

2010 RULES FOR ENTRY in the CountryLink Inland Tourism Awards

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 for each category.

1. Achievements or activities referred to within your entry must relate to the **qualifying period 1 May 2009 – 30 April 2010**.

Entrants must have traded for the **entire** qualifying period. *Please note: the NSW Tourism Award qualifying dates do differ and if you proceed these dates are 1 July 2009 to 30 June 2010*

Exceptions apply to seasonal facilities and the following categories:

- 2 – Festivals and Events
- 10 - Tourism Marketing
- 20 - New Tourism Development where the activity being put forward for consideration must have occurred **within** the qualifying period.

2. 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 One. Failure to demonstrate your eligibility may result in your submission being penalised.
3. 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 Regional Tourism Organisation or the Awards Secretariat. If you still feel the question is not relevant please explain your reasons within your submission.
4. Entrants must be members of; be based in or operate within the boundaries of the four participating Regional Tourism Organisation being the regions of Outback Tourism, New England North West, Central NSW Tourism or Riverina Tourism.
5. 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
6. An entry cannot be moved into another category following the closing date for lodgement of submissions.
7. 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.



Environment,
Climate Change
& Water



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8. The submission should both be formatted as follows:

Page Size: A4 (297 x 210 mm)

Font: All font (questions, answers, captions, tables) must be no smaller than 12 point Times New Roman or Arial. No variation such as narrow or condensed font styles is acceptable.

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 and indexed.

Layout: State the question then your answer.

Pages: The main document must have no more than 30 printed pages (single sided) or 15 pages (double sided) including text, graphs and images (note this does not include the cover page).

** Please note that supporting material including profit and loss statements are no longer required however it is recommended that this be communicated in another way – e.g graphs – please see the hints relating to the question for more information.

Dividers: Are optional. If used in the main document they must be **blank** ie they must not carry images, logos, watermarks or text. They may however be numbered for example “Question 1”.

Binding: The main document is to be **separately** bound. For example in an A4 ring binder, wire/plastic spine binding or book style staple binding.

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 format to 1½ line spacing – attracts 4 penalty points
- Use of more than 8 pages of tables – attracts 2 penalty points



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WHAT SHOULD I SUBMIT?

- ✓ A signed entry form (form provided) with cheque or credit card details of full entry fee of (see payment form for details of either \$85 or \$55 fee).
- ✓ A statutory declaration form signed by an appropriate third party to confirm that financial information and other business activity claims made within the submission are accurate (form provided).
- ✓ A packing list (form provided).
- ✓ The cover page of the submission should be clearly marked with:
 1. The name of the entrant;
 2. The category entered;
 3. An image(s) representative of the product entered.
- ✓ A separate unbound copy of your answers to the Overview/History and Question 1 - Product to assist with the site visit.
- ✓ **Only one** copy of your submission.
- ✓ A 100-word description of your company/product, which will be used by media, for announcements at the presentation ceremony, in promotional material and on web-site listings. This should be submitted electronically, preferably on the same CD as the images.
- ✓ Ten or digital 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.

Please mark all image CDs with your entry details ie name and the category number in which you are entering.

- ✓ The contents of the submission must be properly labelled and well packed, preferably in Australian Post boxes or postpaks, for transport.
Please note: The judges view only the submission and not the packaging.
- ✓ You **MUST** provide a return postage paid, self-addressed satchel for the return of your submission.

