



**HMAA
Accommodation Industry
Awards for Excellence
2007**



Call for Entries

Entries Close Friday 18th May 2007

Background

The Hotel Motel & Accommodation Association is proud to have the continued support of AAA Tourism as the Principal Sponsor of the HMAA Accommodation Industry Awards for Excellence 2007.

The **HMAA Accommodation Industry Awards for Excellence** has been established to assist in maintaining a higher standard within the accommodation industry. The HMAA seeks to recognise the efforts of accommodation operators and their contribution to our industry and the role they play in creating, inspiring and promoting tourism and accommodation, through providing professional service to their guests.

Winners in the *HMAA Accommodation Industry Awards for Excellence* will be able to use the Award as a marketing tool and will receive excellent benefits through publicity and promotion. All tourism accommodation operators are invited to nominate for any category listed in this Call for Entries Booklet.

Properties may enter more than one category.

Participating in the Awards for Excellence encourages operators to strive for excellence in their business. Don't miss this great opportunity... take the time to submit your entry.

Awards are judged on the submission by the operator and can be won by small, medium and large properties.

All winners will receive the official Awards logo to use in their marketing and advertising material. They will also receive a plaque to display in their property's reception area. Finalists will receive a certificate suitable for mounting.

Who is eligible – Operators of tourism accommodation in Queensland and New South Wales and Victoria.

Cost of Entry - HMAA Members – \$35.00 Non-Members \$65.00

What to submit – **An A4 presentation in one folder and no more than 30 pages.** The HMAA asks that all data and photos to be secured in order, so that the presentation remains complete. At the start of your presentation please include a clear photo of your property. Please request Judging Criteria pertaining to your desired submission category – details of criteria is listed with each following category description. Where possible please enclose a CD with high resolution photographs of your property and property logo.

Qualifying Period - 1 January 2006 -- 31 December 2006.

Categories - Within each category Judges may make Awards based on star rating and style of accommodation. Where Judges feel an entry falls into a more appropriate category they may assess it in that category.

Judging - An outside independent judging panel is assembled consisting of representatives from the hospitality industry. All information presented is strictly confidential.

Entries - Please address all entries to the Hotel Motel & Accommodation Association, Level 6, 201 Wickham Terrace Brisbane Q 4000.

** (If you wish your presentation folder to be returned, please include a pre-paid mail bag with your entry)

Entry Deadline - Entries close **Friday 18th May 2007.**

Award Categories

1. Hotel

Licensed premises providing quality accommodation with private facilities, together with other facilities such as bar and dining and provide a sufficient level of service. Rooms must be serviced daily at no extra cost. This category is open for all AAA Tourism Rated properties from one star to five stars.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

2. Motel / Motor Inn / Boutique / Outback Accommodation

Licensed & unlicensed premises providing customary accommodation in units or suites, with private facilities and built on modern motel lines. Breakfast available. Adequate off-street parking facilities within the property boundary should be available. Rooms must be serviced daily at no extra cost. This category is open for all AAA Tourism Rated properties from one star to five stars.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

3. Apartment / Villa

Fully self-contained units or apartments with one or more bedrooms and lounge/living area. Includes kitchen area, crockery, cutlery, cooking utensils, cooking facilities and refrigerator. Laundry may be available. This category is open for all AAA Tourism Rated properties from one star to five stars.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

4. Resort

A property situated in spacious grounds providing a range of recreational facilities. Additional guest services may include activities, tour desk and eating outlets on site. This style of accommodation will be listed as a hotel, motel, apartment or caravan park as appropriate. The category of accommodation is listed first, and then the term "Resort" is added. This category is open for all AAA Tourism Rated properties from one star to five stars.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

5. Time Share

This Category is for all accommodation properties that sell Holiday or Vacation Club memberships and provide for their members a variety of destination & holiday experiences across Australia.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

6. Caravan Park / Holiday Village

Properties with cabins, villas, on-site vans, and/or semi-portable dwellings. May provide private or communal amenities and a range of facilities for the travelling public. In general terms meals are not provided, but food may be offered from a kiosk outlet. This category is open for all AAA Tourism Rated properties from one star to five stars.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

7. Backpackers / Budget

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.

Please request Backpackers/Budget Category Judging Criteria.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

8. Hosted Accommodation

This category is open to owner/operator accommodation providers living on the property and offering a high degree of personal contact with guests, that includes providing breakfast by the "host". Entry is open – but not limited to – bed & breakfast home stay, bed & breakfast farm stay, cottage or other intimate, boutique, colonial or heritage accommodation.

