



NOMINATION INFORMATION BOOKLET



## AWARDS FOR EXCELLENCE



The Tourism Accommodation Australia NSW Awards for Excellence are recognised as the most prestigious hospitality and tourism awards, honouring the achievement of excellence in a diverse range of categories in the accommodation industry.

Whilst we are currently operating in unprecedented times with national borders closed, state restrictions, border lock downs and many hotels supporting the return of Australians in quarantine; feedback from our members has supported we go ahead with the 2021 awards.

The awards are open to all members of Tourism Accommodation Australia NSW, who meet the nomination criteria as detailed here.

These awards increase public awareness of the hotel industry throughout the State with winners and finalists supported with an extensive media campaign. Many winners will also be eligible to enter the high profile AHA National Awards in 2022.

The presentation of the Awards for Excellence would not be possible without the support of our partners and we acknowledge their invaluable, ongoing contribution to the industry.

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## KEY DATES

The qualifying period is:  
**15 JUNE 2020 – 15 JUNE 2021**

Nominations and Dinner Tickets Open  
**FRIDAY, 25 JUNE 2021**

Nominations and Written Submissions Due  
**FRIDAY, 6 AUGUST 2021**

Finalists Announced  
**FRIDAY, 24 SEPTEMBER 2021**

Presentation Ceremony Dinner Tickets Close  
**MONDAY, 11 OCTOBER 2021**

## PLAN YOUR TIME

Don't leave it until the last minute.  
Plan your time and resources to write your submissions.

Decide on the submission team:

- Who are the knowledge holders?
- Elect a project “champion”
- Should you prepare in-house or outsource?
- Which categories are you going to enter?
- Read the nomination booklet thoroughly



# OVERVIEW

## THE AWARDS FOR EXCELLENCE

Depending on the category, awards are judged by site inspection, written submission, interview and a practical cooking assessment.

It is the entrants' responsibility to ensure that the correct material and information is supplied with each entry along with the correct, high resolution photos.

Entrants who have won awards at the NSW level may then be eligible to nominate for entry into the National Awards. Please note the categories that are applicable for the National Awards are marked with "Eligible for entry into the National Awards".

Where relevant, the hotel nominating will be required to provide gift vouchers pertaining to the category entered. The full list of judging voucher requirements are outlined on page 15. Please note clearly on the voucher if there are any restrictions (i.e. Monday - Thursday, restaurant operating hours).

Vouchers relevant to the TAA NSW Awards for Excellence should not mention or display in any way or make use of the words TAA NSW Awards or Tourism Accommodation Australia NSW on any part of it. If the voucher does display any such indication of its use your hotel may not be judged.

The judge's decision is final and no communication will be entered into regarding the judges' process or decisions. All information regarding entry and judging

is strictly confidential, however feedback for individual hotels is available on request.

Finalists will be advised on Friday, 24 September 2021 via email and on our website [www.taanswawards.com.au](http://www.taanswawards.com.au)

If only one submission is received in total for a category, this category will not receive an award. A refund will be provided to the hotel.

Written entry submissions, which entrants would like returned, can be collected from the TAA NSW offices, on request, following completion of the Awards. These submissions will be held for 12 months.

THE 2021 TAA NSW AWARDS FOR EXCELLENCE WILL BE HELD AT  
THE FULLERTON HOTEL SYDNEY ON MONDAY, 18 OCTOBER 2021.

# HOTEL ACHIEVEMENT AWARDS

## OVERVIEW

### HOTEL ACHIEVEMENT AWARDS

- Best Innovation Project (no nomination fee)
- Outstanding Achievement in Training
- Outstanding Community Contribution
- Workplace Health & Safety Hotel of the Year
- Best Marketing Campaign

Entrants are advised to read the criteria and guidelines closely to ensure that all information is supplied to the judges in the submission. Entrants must ensure that information is current and relates to the qualifying period.

The qualifying period is:

**15 June 2020 - 15 June 2021**

### WRITTEN SUBMISSION REQUIREMENTS:

#### Title page:

- Name of category entering
- Hotel name
- Name and position of person document is prepared by
- Key Contact details: mobile, email, phone and work address

#### Format:

- Font - Arial or Calibri
- Font Size - 10-12
- Font colour - Black only
- Headings - In Bold
- Table of Contents with Page Numbers

#### The Submission:

- Answer all questions
- Stick to 1,500 word limit
- Include pictures and supporting documents within an appendix
- Use the category specific criteria as headings that you address throughout the written submission

### WHAT THE JUDGES ARE LOOKING FOR:

- Evidence of a strategic approach
- Awareness of your marketplace
- Industry knowledge
- Measurable goals and outcomes
- Passion and enthusiasm
- Well written and presented submission

### HOW TO MAXIMISE YOUR MARKS

- Present your submission like a corporate document
- List the question as the heading, then provide an answer
- Use tables where applicable to present figures
- Include an appendix to support what you have outlined in the submission

## BEST INNOVATION PROJECT

(JUDGING – 100% WRITTEN SUBMISSION)

### ENTRY FOR THIS CATEGORY IS FREE

This category will be judged completely on a written submission of no more than 1,500 words, plus accompanying appendix with documents and pictures where relevant.

