



2026 Rules and Regulations

CONTENTS

NOMINATIONS	1
NOMINATION RULES	1
SUBMISSIONS.....	5
COMPLIANCE WITH COMPETITION RULES.....	7
INSOLVENCY OF AN ENTRANT	7
DIGITAL REVIEW.....	8
CONSUMER RATING.....	8
STATEMENT OF ACHIEVEMENT	9
RESPONSIBLE TOURISM AND SUSTAINABILITY ACHIEVEMENTS.....	12
OUR ASSURANCE	13
JUDGES DECISION	13
DISCLAIMER.....	13
TERMS AND CONDITIONS	14
FURTHER DETAILS AND ASSISTANCE	14

NOMINATIONS

Nominations are made via the Quality Tourism Framework Portal:
atic.qualitytourismaustralia.com

A submission for an award category cannot be made unless a nomination has been made.

All entrants must adhere to the nomination rules set out throughout this document.

The nomination collects specific contact information, category selection and agreement to the Awards T&C's.

NOMINATION RULES

1. If entering more than one category, then a separate and complete entry must be submitted for each category. However, entrants may only enter one submission in any one of the following categories:
 - a. Attractions – either category 1 OR 2;



- b. Festivals and Events – either category 3 OR 4; *NOTE: As one business; entrants can enter both categories as long as their submissions are for different festival/events.*
 - c. Tour Operator – either category 11 OR 12;
 - d. Accommodation – enter category 17, 18, 19, 20, 21, 22 OR 23
2. Entrants that commenced trading/visitation/service delivery for the first time in the qualifying period **MUST** enter the New Tourism Business category.
 - a. Businesses that commenced trading between 1 July 2025 - 30 June 2026 are only eligible to enter the New Tourism Business category. They may also choose to enter the Excellence in Accessible Tourism category alongside the New Tourism Business category.
 - b. Entrants in the New Tourism Business category must have a separate ABN to an existing tourism business or be able to provide evidence that they are operating completely separate to any existing business e.g. different staff, management, budget and other operating systems.
3. The Aboriginal and Torres Strait Islander Tourism Experiences category is open to businesses with more than 50% owned and controlled by Aboriginal people (Aboriginal tourism business). Businesses which do not meet this threshold may consider entering the Cultural Tourism category.
 - a. Aboriginal tourism businesses may be required to provide evidence from the Northern Territory Indigenous Business Network or Supply Nation that they are a certified member.
 - b. Aboriginal individuals may be required to provide a letter of confirmation or Aboriginal heritage or certificate from relevant (locality) incorporated Aboriginal association or land council. It must be stamped with the association's common seal.
 - c. An Aboriginal individual is defined as someone who: is of Australian Aboriginal descent; has previously and consistently in day to day life been known to be and/or identified as an Australian Aboriginal and is accepted as an Aboriginal in the community in which they live or have lived.
4. Entrants cannot change categories after the closing date for submissions in the state/territory tourism awards in which they have entered.
 - * With the exception of those who enter into an accommodation category and in the case of completing their Accommodation Standards, they are found to be ineligible for that category and must be moved into a suitable category.
5. Qualifying Period
 - a. The qualifying period for the 2025 program is **1 July 2025 to 30 June 2026**. All activities, achievements and innovations referred to within submissions must have occurred within this period.
 - b. Festivals and Events



- i. Where multiple events have been held within the qualifying period each event can make a submission, each submission must be specific to one event. E.g., FestivalAustralia 2025 and FestivalAustralia 2026, each submission would focus on the activities, marketing etc. for the singular event.
 - ii. Where the festival/events run over the 30 June/1 July period:
 - 1. The majority of the Festival/Event must have run within the qualifying period.
 - 2. A festival/events which runs equally over June and July may choose which year of the awards program they enter, but can only enter the festival/event once (if entered in 2026, it is not eligible for the 2027 program)
 - 3. Data used e.g., visitation, visitor spend (as an outcome of the festival/event) etc. may include the entire period of the festival/event.
 - iii. Planning and preparations which took place prior to the qualifying period may be included in the submission.
- c. Tourism Marketing and Campaigns
- i. The majority of the campaign/marketing activity must have been active within the current qualifying period.
 - ii. Planning and preparations which took place prior to the qualifying period may be included in the submission.
- d. New Tourism Business
- i. Planning and preparations which took place prior to the qualifying period may be included in the submission.
6. Trading Period
- a. All entrants must have traded for the entire qualifying period except those entering the New Tourism Business category, or where trade ceased due to Government restrictions.
 - b. Specifically, entrants in the New Tourism Business category must have commenced trading/visitation/service delivery within the qualifying period. No minimum period of trading has been defined for this category.
 - c. Exceptions apply to seasonal businesses and facilities, festivals, events, marketing campaigns, media entries, training and tourism development projects, however the activity being put forward for consideration must have occurred within the qualifying period.
 - d. For Festivals/Events the entirety of the festival/event did not have to occur within the qualifying period, however the majority of the event must fall within the qualifying period.
7. Nominated state/territory
- a. Entrants must be based or have specific operations in the state or territory of their nomination e.g., Northern Territory.



