



2023 AWARDS CATEGORIES

 JUMP
TO AWARD
CATEGORIES

Draught Beer Quality

-  **All Abilities Hotel**
 - Accommodation Division
 - General Division

Tourism & Regional Promotion

-  **Bar Presentation & Experience**
 - Country
 - Metropolitan

-  **Bar Presentation & Experience**
 - Accommodation Division

Mid-Range Hotel Accommodation

Superior Hotel Accommodation

Deluxe Pub Accommodation

Deluxe Hotel Accommodation


Luxury Hotel Accommodation

Family Dining

Bistro Casual Dining

- Country
- Inner Metro
- Outer Metro

Restaurant Accommodation Division

-  **Restaurant General Division**
 - Country
 - Metropolitan

Live Music Venue

Entertainment Venue

Sporting Entertainment Venue

TAB Licenced Venue

Community Service & Support


Innovation, Sustainability & Energy Efficiency Practice

Best Retail Liquor Outlet

-  **Outdoor or Non-Enclosed Facility**
 - Country
 - Metropolitan

Redeveloped Hotel

- Accommodation Division
- Country
- Metropolitan

-  **Marketing & Promotion**
 - Accommodation Division
 - General Division

-  **Gaming Venue**
 - Country
 - Metropolitan

-  **Meeting & Events Venue**
 - Accommodation & Specialist Division
 - General Division

Staff Development & Training

-  **Employee Excellence in Service**
 - Accommodation Division
 - General Division

Chef of the Year

Hotel Industry Rising Star

-  **Best Overall Hotel**
 - Accommodation Division
 - Country
 - Metropolitan



HOTEL INDUSTRY AWARDS FOR EXCELLENCE

DRAUGHT BEER QUALITY

To nominate for this award, complete the nomination form and attach documented evidence of gas system calibration within the six months of nomination. The prerequisite to entering the award is that the hotel must comply to AS5034 (installation and use of inert gases for beverage dispensing).

Judges will base their assessment on the following:

- Cellar / keg room / cool room /beer system cleanliness and management
- Keg coupler / cellar buoy / beer lines and tap cleanliness and functionality
- Keg freshness / stock rotation / stored correctly
- Glass management and cleanliness
- Glass washer cleanliness and correct chemicals
- Beer presentation / pouring technique / appearance / temperature
- True to type (taste, aroma, texture)

ALL ABILITIES HOTEL - ACCOMMODATION DIVISION

This category is open to all venues that demonstrate accessible dining and social practice in their pubs and hotels that lead to inclusive experiences for people of all abilities, including wheelchair users, blind or low vision, deaf or loss of hearing and mental health.

The judging criteria focus on the hospitality experience itself and best attempts for inclusivity rather than the provision of additional measures, installations or bricks and mortar (ramps etc) being required.

Judges will base their assessment on the following:

- Full access through venue, no impeding pathways
- Accessible check-in facilities
- Hotel facilities fully accessible i.e. Pool/Gym

- Promotion of accessibility to broad range of patrons
- Accessibility to bookings and specific requests
- Staff training to assist people with their access requirements
- Communication methods i.e. vision/hearing impaired
- Bathroom easy to navigate, layout, access, personal needs

For more detailed information to assist with your submission [view this documentation](#) ↗.

ALL ABILITIES HOTEL - GENERAL DIVISION

This category is open to all venues that demonstrate accessible dining and social practice in their pubs and hotels that lead to inclusive experiences for people of all abilities, including wheelchair users, blind or low vision, deaf or loss of hearing and mental health.

The judging criteria focus on the hospitality experience itself and best attempts for inclusivity rather than the provision of additional measures, installations or bricks and mortar (ramps etc) being required.

Judges will base their assessment on the following:

- Parking and Accessibility
- Full access through venue, no impeding pathways
- Accessible ordering facilities/assistance where applicable
- Promotion of accessibility to broad range of patrons
- Accessibility of facilities -gaming/outdoor/ATM/entertainment
- Accessibility to bookings and specific requests
- Staff training to assist people with their access requirements
- Communication methods i.e. vision/hearing impaired
- Overall friendliness and service/awareness
- Communication methods i.e. vision/hearing impaired
- Bathroom easy to navigate, layout, access, personal needs
- Menu access and staff assistance
- Emergency management information available

For more detailed information to assist with your submission [view this documentation](#) ↗.