**Criteria for entry:** Should demonstrate a project or initiative that showcases an innovation in the property that has led to the hotels success either in guest services, recruitment or retention, customer engagement or efficiency.

### THE FOLLOWING SHOULD BE ADDRESSED IN THE SUBMISSION:

- Description of the project and why it was important for the business.
- How the project concept was initiated and the person/team who had carriage of the project.
- Why the project is considered innovative?
- Did the implementation of the project lead to significant changes in processes or services within the property? Describe the culture of innovation and approaches to instill this.
- How was the success of the project measured? Is the result long term change in the business?
- New service and/or customer experience that is unique to the industry, provides new customer value and/or is a source of competitive advantage.

## OUTSTANDING ACHIEVEMENT IN TRAINING

(JUDGING – 100% WRITTEN SUBMISSION)

### \*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

This category will be judged completely on a written submission of no more than 1,500 words, plus accompanying appendix with documents and pictures where relevant.

**Criteria for entry:** Should demonstrate the hotels commitment to training and human resources.

### THE FOLLOWING SHOULD BE ADDRESSED IN THE SUBMISSION:

- Contribution to raising professionalism in the industry.
- Responsive to industry needs.
- Retention of staff as a result of the training initiatives (Records to be available to judges, if required).
- Internal training, schedules, training manuals etc.
- Access to and support of external training.
- Training budget spent in relation to overall expenditure.
- Support documentation to be provided for all claims.
- Initiatives taken to target skills shortages.
- Number of employees promoted over the qualifying period, including internal promotions, cross training, development plans.

## OUTSTANDING COMMUNITY CONTRIBUTION

(JUDGING – 100% WRITTEN SUBMISSION)

### \*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

This category will be judged completely on a written submission of no more than 1,500 words, plus accompanying appendix with documents and pictures where relevant. This must detail your contributions and support to the community throughout the qualifying period.

**Criteria for entry:** Should demonstrate that your hotel plays a strong role in your community.

### THE FOLLOWING SHOULD BE ADDRESSED IN THE SUBMISSION:

- Active participation and support of community groups and activities.
- Promotion of hotel industry to community groups.
- The extent to which the hotel environment reflects community support.
- The extent to which hotel employees embrace community involvement.
- Support of charitable institutions.
- Profile and public relations achieved through community work.
- How the hotel's community service activity fits with overall corporate objectives, (alignment between community and corporate responsibility).

## WORKPLACE HEALTH & SAFETY HOTEL OF THE YEAR

(JUDGING – 100% WRITTEN SUBMISSION)

This category will be judged completely on a written submission of no more than 1,500 words, plus accompanying appendix with documents and pictures where relevant.

**Criteria for entry:** Should demonstrate achievement in occupational health and safety in the operations of your hotel and an innovative approach in the workplace.

Safety initiatives must be outlined, and this must be in accordance with the WH&S legislation which involves all persons in the hospitality industry including staff, guests, and suppliers.

### THE FOLLOWING SHOULD BE ADDRESSED IN THE SUBMISSION:

- Policies in place at your hotel that support workplace health and safety, environmental best practice and safe patron transportation.
- Explain how your hotel addresses safety issues (In particular your answers should focus on issues such as back of house safety, hazardous substances and manual handling).
- What innovative methods have been implemented to improve occupational health and safety in your workplace?
- Description of health and safety and patron safety training provided to staff both during induction and employment.
- Evidence of savings on premiums.
- All entrants to submit a synopsis of their WH&S Policy and Procedures as part of the appendix.



## BEST MARKETING CAMPAIGN

(JUDGING – 100% WRITTEN SUBMISSION)

This category will be judged completely on a written submission of no more than 1,500 words, plus accompanying appendix with documents and pictures where relevant

Criteria for entry: Demonstration of one previous successful marketing campaign.

### THE FOLLOWING SHOULD BE ADDRESSED IN THE SUBMISSION:

- Development stage of the marketing campaign
- Evidence of originality and creativity
- KPI's (key performance indicators) set for the marketing campaign
- Quality of research and planning to achieve marketing objectives
- Media plan and PR activities
- In-house promotional material/advertising to support the marketing strategy
- Success and increased popularity within the qualifying period as a result of marketing campaign (i.e. covers, occupancy, foot traffic)
- Return on investment (increased traffic generation, media exposure which all generate increase on the bottom line)
- Consistency of promotional message and brand
- Quality and relevance of supplied promotional material (videos and or photos)
- Promotional video of the marketing campaign to be supplied (if no video can be supplied, supporting photos will suffice)

# PEOPLE AWARDS

## OVERVIEW

The following categories are judged firstly by written submission, and then by an interview. Entries are limited to ONE nomination per venue in each category:

### PEOPLE AWARDS

- Engineer of the Year
- Finance Talent of the Year
- Revenue / Yield Talent of the Year
- Food & Beverage Talent of the Year
- Sales & Marketing Talent of the Year
- Human Resources Talent of the Year
- Rooms Division Talent of the Year
- Employee Excellence in Service
- Concierge of the Year
- Housekeeper of the Year
- Chef of the Year
- Hotel Industry Rising Star
- Hotel Executive of the Year