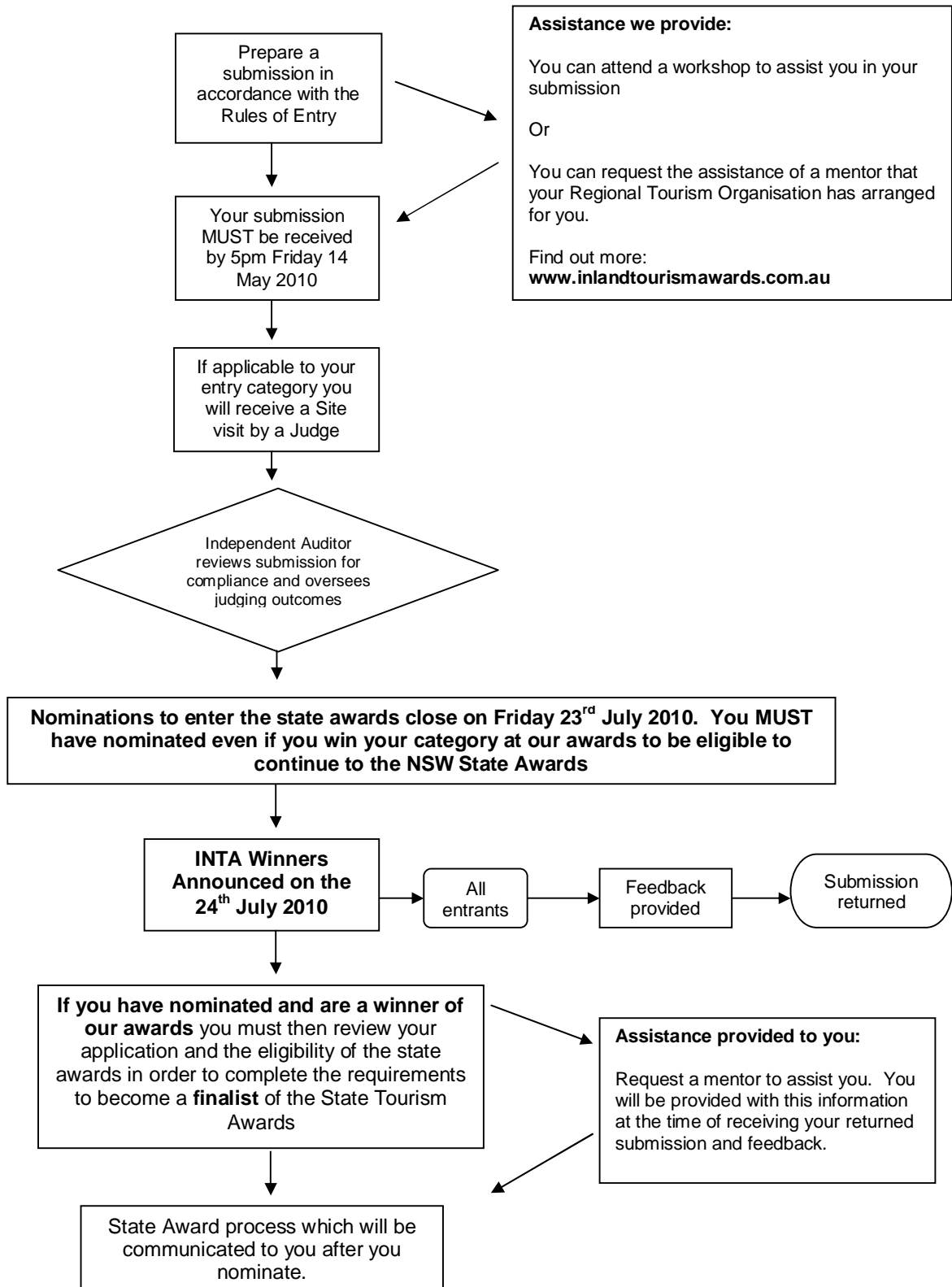


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HOW DOES IT WORK?



THE SITE VISIT

The purpose of the site visit is two-fold; verification of claims made within the submission (for example sighting of a risk management policy) and testing of the experience. The site visit will be prearranged and the judges have a proforma from which they work.

KEEPING IT FAIR

To ensure consistency and fairness in judging, the rules for entry must be strictly met.

Failure to follow the rules of entry 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*

OUR ASSURANCE

All information submitted is strictly confidential. All persons, for example tourism awards coordinators, judges and mentors, who may come into contact with your submission, are required to sign a confidentiality agreement.

DELIVERY

Please ensure your submission is posted to

CountryLink Inland Tourism Awards Secretariat
Natalie Bramble Management
PO Box 1697
DUBBO NSW 2830

BY Close of Business (5.00pm) on Friday 14th May 2010

Clarification: We will not accept entries post marked and posted on Friday 14th May. It **MUST** be in our Post Office Box or physically in our office by 5pm, 14th May to be accepted.

Arrangements may be made to personally deliver the application to the secretariat's office by prior arrangement only. Contact us to discuss this: 02 6884 4654.

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

Your receipt of arrival: An email will be sent to the contact email provided by you to confirm its arrival, no later than 24hours after receipt of entry.

If you are concerned about your entry not being received by us within an appropriate time please call to discuss this. Considerations will be given where circumstances outside of your control have impacted its delivery.



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HALL OF FAME

Entrants who win the same category three consecutive years in a row will receive an award and entry into the Hall of Fame.

Entrants will be eligible to enter that category again after an absence period of two years i.e.

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

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

DISCLAIMER

Inland Tourism Awards organising coordinators, project managers, event managers, members of the judging committees, sponsors, transport companies and the like can not be held responsible for any damages and/or loss of materials that are submitted as an entry to regional, state or national judging.

By entering the CountryLink Inland 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 CountryLink Inland 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 signing the entry form you agree not to bring a claim against any Judge, the secretariat, the event manager or the Inland Tourism Awards Inc in relation to feedback on your submission.

JUDGES' DECISION

The decision of the CountryLink Inland Tourism Awards panel is final. Any grievance should be forwarded to the attention of Chairperson, Inland Tourism Awards Inc, PO Box 1697, Dubbo NSW 2830.

MORE INFORMATION

For further advice and information contact your local Visitor Information Centre or visit our website www.inlandtourismawards.com.au