- a. Should a business have branches in more than one State/Territory they may enter in multiple State/Territory awards. However, the submission must focus on the activities undertaken in the state/territory they are submitting their awards entry in.

8. Business Standards

All entrants must demonstrate they satisfy the Business Standards relevant to their category or categories before submitting their final entry into the portal. This can be achieved by either holding a current accreditation equal to the Business Standard relevant to their category e.g. Sustainable Tourism Accreditation, or by completing the Business Standard question set.

9. Multiple Products

- a. An entrant, such as a chain or franchise with multiple locations and/or multiple businesses must enter each individually. Only the individual business/location would be able to promote any outcomes. For example, an accommodation chain such as Meriton, or Accor would not be able to enter as an overarching chain, each property would enter as a separate nomination.
- b. If a 'group' of products have different trading names, each individual trading name would be required to enter separately.
- c. In some cases, where the ABN, policies, procedures, marketing and operating systems are the same across multiple locations, the head office may enter but any achievements e.g. winner logo may only be used by the corporate entity, not the individual products.
- d. Aside from those categories where stated, one business can submit multiple entries, including into the same category for different products. In this instance, they will be competing against themselves.

10. Accommodation Categories

- a. Excluding Unique Accommodation all accommodation categories will be required to meet Accommodation Standards specific to their category.
- b. It is not a requirement for a business to be officially Star Rated. Alternatively, the online Accommodation Standards would be used to demonstrate the entrant's pre-assessment rating.
- c. The specific accommodation category suitable to an operator is determined by the Star Ratings category outlines found here: https://www.starratings.com.au/info/category-outlines#hosted_accommodation
- b. Accommodation Standards required
 - i. 5 Star Luxury Accommodation
 1. Official 5 Star Rated (across any Star Rating category)
 - OR**
 2. A pre-assessment rating of 5 Stars within the Accommodation Standards



- ii. 4 - 4.5 Star Deluxe Accommodation
 - 1. Official 4 or 4.5 Star Rated (across any Star Rating category)
OR
 - 2. A pre-assessment rating of 4 or 4.5 Stars within the Accommodation Standards
 - iii. 3 - 3.5 Star Accommodation
 - 1. Official 3 or 3.5 Star Rated (across any Star Rating category)
OR
 - 2. A pre-assessment rating of 3 or 3.5 Stars within the Accommodation Standards
 - iv. Hosted Accommodation
 - 1. Official 3+ Star Rated (within the Hosted Accommodation Star Ratings category ONLY)
OR
 - 2. A pre-assessment rating of 3+ Stars within the Accommodation Standards
 - v. Caravan and Holiday Park
 - 1. Official 3+ Star Rated (within the caravan-Holiday Park Star Ratings category ONLY)
OR
 - 2. A pre-assessment rating of 3+ Stars within the Accommodation Standards
 - vi. Self-Contained Accommodation
 - 1. Official 3+ Star Rated
OR
 - 2. A pre-assessment rating of 3+ Stars within the Accommodation Standard
- c. NOTE: Unique Accommodation does not have a Star Rating or Pre-Assessment rating pre-requisite.

SUBMISSIONS

An entrant must nominate for an award before they can commence preparing their submission.

Submissions are made via the same system as the nominations, this can be accessed at: atic.qualitytourismaustralia.com

All submissions must include the following:

1. Nomination details
2. Demonstration of meeting minimum business standards, relevant to their category.



- a. This can be demonstrated via relevant accreditation with the Quality Tourism Framework (QTF)
OR
 - b. As a part of the Business Standards question set within their submission.
3. Completed answers in each category question, including supporting images.
4. Word Count
- a. A minimum of 4,000 words will be accepted, with the maximum being 7,500 words per submission for national categories 1-25. Accessible tourism (category 26) has a maximum of 3,000 words.
 - b. Words within a table are included in the submission word count.
 - c. It is the responsibility of the entrant to ensure their submission meets the minimum word count and does not exceed the maximum word count.
 - d. Hyperlinks to external sources are not allowed.
5. If a business deliberately combines words by removing spaces (e.g. BusinessPlan) or using a symbol (e.g. &, -,/ Product&Experience, Retail-Store), and it is found to be a deliberate trend throughout their submission, up to 5 points will be deducted from the total score.
- a. The use of a hyphen (-) where appropriate or commonly used will be accepted e.g. e-commerce, year-on-year.
 - b. Deliberate means combining words in this manner more than 5 times per submission, and for combinations of more than three words, with the intent of reducing word count.
6. Images
- a. The submission can include up to 30 images (in addition to those uploaded to the Media & Promotional section) with captions in categories 1-25 and up to 10 images in category 26.
 - It is at the discretion of the entrant as to how many images are used for each question, but the maximum number across the whole submission will apply.
 - b. Images can include infographics, charts, graphs and pictures. Any image used must be for the sole purpose of supporting the submission by providing evidence. Images cannot be used to form part of the written response to a question.
 - A good rule of thumb is 'if you remove the images, will the written word still provide a robust answer?'
 - c. Captions are to be a maximum of 10 words, and are not included in the overall word count.
 - d. Images are attached via a gallery.



7. A description of no more than 100 words of your business/product, which will be used by media, for announcements at the presentation ceremony, in promotional material and on website listings. As this will be edited and compiled by people who have not viewed your submission, please remember to include your business /product name and where you are located geographically. his should always be written in third person.
8. An additional ten images which illustrate the entrant's operation should accompany each submission in each category entered. These images will be used for exposure at the presentation ceremony and in official advertising and publications. (Note: 500 dpi files in a JPEG format are required). These should be the best representation of your business/product and be of a professional standard.
Note: The national awards event production prefers high-resolution images (1920x1080 in dimensions)
9. Submissions entered after the deadline will not be accepted.

COMPLIANCE WITH COMPETITION RULES

1. The Licensee, with Chair of Judges reserve the right to withdraw submissions if an entry is not compliant with the rules.
2. All submissions are reviewed for compliance with the submission guidelines. This must be undertaken initially by the Program Manager, however the withdrawal of a submission would be reviewed and implemented by the Chair of Judges and the Auditor.
3. All entrants must clearly demonstrate how they meet the eligibility requirements of each respective category that they choose to enter in Q1. If this is not adequately demonstrated, then that entrant may be disqualified.
 - a. For example:
 - Tour and Transport – the two categories are separated by the number of full time (equivalent) employees.
4. The use of the Brolga Awards winner's logo is based on agreement to the terms and conditions of usage.

INSOLVENCY OF AN ENTRANT

1. At any time, following submission of an entry in the State/Territory-level and/or National Tourism Awards, but prior to the presentation ceremony, should the business become insolvent or be place the business under administration, the entrant is no longer eligible to receive an award.
 - a. If, following the presentation ceremony, the business returns to solvency, then an award cannot be reclaimed.



- b. Where a State/Territory finalist is removed from the National program, the next-placed finalist from that particular State/Territory will not be elevated to the status of national finalist.

DIGITAL REVIEW

1. A digital review will be undertaken to assess the entrant's presence and engagement including:
 - a. The entrant's website
 - b. The entrants search engine optimisation
 - c. The entrants external listing sources
 - d. The entrant's online accessibility score via Google Lighthouse (min 70%)
 - e. The entrant's social media channels.

2. The digital review will account for up to 20 points, except for:
 - a. 26. Excellence in Accessible Tourism where it will account for 10 points
 - b. 14. Tourism Marketing & Campaigns where it will account for 0 points.

CONSUMER RATING

1. The consumer rating will be derived from the GRI provided by ReviewPro and will account for up to 20 points, with some category exceptions:
 - a. Where they have their own specific question set and the consumer ratings do not match what is being assessed no consumer review score is incorporated for these categories:
 - 6. Cultural Tourism
 - 7. Aboriginal and Torres Strait Islander Tourism Experiences.
 - b. Where a consumer rating cannot be achieved fairly for a category no consumer rating score will be incorporated. This applies to the following categories:
 - 3. Major Festivals and Events
 - 4. Festivals and Events
 - 8. Retail, Hire and Services
 - 10. Business Event Venues
 - 14. Tourism Marketing and Campaigns
 - 24. New Tourism Business.
 - c. For those categories where there is a mix of products included, then the consumer rating value would be 5 points. This applies to the following categories:
 - 5. Ecotourism
 - 9. Visitor Information Services
 - 25. Excellence in Food Tourism
 - 26. Excellence in Accessible Tourism.