Please request Hosted Accommodation Category Judging Criteria.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

9. New 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.

Please request New Development Category Judging Criteria.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

10. Unique

This category is open to properties developed around unconventional accommodation infrastructure. The focus of this award is on the way in which the nature of the accommodation and services enhance the tourism experience. Entry is open – but not limited to – tented holidays, houseboats, tree houses, underground accommodation, and yacht charters.

Please request Unique Category Judging Criteria.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

11. Refurbishment

Properties in any category that have started refurbishment after 01 January 2006 and completed refurbishment before Close of Entries 2007.

Please request the Judging Criteria relevant to your property's category [Categories 1 – 10].

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

****Supplementary Judging Criteria****

The following categories can be entered in addition to the previous 11 main categories. These supplementary categories are a fantastic way to promote your property, or reward a loyal staff member. Entrants are encouraged to enter the supplementary categories.

Most Improved

This Award will be presented by the AAA Tourism to a property that has shown the greatest increase in standards and service delivery in the preceding year.

Operators do not need to apply for this category, as it will be judged independently by the AAA Tourism.

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

Conservation/Ecotourism

This category is open to all the accommodation categories for which Awards are offered. It is not necessary that an entrant in this category shall also have entered in one of the accommodation categories. The entrant must be a provider of accommodation for the travelling public of one of the categories listed.

Please see Supplementary Judging Criteria

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

Training

This category is open to any of the accommodation categories for which Awards are offered, but requires a separate entry. It is not necessary that an entrant in this category shall also have entered in one of the accommodation categories. However, the entrant must be a provider of accommodation for the travelling public of one of the types listed.

See Supplementary Judging Criteria

Employee of the Year

This category is open to any employee in any of the accommodation categories and requires a separate entry no more than two pages. This category provides for the nomination by an employee or by their employer. The employee must have been gainfully employed for at least 12 months and be in regular contact with the public and/or fellow staff, and in a position below management level. The employee will have consistently contributed to the positive image of the property and to the tourism image of Australia. The Award will be presented at the discretion of the judges based on the submission. Nominees must receive the endorsement of their employer.

See Supplementary Judging Criteria Employee of the Year

Apprentice of the Year

This category is open to any apprentice in any of the accommodation categories and requires a separate entry no more than two pages. This category provides for the nomination by an apprentice or by their employer. The apprentice must have been gainfully employed for at least 12 months and be in regular contact with the public and/or fellow staff. The apprentice will have consistently contributed to the positive image of the property and to the tourism image of Australia. The Award will be presented at the discretion of the judges based on the submission. Nominees must receive the endorsement of their employer.

[See Supplementary Judging Criteria Employee of the Year](#)

Department Manager of the Year

This category is open to any Department Manager in any of the accommodation categories, and requires a separate entry no more than two pages. This category provides for the nomination by an employee or by their employer. The Department Manager must have been gainfully employed for at least 12 months and be in regular contact with the public and/or fellow staff, and in a position of Middle Management. The Department Manager will have consistently contributed to the positive image of the property and to the tourism image of Australia. The Award will be presented at the discretion of the judges based on the submission. Nominees must receive the endorsement of their employer.

[See Supplementary Judging Criteria Employee of the Year](#)

Operator of the Year

[This category does not require a separate submission.](#)

The Operator of the Year Award is presented to the operator of the property whose submission achieves the highest aggregate score across all nominated qualifying properties. The winner of this Award must have clearly demonstrated that they possess outstanding qualities of hospitality and management within their property.

Supplementary Judging Criteria



No.	Criteria - <u>TRAINING</u>	Maximum Points
1.	Give an overview of measures which have been introduced by you in regard to staff training.	10 points
2.	Details how these measures have benefited the staff involved.	15 points
3.	If these measures have also resulted in benefits to the business, give details.	15 points
4.	Detail management training, as distinct from staff training, which has been undertaken.	15 points
5.	List plans which you may have for the future to continue your training campaign.	15 points
6.	What measures do you use to keep up to date with modern training requirements and the availability of training courses for various departments in your business.	15 points
7.	Detail how you may have exceeded normal expectations in regard to staff and management training.	15 points
	Total Maximum Points	100 points

No.	Criteria – <u>CONSERVATION / ECO-TOURISM</u>	Maximum Points
1.	Give an overview of measures which have been introduced by you to conserve natural resources.	10 points
2.	Detail how these measures have benefited the environment	15 points
3.	If these measures have also resulted in benefits to the business, give details.	15 points
4.	Detail training which is given to train staff in these conservation measures.	15 points
5.	List plans which you may have for the future to continue your campaign of conservation	15 points
6.	What measures do you use to keep up to date with the law in regard to conservation, and also modern attitudes.	15 points
7.	Detail how you may have exceeded the requirements of the law.	15 points
	Total Maximum Points	100 points

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Supplementary Judging Criteria Cont.