**NOTE:** Applicants are awarded on their performance with the nominating property, over the qualifying period (15 June 2020 - 15 June 2021)

### WRITTEN SUBMISSION FORMAT:

#### Title Page:

- Full nominee name
- Phonetic pronunciation of full name
- Name of category entering
- Hotel name and address
- Position of nominee
- Image of nominee
- Email of nominee
- Mobile of nominee
- Signature of nominee

#### Format:

- Font – Arial or Calibri
- Font Size – 10-12
- Font Colour – Black only
- Headings – In Bold
- Table of Contents with Page Numbers

#### The Submission:

- Photo of nominated employee in high resolution jpeg or eps format.
- Answer all 'essential elements' as well as category specific questions

- A professional CV/Resume outlining the nominee's career history including roles and responsibilities
- Stick to 1,000 word limit
- Include supporting documents – letters of support or media articles within the appendix
- Include a letter of support from the nominator outlining the nominee's key strengths
- Name and position of person document is prepared by
- Key Contact details: mobile, email, phone and work address

To guide you on length and format, please refer to the:

**PEOPLE AWARD NOMINATION TEMPLATE**

## ESSENTIAL ELEMENTS

(Points are awarded for each of these areas)

- Title Page.
- A CV or resume, including qualifications, training courses attended, current awards gained from hotel or other source. CVs must be written to professional industry standards (Max 4 pages).
- Each submission must contain a letter of support from the nominator (General Manager or Department Head) inclusive of a brief summary of the key strengths of the nominee which make them a worthy winner (Ensure the category specific criteria is addressed separately).

## CATEGORY SPECIFIC CRITERIA

Please answer the specific criteria as listed under each category. Use the dot points as headings within your submission.

## OPTIONAL ELEMENTS

- References/comments from guests and other relevant individuals.
- Media articles if relevant.
- Other (anything you feel will 'sell' you over other submissions).

## HOW TO MAXIMISE YOUR MARKS

- Present your submission like a corporate document.

- List the question as the heading, then provide an answer.
- Use tables where applicable to present figures.
- Include an Appendix to support what you have outlined in the submission.

## COMMON PITFALLS

- Poor presentation – no cover page.
- Layout – no headings, no images.
- Not answering questions in order listed in nomination booklet.
- Not answering each question separately.

## INTERVIEW

### How to maximise your marks

- Relax, relax, relax.
- Dress in business attire – even though the interview will be on zoom!
- Prepare for the interview by reading through your application and know what your achievements and key strengths are, regardless of who wrote your submission.
- Greet the judges with a smile and introduce yourself – it will help you to relax.
- This is your opportunity to be recognized for your hard work – don't be shy – tell the judges what you have achieved.
- Show passion and enthusiasm in your responses
- Be yourself, be honest.

- Practice answering questions about yourself in preparation for your interview.
- Take a breath before answering the question or ask the judge to repeat the question to give you more time to think about your response.
- If you get stuck on a question just smile and take a moment, then answer again.
- Remember that this is not a formal job interview. The aim is to get to know you a little better and to find out why you are excelling in your role.

The candidate will be shortlisted based on the information and quality of written submission provided. The candidate must be available to appear for an interview via zoom (interview dates are between 6 - 20 August 2021), with judges and the candidate to be advised in due course of the time and zoom link for the interview.

**NOTE.** Applicants require a minimum of 6 months employment with the nominating property.

## 6 ENGINEER OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Evidence of outstanding achievement in cost reductions in operations for the hotel.
- Evidence of implementation of innovative concepts in the past 12 months.

## 7 FINANCE TALENT OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Evidence of outstanding achievement in cost savings/efficiencies for the hotel.
- Evidence of driving the performance of each department to achieve monthly targets.

## 8 REVENUE/YIELD TALENT OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Demonstration of how the nominee works closely with colleagues to achieve revenue targets across different departments.
- Evidence of challenges faced in the past 12 months and solutions implemented to reach targets.
- Example of best performing revenue strategy.

## FOOD & BEVERAGE TALENT OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Demonstration of how the nominee develops connections with guests and colleagues to ensure customer service standards are upheld and smooth operations are in place.
- Evidence of challenges faced in the past 12 months and solutions implemented to reach targets.
- Example of best customer review.

## SALES & MARKETING TALENT OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

*\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS*

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Evidence of challenges faced in the past 12 months and solutions implemented to meet sales and marketing targets.
- Demonstration of how the nominee ensures brand consistency across all marketing platforms (if applicable).
- Evidence of a successful marketing campaign implemented for the hotel (if applicable).
- Evidence of achievements in meeting sales and/or marketing targets.

## HUMAN RESOURCES TALENT OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Demonstration of successful implementation of HR practices (retention rates, training, performance management, internal vacancies).
- Evidence of HR challenges faced in the past 12 months and solutions implemented to overcome these.

## 12 ROOMS DIVISION TALENT OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

### \*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

#### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Demonstration of successful strategies implemented to ensure guest satisfaction.
- Evidence of challenges faced in the past 12 months and solutions implemented to overcome these.

## 13 EMPLOYEE EXCELLENCE IN SERVICE

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

### \*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

#### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Demonstration of successful strategies implemented to ensure service standards for the hotel are upheld.
- An example of an instance where the nominee has exhibited service above and beyond all expectations in the hotel industry.