2. A minimum of 25 reviews must have been received across the review platforms which ReviewPro analyses for the qualifying period (12 months) in order to generate a GRI.
3. Businesses that do not have a GRI will receive a score of 0 for consumer rating.
4. When signing your business up to the platform for accreditation or entering the awards, you will be required to supply your Tripadvisor, Booking.com or Google Review link. An email will be generated once you nominate into an awards category that requires a GRI score. Check your email for instructions on how to achieve an account. This is your responsibility to do so.
5. The responsibility to enter the correct Tripadvisor, Booking.com or Google Review link for the product in each entered category will lie solely with you.
 - a. E.g. If you are a hotel that owns a restaurant and want to enter the restaurant into the awards- you will need to supply the Tripadvisor, Booking.com or Google Review URL for the restaurant itself, not the general hotel URL as it is the restaurant that is being scored.
6. Alternate review platforms that are not included within the ReviewPro analysis will not be able to be incorporated to determine the consumer rating score. See ReviewPro Guide for further details.

STATEMENT OF ACHIEVEMENT

1. The Statement of Achievement (SoA) worth a total of 5 achievement points across all categories, excluding the following categories:
 - 03. Major Festivals and Events
 - 04. Festivals and Events
 - 14. Tourism Marketing and Campaigns
 - 26. Excellence in Accessible Tourism.

It can be found in the 1. OVERVIEW OF BUSINESS tab in the Awards portal.

2. It recognises businesses that hold accreditations, programs and toolkits across the Quality Tourism Framework (QTF).

The achievement points for the Awards are weighted as:

- 1-2 achievements = 1.5 point
 - 3-4 achievements = 3 points
 - 5-6 achievements = 4.5 points
 - 7 or more = 5 points.
3. To gain these achievement points, a business must:
 - Have accredited/renewed an accreditation by the end of the qualifying period – 30th June 2026
 - Have completed a toolkit(s)



*If a business has completed a toolkit(s) more than 1 year ago from the qualifying finishing period (30th June 2026) they do not need to redo the whole toolkit – they simply log in to their dashboard, reopen the toolkit, review (update if required) and press SUBMIT ASSESSMENT for the achievement to be earned in the SoA.

Qualifying Period (QP)

The QP for the 2026 Awards is 1st July 2025 to 30th June 2026.

Accreditation: To gain achievement points a business must be accredited by the qualifying finishing period (30th June 2026)

Toolkits: To gain the points for their toolkit, they must complete a toolkit. If they have previously completed toolkit(s), they must have logged in and resubmitted said toolkit by the qualifying finishing period (30th June 2026).

*Except with Star Rated (STARS) the qualifying period is 1st July 2023 to 30th June 2026. There are no annual requirements for STARS assessments (but the business must maintain QTAB/SUST accreditation) the STAR ratings assessment is reviewed every 3 years.

Standards

FYI: a completed business standard, accommodation standard, eco standards or accessible standards will not equal a point. It must be converted to an accreditation achievement:

ACCREDITATIONS

- Quality Tourism Accredited (QTAB)
- Sustainable Tourism Accredited (SUST)
- Star Rated (STARS)
- EcoStar Accredited
- Accessible Tourism Accredited
- Accessible Tourism Program
- Camp and Adventure Activity Accredited
- International Ready Accredited.

TOOLKITS/PROGRAMS

- Risk Management Tool
- Connecting to Culture Tool
- Tourism Emissions Reduction Commitment Program (minimum of Level 3)
- Online Trade Distribution Program
- International Trade Distribution Program.



Accreditations	Status to qualify for achievement in QF	Max number of achievements able to earn
Quality Tourism Accredited (QTAB)	Accredited Renewed	1
Sustainable Tourism Accredited (SUST)	Accredited Renewed	1
Star Rated (STARS)	Pre-assessment Accepted Plus, they must have renewed their QTAB/SUST	1
EcoStar Accredited	Accredited Renewed	1
Camp and Adventure Activity Accredited	Accredited Renewed	1
International Ready Accredited	Accredited Renewed	1
Toolkits		
Risk Management Tool	Completed	1
Connecting to Culture Tool	Completed	1
Programs		
Tourism Emissions Reduction Program	Stage 3 completed (NOTE Marie to check what status is when re-estimate)	1
Online Trade Distribution Program	- Self-Assessment Completed - Mentoring-Advisor Submitted - End of Engagement - End of Engagement Submitted	1
International Trade Distribution Program	- Self-Assessment Completed - Mentoring-Advisor Submitted - End of Engagement - End of Engagement Submitted	1
Accessible Tourism Program	Submitted Re-Estimate Completed	1



