



How to write an award winning Submission

Congratulations on taking the first step in reviewing your business and being recognised for your success. This fact sheet will help you write an award winning Submission.

Why Enter into the North Queensland Tourism Awards?

- Assists in annual business planning process
- Your entry provides you with an accurate record and overview of your business
- Benchmarks your product and encourages best practice in tourism
- Raises standards of products and our industry, leading to a better experience for our visitors and more returns for our operators
- Recognises and rewards achievements in our region
- Winners are identified as the outstanding tourism business in their category
- Great for staff morale and empowerment
- Showcases your success to your peers

Written Document

Plan your Submission

- 1. Read the questions**
- 2. Identify key areas**
- 3. Brainstorm responses**
- 4. Brainstorm again**
- 5. Arrange your idea**
- 6. Draft**
- 7. Sleep on it**
- 8. Read and edit**
- 9. Give your Submission to a friend/mentor to read**



Content

- If you have previously submitted a nomination in the Award, re-read the judge's feedback from the previous year
- Ensure that you are entering the category most appropriate to your product/experience
- Keep it clear and concise
- "Blow your trumpet" and highlight your unique point of difference
- Make sure that if you list activities you list the successes and outcomes
- State all the key elements of your Business Plan
- Include recent examples of customer feedback
- Use easy to read tables to explain further
- Convey your passion for your product/experience

Presentation

- Keep to the requested submission format
- Check spelling and grammar
- Include high quality hero photos in your submission and make sure that you caption them

Site Inspection

The purpose of site inspections is two-fold; verification of claims made within the submission and testing of the experience. The site visit will be prearranged and the judges have a proforma from which they work.

- Make sure that you let your staff know to expect a visit and its importance
- Put your best foot forward
- Ensure that your most experienced staff is working the day of inspection
- Demonstrate your passion

Submission formatting 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 be in 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 eight 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 15 pages including text, graphs and images. Note: This does not include the cover page.