## 14 CONCIERGE OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION  
/ 50% INTERVIEW)

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

#### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Demonstration of successful guest experience strategies implemented to ensure service standards for the hotel are upheld.
- Demonstration of how the nominee collaborates with key influential tourism suppliers to provide unparalleled guest experiences.

## 15 HOUSEKEEPER OF THE YEAR

(JUDGING – 50% WRITTEN SUBMISSION / 50% INTERVIEW)

This category will be judged by written submission of no more than 1,000 words plus attachments where necessary, and an interview.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements in the nominee's field, profession, work and/or community related.
- Evidence of the nominee's commitment to corporate sustainability best practice (ethics, leadership, personal responsibility and trust) within the hotel.
- Demonstration of contribution to hotel systems and processes to improve efficiencies and cost reductions of housekeeping operations.
- Demonstration of successful strategies implemented to ensure service standards for the hotel are upheld.

## 16 CHEF OF THE YEAR

(JUDGING – 20% WRITTEN SUBMISSION / 80% PRACTICAL COOKING & INTERVIEW)

### \*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

This category will be judged by written submission of no more than 1,000 words, plus attachments where necessary, and an interview for finalists with a highly regarded industry chef.

As part of the interview process for this category, candidates will be required to participate in a practical cooking element. An industry chef will come to the hotel and the candidate will then prepare 1 x dish of their choice and another dish selected by the judge on the current restaurant menu. The practical cooking assessment will be required to take place in the hotel's own kitchen followed by a sit down interview with the judge.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- Please outline the dish and composition of the chef's choice dish.
- Please attach the full current menu on offer at the venue.

## 17 HOTEL INDUSTRY RISING STAR

(JUDGING – 50% WRITTEN SUBMISSION / 50% INTERVIEW)

**Criteria for entry:** The candidate must be employed for 6 months or more with the nominating property. The candidate should be within the first five years of their career/field within the hotel industry.

### \*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

This category will be judged by written submission of no more than 1,000 words with supporting documentation and an interview for finalists.

The written submission should address the essential elements as listed on page 8 plus the following:

### CATEGORY SPECIFIC QUESTIONS

- How you demonstrated excellence in your role, over and above your job description.
- What recognition you have received from the hotel industry.
- What training courses you have undertaken/are intending to take to further your career in the hospitality industry.



## HOTEL EXECUTIVE OF THE YEAR

(JUDGING - 50% WRITTEN SUBMISSION/50% INTERVIEW)

### \*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

**Criteria for entry:** Employed for no less than six months prior to nomination in one of the following positions; CEO, General Manager, Executive Assistant Manager or Hotel and Operations Manager.

This category will be judged by written submission of no more than 1,000 words with supporting documentation and an interview for finalists.

The written submission should address the essential elements as listed on page 8 plus the following:

#### CATEGORY SPECIFIC QUESTIONS

- Outstanding achievements - work or community related
- How the employee displayed excellence in his/her role
- Evidence of individuals commitment in leadership and mentoring, commitment to the industry, communication, motivation and people skills.
- Personal presentation and personality through the interview process will also be taken into account.
- Accompanying documents such as guest comments, references, articles and/or certificates.

# PROPERTY AWARDS

## OVERVIEW

All property award categories are judged totally by anonymous site inspections which require vouchers or funds to be provided to cover the cost of judging. With the exception of the category 'Redeveloped/Refurbished Hotel of the Year', this category will be judged 50% on your written submission and 50% on an anonymous site inspection.

## SITE INSPECTION INFORMATION

Ensure all staff are aware that you are entering the awards and that they can expect a judge to visit the property anytime from the 28 July 2021 onwards.

### HOW TO MAXIMISE YOUR MARKS

Audit yourself against each of the category criteria for example:

- Attention to cleanliness and hygiene
- Are all our in house marketing materials and menus well-presented or do they need replacing?
- Do all the lights and other fittings work in each room?
- Does your team promote the hotel's facilities to guests?

- Are all legal notices clearly displayed?
- Do any furniture/blinds need replacing?
- Do you staff use the guest's name where applicable?
- Does your team ensure guests have checked in via Service NSW App?
- Does your hotel have accessible hand sanitiser for guests placed around the hotel?
- Does your team ensure social distancing is being practiced within the hotel?

### COMMON PITFALLS

- Hotel operator not using guest's name
- Not promoting hotel facilities
- Lack of knowledge of local events or attractions
- Lack of communication around delays – luggage, room service, meal service
- Lack of in-house marketing on display throughout the hotel
- Delayed delivery of meals
- Specials not available
- Lack of staff attentiveness to guests or clearing of tables

- General cleanliness and presentation of rooms and public areas
- Reservation staff unsure how to charge voucher and refund judges at check out

### JUDGING VOUCHERS

Please include separate vouchers for each category entered which have no reference to TAA, the Awards for Excellence or judging – **VOUCHERS MUST BE COMPLETELY ANONYMOUS.** Vouchers should have a monetary value on the voucher based on the estimated spend for the judging to take place. Room vouchers should specify the room type, rooms to be judged are standard rooms, and no upgrades will be accepted.