Accessible Tourism Accredited	Submitted Re-Estimate Completed ***See footnote***	1 (you do not get an achievement point for each badge)
--------------------------------------	--	--

Footnote:

For the Accessible Tourism Accreditation, a business must review and re-submit the Accessible Tourism Program. This would then contribute to;

If they previously met an accreditation badge standard, this would be recognised (as they have updated the program but would still meet the badge requirements).

If, after re-submit, they have achieved a new accreditation badge this would be recognised.

RESPONSIBLE TOURISM AND SUSTAINABILITY ACHIEVEMENTS

1. The Responsible Tourism and Sustainability Achievements is worth a total of 5 achievement points across most categories. (Please refer to your category criteria)

It can be found in the 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES tab in the Awards portal.

2. To gain these responsible achievements points, a business must:

Sustainable Tourism Accreditation.

You will automatically be awarded these two points if you already have a QTF Sustainable Accreditation, or once your Business Standards have been accepted.

Emissions Reduction Assessment

Has undertaken an assessment of its emissions and identified measures to reduce and offset e.g. through the Tourism Emissions Reduction Commitment (TERC) program, or completed an alternative emissions reduction assessment. You will be required to provide a link to the alternative assessment for this to be allocated the one point.

Accessibility Assessment

Has undertaken an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF, or completed an alternative Accessibility Assessment.

You will be required to provide a link to the alternative assessment for this to be allocated the one point.



Accessible Guide on the business website.

An Accessible Guide typically includes details on accessible transport, accommodation, attractions, and services to ensure a seamless and enjoyable visitor experience for guests with accessible needs.

Examples of how a business can include this on their website:

- A dedicated section on Accessibility of their product/service on the website
- An FAQ section on how the business meets accessibility needs
- A dedicated webpage that details the accessibility options (for example the dedicated URL businesses get on completion of their QTF Accessibility assessment)
- A link to a downloadable document.

You will be required to provide a link to your website for this to be allocated the one point.

OUR ASSURANCE

All information submitted is strictly confidential. All persons, for example Brolga Awards team members and judges, who may come into contact with your submission, are each required to sign a confidentiality agreement and at no time will your submission be downloaded or shared with anyone outside of the awards team.

JUDGES DECISION

All submissions are independently scored by three members of the judging panel. Results are correlated by an Independent Auditor and Chair of Judges and an agreement reached on the winner with the judging panel.

Judging is conducted by a panel of independent judges overseen by a Chair of Judges and Auditor.

A single entry category does not guarantee the entrant as a winning entry.

In the event that a category does not have an entrant with a score over the pass mark, all entrants in that category will be advised prior to tickets for the gala event going on sale that no winner will be awarded in that category and the category will not be announced at the gala event.

DISCLAIMER

By entering the 2026 Brolga Awards 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 Brolga Awards and the Australian 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 ticking the terms and conditions box, you agree not to bring a claim against any judge, or Tourism NT in relation to feedback on your submission.

TERMS AND CONDITIONS

All nominees must agree to the following terms and conditions:

- *By entering the Brolga Northern Territory Tourism Awards, I 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 awards and the Australian Tourism Awards.*
- *I understand that as an award nominee I am bound to the QTF Terms and Conditions, which includes reference to the use and display of any trademark, badge or logo achieved through the Awards process.*
- *I understand that the State/Territory licensee has ultimate decision making as to which category my product enters. I confirm that I have selected the most suitable category for my business to the best of my knowledge and confirm that the State/Territory Licensee has the right to move my nomination to an appropriate category if I am not eligible for the initially nominated category.*
- *My contact details may be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.*
- *I acknowledge that all decisions of the Awards judges and administrators relating to the outcome of the Awards are final and correspondence will not be entered into surrounding these results.*
- *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 ticking the terms and conditions box, I agree not to bring a claim against any Judge, or state/territory Award owner in relation to feedback on my submission.*
- *I declare that the information provided in this submission be true and correct to the best of my knowledge and I agree to the terms and conditions as outlined.*

FURTHER DETAILS AND ASSISTANCE

Visit BrolgaAwards.com.au

Contact the Brolga Northern Territory Tourism Awards team on:

Email BrolgaAwards@nt.gov.au

Phone 08 8951 8518.