Your properties success would not be possible without the cooperation and the hard work of your staff.

Please consider entering a staff member from your property in one of the following Excellence categories.

No.	Criteria – <u>Employee / Apprentice / Department Manager of the Year</u>	Maximum Points
	An individual submission must outline the qualities that make this staff member 'Employee of the Year'. General Criteria does not apply.	
1.	Provide an overview on presentation skills	15 points
2.	Detail your communication skills	15 points
3.	Detail how you handle conflict resolution	15 points
4.	Demonstrate your team work skills	15 points
5.	Commitment to the industry	15 points
	The above list is not seen as exhaustive. The inclusion of testimonials is encouraged.	25 points
	Total Maximum Points	100 points

No.	Criteria - <u>MOST IMPROVED</u>	Maximum Points
	This category does not require a separate submission as it will be judged independently by AAA Tourism. Previous General and specific criteria do not apply to this category.	

No.	Criteria – <u>OPERATOR OF THE YEAR</u>	
	<p>This category does not require a separate submission. The Operator of the Year will be nominated from among the finalists and assessed by the judges. Being a finalist does not automatically qualify a property for nomination. When qualified, a property will be assessed using the following criteria.</p> <ul style="list-style-type: none"> • Separate assessment report filled out at judges' discretion, outlining the reasons for nomination. • Scoring of the reason/s and their integration/linkage with customer service, marketing, product innovation and leadership within the Accommodation industry. • Where required an incognito inspection by the chief judge or his/her appointee to assess a property. • Final selection of the winner will be made by the judging team chaired by the chief judge. <p>The winner will be deemed to be the property that achieves the highest aggregate score across all nominated qualifying properties, and displays outstanding qualities by which other properties should take note.</p>	



Accommodation Industry Awards for Excellence 2007

Your Step-by-Step Guide to a Professional Entry...

What to submit – An A4 presentation in one folder and no more than 30 pages.

The HMAA asks that all data and photos be secured in order, so that the presentation remains complete. At the start of your presentation please include a clear photograph of your property. Where possible please enclose a CD with high resolution photographs of your property and property logo.

Qualifying Period - 1 January 2006 -- 31 December 2006.

STEP 1

- Read the "Call for Entries" booklet in its entirety and carefully choose the category which seems to best match your business. If there is a choice in categories, be certain that you have chosen the most appropriate one based on the suitability of the criteria to your business. If you would like further assistance regarding your property category, please contact HMAA on 07 3831 8628.
- Take time and re-read the guidelines and all your category questions. Take particular note of what is contained within the guidelines.
- Please consider yourself in the role of a judge - you will then appreciate the importance of a concise, logical submission, with each attachment clearly labelled and cross referenced. Make sure the overall presentation matches the calibre of your business.
- Decide your method of presentation within the A4 presentation folder. One folder only is required and no more than 30 pages in length. All data and photographs should be secured in order so that the presentation remains complete. At the start of your presentation include a clear photograph of your property.
- Do not include elaborate presentation boxes with T-shirts and other merchandising material.

STEP 2

- Think carefully about the questions - jot down ideas and activities you think are appropriate to each question. **Remember that the judging period is 1 January to 31 December 2006. Everything you have done in this period could be relevant.**
 - Some questions require copies of background papers, letters, photographs etc. Please take into consideration the time required to obtain this information.
 - Note that some questions attract higher scores. These particular answers are considered critical and need some extra thought and effort.
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- Don't leave preparing the submission until the final week before close. Familiarise yourself with the provided timeline of important dates, to ensure you keep on track for submitting your entries.
 - If you have entered before - do not be tempted to cut corners by re-using or updating previous years' answers.

STEP 3

To start writing the submission, tackle one question at a time. Re-read each question several times so that you answer the question correctly.

- Write
- simply and concisely;
 - using dot points in correct format and order;
 - highlight key points in your entry;
 - emphasise your involvement in the tourism industry;
 - be passionate about your product – no-one knows it better than you.
- Commence each answer on a new page, and to assist the judges, preface each answer with the exact wording of the question, taken from the booklet. This will also serve to remind you of what is being asked.
 - If you find yourself repeating information, it is likely that you are not answering the question as asked. Re-read the questions and work out to which question the duplicated information actually belongs.
 - For some businesses you may need to duplicate information.
For example, don't answer by writing at Q. 5: " Please see answer to Q. 2 " - type it out again and see if there is a slightly different emphasis that could be put on the answer.
 - Be aware that the judges will not know your business, therefore do not assume knowledge.