Enclosed with the vouchers should be a separate letter from the General Manager or Department Head on how to redeem the voucher should there be any issues on check out.

Please also include within the letter of how to redeem, any exclusions on the voucher (i.e. Room booking only for Monday - Thursday, restaurant operating hours etc.). This will assist the judge when making their booking.

**IMPORTANT NOTE:** Please ensure your staff are aware of the voucher so that they do not question the judge on check-out. The judges will only present the voucher at the end of the visit to maintain the integrity of the judging process and any refunds should be processed immediately.

## VOUCHER FUNDS

Alternatively, you can make a cash payment for the value of the judge's stay. This can be done through the TAA Awards website when entering nominations by selecting 'voucher funds'.

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## VOUCHER REQUIREMENTS

### **Restaurant of the Year (Mid-Range – Superior Hotels)**

\*\*Voucher to be provided to cover the cost of three courses for two people, parking and beverages.

### **Restaurant of the Year (Deluxe Hotels)**

\*\*Voucher to be provided to cover the cost of three courses for two people, parking and beverages.

### **Brasserie/Café of the Year**

\*\*Voucher to be provided to cover the cost of three courses for two people and beverages.

### **Bar of the Year**

\*\* Voucher to be provided with the value to cover a total of \$100.

### **Health Club & Spa Facilities of the Year**

\*\*Voucher to be provided to cover a treatment up to \$250.

### **Redeveloped/Refurbished Hotel of the Year**

\*\*Voucher to be provided to cover one night's accommodation - standard room, parking, breakfast, dinner for two people, and a room service option.

### **Apartment/Suite Hotel of the Year**

\*\*Voucher to be provided to cover one night's accommodation - standard apartment, parking, for two people.

### **Mid-Range Hotel of the Year**

\*\*Voucher to be provided to cover one night's accommodation - standard room, parking, breakfast, dinner for two people.

### **Metropolitan Superior Hotel of the Year**

\*\*Voucher to be provided to cover one night's accommodation - standard room, parking, breakfast, dinner for two people, and a room service option.

### **Regional Superior Hotel of the Year**

\*\*Voucher to be provided to cover one night's accommodation - standard room, parking, breakfast, dinner for two people, and a room service option.

### **Deluxe Hotel of the Year**

\*\*Voucher to be provided to cover one night's accommodation - standard room, parking, breakfast, dinner for two people, and a room service option.

## 19 RESTAURANT OF THE YEAR (MID-RANGE – SUPERIOR HOTELS)

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER THE COST OF THREE COURSES FOR TWO PEOPLE, PARKING AND BEVERAGES

**Criteria for entry:** This category is open for restaurants within Midscale to Upscale hotels located both within and outside the Sydney metropolitan area.

**Note:** Only internally operated restaurants are eligible to nominate into Restaurant of the year (Mid-range - Superior Hotels)

## 20 RESTAURANT OF THE YEAR (DELUXE HOTELS)

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER THE COST OF THREE COURSES FOR TWO PEOPLE, PARKING AND BEVERAGES

**Criteria for entry:** This category is open for restaurants within Upper Upscale or Luxury Hotels located both within and outside the Sydney metropolitan area.

**Note:** Only internally operated restaurants are eligible to nominate into Restaurant of the year (Deluxe Hotels)

THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS FOR BOTH AWARDS:

### Food

- Value relative to price and quality.
- Presentation, quality and composition of dish.
- Originality, selection and variety, including daily specials.
- Accuracy and presentation of menu.
- Integration of local produce.

### Beverages

- Presentation and accuracy of beverage lists.
- Variety of wine, beers, spirits, cocktails, soft drinks and coffees.
- Variety of wines available by the glass.
- Integration of local wines (if applicable).
- Served at the correct temperature.

### Service

- Presentation of staff and premises.
- Cleanliness of premises.
- Friendly and courteous staff.
- Appropriate and efficient service.
- Product knowledge (food and wine)

### General

- Measure of popularity.
- Overall cleanliness and hygiene.
- Characteristics – theme, unique, character, decor, design.
- Range of skills displayed by staff.
- Success in relative market positioning.
- Exterior of restaurant.
- Condition of furniture, fittings and electrical.
- Ambience, lighting, background music.
- Quality of table setting (glassware, crockery and cutlery, table linen).



## BRASSERIE/CAFÉ OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER THE COST OF THREE COURSES FOR TWO PEOPLE AND BEVERAGES

**Criteria for entry:** This category is open for Hotels located both within and outside the Sydney metropolitan area.

THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

### Food

- Value relative to price and quality.
- Presentation, quality and composition of dish.
- Originality, selection and variety, including daily specials.
- Accuracy and presentation of menu.
- Integration of local produce.
- Attractiveness of buffet presentation (if applicable).
- General quality.

### Beverages

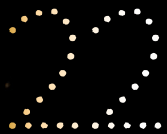
- Presentation, accuracy of beverage lists.
- Variety of beers, spirits, cocktails, soft drinks and coffees.
- Variety of wines available by the glass.
- Served at the correct temperatures.
- Value for money.

### Service

- Presentation of staff and premises.
- Cleanliness of premises.
- Friendly and courteous staff.
- Appropriate and efficient service.

