also check your website and marketing material prior to visiting
- All categories except 14 - Tourism Marketing will receive a site inspection.
- Entrants in categories 3, 4, 8, 10 and 25 will be visited and evaluated for verification purposes only and therefore no points will be awarded for the visitation.
- Scores from the site visit **will not** apply at the national level, however, the national judging panel will have access to the written comments.

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Working with Private Consultants

- Look for proven experience in award submission writing and an understanding of the Queensland and Australian tourism industry
- Get a quote
- Ask for a referee
- Be prepared with relevant documentation
- Plan a schedule / timetable
- Don't underestimate input required from you
- They can only write what you do!
- Don't leave it until the last minute

Contact

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Thank you and Good Luck in the 2011 Queensland Tourism Awards!!!

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