STEP 4

- On completing the answers it is vital to correct the text for all inaccuracies, including spelling, punctuation and grammar.
- Do not rely on a computer spell check, it cannot differentiate between words accurately spelt but inaccurately placed; e.g. "now" and "new". It is essential to READ IT THROUGH CAREFULLY.
- Missing questions, non-compliance with criteria and poor presentation will automatically cause loss of points.
- Check
 - Have you answered the questions?
 - Is the overall layout neat and consistent?
 - Is there a logical sequence within the answers?
 - Is the submission firmly bound, so that pages do not become unattached?
 - Are the attachments clearly numbered, securely enclosed and easy to find?

STEP 5

- Have you enclosed a stamped, self-addressed envelope of the correct size to hold your entire entry for its safe return?
- Make sure your entry reaches the HMAA office no later than **Friday 18th May 2007**, together with your completed Entry Form.



WHY YOU SHOULD ENTER THE ACCOMMODATION INDUSTRY AWARDS FOR EXCELLENCE 2007

- Winners and finalists can include the Awards logo on all stationery, brochures, and advertising for 12 months. This is a great addition to the marketing and promotion of your property.
- Your entry provides you with an accurate record and overview of your business each year.
- Winners and finalists are recognised throughout their state in media releases, print media and industry newsletters.

THE JUDGING PROCEDURE

- The judges are a panel of senior professionals with a range of experience in the tourism and hospitality industry.
- All entries are marked by each member of the judging panel.

JUDGES COMMENTS...

“As there are many entries to be assessed, we look for those submissions that are clear, concise, easy to read, and have completed all questions with the relevant answers. Entrants must clearly demonstrate that they possess outstanding qualities of hospitality and management within their property”.

PLEASE ADDRESS ALL CORRESPONDENCE AND ENQUIRES TO:

Attention: Katey Shaw
Hotel Motel & Accommodation Association
Alexandra House, Level 6,
201 Wickham Terrace
Brisbane QLD 4000

Tel: (07) 3831 8628 Fax: (07) 3832 2983 E-mail: awards@hmaa.com.au

You could be a winner!!





Entry Form

Please detach and return with your completed entry.

Property

Category

Style.....

Styles = 3 – 3 ½ star = Standard Accommodation, 4 – 4 ½ Star = Deluxe Accommodation and 5 Star = Luxury

No. of units..... Star Rating

Address

..... Postcode.....

Ph Fax

Email Contact Name

HMAA Members – \$35.00

Non-Members - \$65.00

Entries close Friday 18th May 2007

Please address all Entries together with payment to:-

HMAA Level 6, Alexandra House 201 Wickham Terrace Brisbane QLD 4000.

PAYMENT DETAILS (please tick relevant payment box)

- Member Entry Fee - \$35.00.** (Includes GST)
- NON – Member Entry Fee - \$65.00.** (Includes GST)

We will be paying by: (please tick)

- Cheque (made payable to HMAA)
- Credit Card (please charge my Credit Card for the amount above)

Type of Card - American Express Visa Bankcard MasterCard

Card No: ---- / ---- / ---- / ----

Expiry Date: ---- / ----

Signature of Cardholder:.....



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IMPORTANT CALENDAR DATES

Keep this information sheet in a place where it can be easily accessed at any time.

- **March 14 2007 :-** 2007 Call for Entries is launched to all accommodation properties, and entrants are encouraged to request the Judging Criteria relevant to your property category.

March through May is the time to create and enhance your submission. Be sure to read the document “Your Step-by-Step Guide to a Professional Entry”, and follow the judging criteria tips, to help make your submission as detailed as possible.
- **May 18 2007 :-** **DEADLINE FOR ALL ENTRIES TO BE SUBMITTED TO THE HMAA OFFICE.
ALL COMPLETED ENTRY FORMS AND PAYMENTS MUST ALSO BE SUBMITTED AND RECEIVED AT THIS TIME.**
- **June 11-15 2007:-** QLD judging occurs.
- **June 18-22 2007:-** NSW judging occurs.
- **August 3 2007:-** QLD Accommodation Industry Awards for Excellence Gala Dinner – Royal on the Park Brisbane
- **August 22 2007:-** VIC Accommodation Industry Awards for Excellence Gala Dinner Telstra Dome Melbourne
- **September 2007:-** NSW Accommodation Industry Awards for Excellence Gala Dinner – Date to be advised.

Enquiries: Att: Katey Shaw awards@hmaa.com.au
07 3831 8628.