### General

- Measure of popularity.
- Overall cleanliness and hygiene.
- Characteristics – theme, character, decor, design.
- Range of skills displayed by staff.
- Success in market positioning.
- Children's interests catered for inclusive of special meals etc.
- Range of promotional products and activities.
- Ambience: audio visual, lighting, music.



## BAR OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO BE A TOTAL OF \$100

**Criteria for entry:** This category is open for bars within hotels located both within and outside the Sydney metropolitan area. This category will be judged by an anonymous onsite inspection by the judge(s).

THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS FOR BOTH AWARDS:

- Outstanding customer service.
- Bar presentation to be of the highest standard.
- Presentation of staff.
- Staff knowledge and efficiency.
- Bar décor and ambience.
- Range of beverages available.



## HEALTH CLUB & SPA FACILITIES OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*\*VOUCHER TO BE PROVIDED TO COVER A TREATMENT UP TO \$250

**Criteria for entry:** This category will be judged based on an anonymous on-site inspection by the judge(s).

THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

- Outstanding customer service.
- Array of services available.
- Quality of service and cleanliness.
- Quality of facilities.
- Décor and ambience.
- Presentation of staff.
- Relative value for money.

# 24 REDEVELOPED/REFURBISHED HOTEL OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER ONE NIGHT'S ACCOMMODATION - STANDARD ROOM, PARKING, BREAKFAST, DINNER FOR TWO PEOPLE, AND A ROOM SERVICE OPTION

**Note:** This category is not available for new build hotels. New build hotels that have operated for a minimum of 6 months are eligible to enter the relevant property award.

This category will be judged 50% on your written submission (which should include no more than 1,500 words, website referral, photographs and backup documentation) and 50% on an anonymous site inspection.

**Criteria for entry:** This category is proposed for a hotel that has had an overall redevelopment or has opened a newly refurbished venue or area i.e. guest rooms, lobby, bar, restaurant etc. The refurbishment must have been completed within the qualifying period, 15 June 2020 - 15 June 2021.

*Please refer to the full requirements and criteria for this category on page 20.*

# REDEVELOPED/REFURBISHED HOTEL OF THE YEAR

## WRITTEN SUBMISSION REQUIREMENTS

### Title Page:

- Name of category entering
- Hotel name
- Name and position of person document is prepared by
- Key Contact details: mobile, email, phone and work address

### Format:

- Font – Arial or Calibri
- Font Size – 10-12
- Font Colour – Black only
- Headings – In Bold
- Table of Contents with Page Numbers
- Answer all questions
- 1,500 word limit
- Include pictures and supporting documents within an appendix
- Use the category specific criteria as headings that you address throughout the written submission

## HOW TO MAXIMISE YOUR MARKS

### Written Submissions:

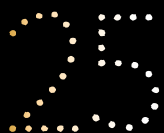
- Present your submission like a corporate document.
- List the question as the heading, then provide an answer.
- Use tables where applicable to present figures.
- Include an Appendix to support what you have outlined in the submission.

## THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

- Evidence the redevelopment project was completed during the qualifying period and has operated under refurbished conditions for a minimum of three (3) months.
- Philosophy behind redevelopment and entrepreneurial vision i.e. evidence of target market research.
- Evidence of architectural innovation, décor and design features within the redevelopment, refurbishment and or new venue.
- Evidence of refurbishment enhancing the overall standard of the premises and evidence of significant improvements in customer facilities.
- Increase of visitation.
- Information provided of the total dollar value of the entire renovation. Total cost of investment and ROI (return on investment).
- Refurbishment appropriate to clientele and consistent with the needs of the relevant customer base post development.
- Ambience of the redeveloped areas within the venue.
- Environmental and energy saving considerations.
- Staff efficiency improvements.

## ADDITIONAL GENERAL CRITERIA

- Internal and external approach (signage, car parking, and entry and exit).
- Food and beverage offerings (menu, price, quality, presentation).
- Staffing (acknowledgement of patrons, interaction, customer service, presentation, product knowledge).
- General presentation and appearance of the venue as a whole.
- Hygiene and cleanliness (all areas including restrooms and outdoor areas).



## APARTMENT/SUITE HOTEL OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

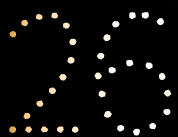
\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER ONE NIGHT'S ACCOMMODATION - STANDARD APARTMENT, PARKING, FOR TWO PEOPLE

**Criteria for entry:** This category will be judged by an anonymous on-site inspection. To qualify for this category, the property should offer fully self-contained accommodation and has operated for a minimum of six (6) months at the time of nomination.

### THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

- What is it about staying at your property that sets it apart from the rest?
- Apartment/Suite fit out quality.
- Apartment/Suite kitchen, quality of appliances etc.
- Arrival and departure experience.
- The level and quality of services provided/available to guests.
- Presentation of staff: courteous, professional and well groomed.
- The appearance and quality of hotel facilities in both individual accommodation rooms and the overall property. The programmes in place for your regular guests, e.g. rewards, corporate clubs.
- Friendliness and efficiency of staff, level of service and anticipation of guest needs.
- Apartment/suite décor and comfort, condition of fittings.
- Theme, character, atmosphere and activities.
- Apartment/Suite exterior.
- Apartment/ Suite kitchen, quality of appliances, etc.
- Professionalism and outstanding customer service.
- Security and safety.
- Evidence of environmental sustainability best practice throughout the hotel.



## MID-RANGE HOTEL OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

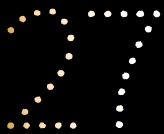
\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER ONE NIGHT'S ACCOMMODATION - STANDARD ROOM, PARKING, BREAKFAST, DINNER FOR TWO PEOPLE

**Criteria for entry:** This category applies to Mid-Scale and Upper Mid-Scale accommodation which has operated for a minimum of six (6) months at the time of nomination. The property will be judged by an anonymous on-site inspection.

### THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

- What is it about staying at your property that sets it apart from the rest?
- The level and quality of services provided/available to guests.
- The appearance and quality of hotel facilities in both individual accommodation rooms and the overall property.
- How the food and beverage services complement the accommodation experience.
- The additional benefits you provide to your guests, e.g. turn-down service, robes, valet parking.
- Conference and function facilities.
- The programmes in place for your regular guests. For example: rewards, corporate clubs.
- Friendliness and efficiency of staff, level of service and anticipation of guest needs.
- Room décor and comfort, condition of fittings.
- Theme, character, atmosphere and activities.
- Variety and standard of food and beverage outlets and services, including availability and standard of room service.
- Quality in food and beverage.
- Corporate facilities, i.e. business centre, conference rooms etc.
- Recreational facilities, pool, spa, gym etc.
- In-house marketing.
- Security and safety.



## METROPOLITAN SUPERIOR HOTEL OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER ONE NIGHT'S ACCOMMODATION - STANDARD ROOM, PARKING, BREAKFAST, DINNER FOR TWO PEOPLE, AND A ROOM SERVICE OPTION

**Criteria for entry:** To qualify for this category, the property should be an upscale hotel within the Sydney metropolitan area and have operated for a minimum of six (6) months at the time of nomination. This category will be judged by an anonymous onsite inspection.

### THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

- What is it about staying at your property that sets it apart from the rest?
- The level and quality of services provided/available to guests.
- The appearance and quality of hotel facilities in both individual accommodation rooms and the overall property.
- How the food and beverage services complement the accommodation experience.
- The additional benefits you provide to your guests, e.g. turn-down service, robes, valet parking.
- Conference and function facilities (optional).
- The programmes in place for your regular guests, e.g. rewards, corporate clubs.
- Friendliness and efficiency of staff, level of service and anticipation of guest needs.
- Room décor and comfort, condition of fittings.
- Theme, character, atmosphere and activities.
- Variety and standard of food and beverage outlets and services, including room service.
- Quality in food and beverage.
- Corporate facilities, i.e. business centre, conference rooms, etc.
- Recreational facilities, pool, spa, gym etc.
- Availability and efficiency of concierge services
- In-house marketing.
- Security and safety.
- Evidence of environmental sustainability best practice throughout the hotel.



## REGIONAL SUPERIOR HOTEL OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

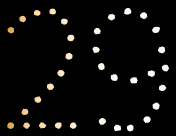
\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER ONE NIGHT'S ACCOMMODATION - STANDARD ROOM, PARKING, BREAKFAST, DINNER FOR TWO PEOPLE, AND A ROOM SERVICE OPTION

**Criteria for entry:** To qualify for this category the property should be an upscale hotel outside the Sydney metropolitan area and have operated for a minimum of six (6) months at the time of nomination. This category will be judged by an anonymous onsite inspection.

### THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

- What is it about staying at your property that sets it apart from the rest?
- The level and quality of services provided/available to guests.
- The appearance and quality of hotel facilities in both individual accommodation rooms and the overall property.
- How the food and beverage services complement the accommodation experience.
- The additional benefits you provide to your guests, e.g. turn-down service, robes, valet parking.
- Conference and function facilities (optional).
- The programmes in place for your regular guests. e.g. rewards, corporate clubs.
- Friendliness and efficiency of staff, level of service and anticipation of guest needs.
- Dedication to perfection apparent: discreet but effective.
- Room décor and comfort, condition of fittings.
- Theme, character, atmosphere and activities.
- Variety and standard of food and beverage outlets and services, including room service.
- Innovativeness and quality in food and beverage.
- Corporate facilities, i.e. business centre, conference rooms, etc.
- Recreational facilities, pool, spa, gym etc.
- In-house marketing.
- Security and safety.
- Availability and efficiency of concierge services.
- Evidence of environmental sustainability best practice throughout the hotel.



## DELUXE HOTEL OF THE YEAR

(JUDGING – 100% ANONYMOUS SITE INSPECTION)

\*ELIGIBLE FOR ENTRY INTO THE NATIONAL AWARDS

\*\*VOUCHER TO BE PROVIDED TO COVER ONE NIGHT'S ACCOMMODATION - STANDARD ROOM, PARKING, BREAKFAST, DINNER FOR TWO PEOPLE, AND A ROOM SERVICE OPTION

**Criteria for entry:** This category is open for Upper Upscale and Luxury hotels located within NSW that have operated for a minimum of six (6) months at the time of nomination. This category will be judged by an anonymous onsite inspection.

### THE JUDGES WILL BE ASSESSING THE FOLLOWING POINTS:

- What is it about staying at your property that sets it apart from the rest?
- The level and quality of services provided/available to guests.
- The appearance and quality of hotel facilities in both individual accommodation rooms and the overall property.
- How the food and beverage services complement the accommodation experience.
- The additional benefits you provide to your guests, e.g. turn-down service, robes, valet parking.
- Conference and function facilities (optional).
- The programmes in place for your regular guests, e.g. rewards, corporate clubs.
- Friendliness and efficiency of staff, level of service and anticipation of guest needs.
- Dedication to perfection apparent: discreet but effective.
- Room décor and comfort, condition of fittings.
- Theme, character, atmosphere and activities.
- Variety and standard of food and beverage outlets and services, including room service.
- Innovativeness and quality in food and beverage.
- Recreational facilities, pool, spa, gym etc.
- In-house marketing.
- Security and safety.
- Availability and efficiency of concierge services.
- Evidence of environmental sustainability best practice throughout the hotel.

# HOW TO NOMINATE

## ONLINE ENTRY

Nominations are open to all financial members of the TAA NSW, who meet the award criteria.

Please nominate and pay online through the website

[www.taanswawards.com.au](http://www.taanswawards.com.au)

Deadline for entries is 5pm sharp on Friday, 6 August 2021, with accompanying submission, payment receipt and 2-3 high resolution eps and jpeg photos of the hotel and/or person that will be used on the program and screens on the evening.

- Upload all written submissions and or accompanying documents online or alternatively send a hard copy to the TAA NSW offices by the deadline date.
- Upload a minimum of 2-3 high resolution eps and/or jpeg photos of the hotel and/or person that will be used in the program and PowerPoint on the evening as well as the properties logo. Alternatively these can be supplied on a usb and mailed to the TAA NSW offices by the deadline date.
- Upload all judging vouchers required for any of the property awards online or if providing hard copy, please mail to the TAA NSW offices by the deadline date.

If sending hard copy submission, photos and/or vouchers, and payment please send to:

### **Attn: Marketing & Events Team**

Tourism Accommodation Australia (NSW)  
Level 12, Culwulla Chambers  
67 Castlereagh Street, Sydney NSW 2000

## BEFORE YOU SUBMIT CHECKLIST

When nominating online please ensure you follow the below steps:

- Have you ticked which category/ies you would like to enter?
- Have you attached your written submission if required? Please refer to the template to ensure all information is included.
- Have you attached all the vouchers if entering property award/s?
- Have you uploaded or emailed photos in high resolution jpeg or eps format of your hotel
- Have you uploaded or emailed photos in high resolution jpeg or eps format of your hotel logo?

- Have you uploaded or emailed photos in high resolution jpeg or eps format of personnel nominated for the people awards, if applicable?
- Have you completed the online nomination process and selected payment method?

## PAYMENT OPTIONS AND PRICES

You can pay online via the website, for both your nomination submissions and dinner tickets. Once paid you will receive your tax invoice and receipt. Payment options include direct deposit or bank transfer, credit card (surcharge applies) or via cheque.

Already paid for nomination submissions or dinner tickets and need to purchase more? Just follow the same steps and, you can enter and purchase as many tickets as you like.

If paying by cheque, a tax invoice will be issued on receipt of payment by AHA NSW.

ABN 64 243 628 807. Please note credit card payments will incur a surcharge pending the card type.

## NOMINATION COST

**Discounted rate for 2021 of \$85 including GST per nomination**

Excluding the Best Innovation Project, this category is free to enter.

## PRESENTATION CEREMONY

**Presentation Dinner on Monday, 18 October 2021 at The Fullerton Hotel, Sydney**

Tickets include a three course meal, beverages, entertainment and entry with a limited bar tab at the After Party to be held at Ivy Sunroom

## TICKETS COST

**Tables of Ten - \$2500 including GST per table**

**Individual Tickets - \$275 including GST per person**

You can purchase dinner tickets through the TAA NSW Awards website:

**[www.taanswawards.com.au](http://www.taanswawards.com.au)**

## MARKETING AND PUBLICITY SUPPORT

Finalists will receive a **'FINALIST'** certificate and a **'FINALIST'** electronic email logo. The winners will be presented with a framed certificate and a **'WINNER'** electronic email logo, all of which can be utilised in the hotel's overall marketing and promotional programme.

TAA NSW will seek to maximise media coverage of the Awards, finalists and winners.

## ENQUIRIES

If you have an enquiry related to the Awards for Excellence please refer to the relevant contact details below:

- via email,  
[awards@tourismaccommodation.com.au](mailto:awards@tourismaccommodation.com.au)
- via phone, 02 8218 1877
- via mail,  
Attn: Marketing & Events Team, Tourism Accommodation Australia (NSW),  
Level 12, Culwulla Chambers, 67 Castlereagh Street, Sydney NSW 2000

Thank you and we look forward to receiving your nominations for the TAA NSW 2021 Awards for Excellence.

# OUR PARTNERS

The presentation of the TAA NSW Awards for Excellence would not be possible without the support of our partners and we acknowledge their invaluable, ongoing contribution to the industry.