TOURISM & REGIONAL PROMOTION

This category recognises a tourism initiative or product that is unique and adds value to the industry as well as the local community. The initiative will encourage patronage and provide visitors with an overall great and hospitable experience.

PLEASE NOTE: Judging for this category will be based solely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Innovation in tourism products and initiatives
- Demonstrated commitment to excellence in customer service
- Effective website and demonstration through marketing channels used
- Proven ability to attract high visitor traffic
- Tourist group, alliances, affiliations and memberships
- Evidence of promotion of local community and/or state/ regional attractions

BAR PRESENTATION & EXPERIENCE - COUNTRY

This category will recognise a bar or hotel that offers a memorable visit to patrons with an emphasis on excellence in customer service.

The judged area within the hotel will be specific to the bar area, however, the overall customer experience will form part of the judging criteria.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music, cleanliness and access to amenities
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels, presentation and RSA
- Beverage-variety of offerings, pricing and quality, presentation of glassware, range of beverages, range of promotional products and activities
- Food-selections and availability
- Knowledge of Responsible Serving of Alcohol
- Overall experience

BAR PRESENTATION & EXPERIENCE - METROPOLITAN

This category will recognise a bar or hotel that offers a memorable visit to patrons with an emphasis on excellence in customer service.

The judged area within the hotel will be specific to the bar area, however, the overall customer experience will form part of the judging criteria.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music, cleanliness and access to amenities
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels, presentation and RSA
- Beverage-variety of offerings, pricing and quality, presentation of glassware, range of beverages, range of promotional products and activities
- Food-selections and availability
- Knowledge of Responsible Serving of Alcohol
- Overall experience

BAR PRESENTATION & EXPERIENCE - ACCOMMODATION DIVISION

This category will recognise a bar within an accommodation hotel that offers a memorable visit to patrons with an emphasis on excellence in customer service. The judged area within the hotel will be specific to the bar area, however the overall customer experience will form part of the judging criteria.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Professionalism and outstanding customer service
- Staff neat, clean attired and well groomed
- Bar presentation to be of the highest standard
- Efficiency of bar operators
- Variety of beverages
- Availability of a selection of food
- Range of promotional products and activities
- Décor and design characteristics
- Condition of furniture, fittings & electrical
- Popularity of the establishment
- Comfortable and positive experience for customers
- Ambience – audio visual, lighting, music
- Hygiene and cleanliness

MID-RANGE HOTEL ACCOMMODATION*

All entrants must have 3 to 3.5 star accommodation located within a licensed area.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel facilities, ambiance and decor
- Front desk, reservations and customer service
- Customer service throughout the venue
- Guest room and bathroom facilities
- Housekeeping and general cleanliness
- Food and beverage offerings
- Environmental sustainability
- Hotel bar facilities and service
- Overall customer experience

SUPERIOR HOTEL ACCOMMODATION*

All entrants must have 4 to 4.5 star accommodation located within their licensed area.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel facilities, ambiance and décor
- Front desk, reservations and customer service
- Guest room facilities
- Bathroom facilities
- Housekeeping and general cleanliness
- Food and beverage offerings
- Breakfast offerings
- Environmental sustainability
- Hotel bar facilities and service
- Overall customer experience

DELUXE PUB ACCOMMODATION*

This category recognises hotels that have accommodation as a standalone offer or branded as part of the overall hotel as a deluxe experience. Private bathroom facilities, dining and bar facilities must be available to guests onsite. To be eligible for this category, the room must reflect a deluxe pub accommodation product.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel Facilities, ambiance and décor
- Accuracy of Reservations
- Customer service throughout the venue
- Guest Room facilities
- Bathroom facilities
- Housekeeping and general cleanliness
- Food and Beverage offerings at venue
- Environmental sustainability

- Telephone technique
- Overall customer experience

DELUXE HOTEL ACCOMMODATION*

All entrants must have 5+ star accommodation and above located within licensed area.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel facilities, ambiance, and decor
- Front desk, reservations, and customer service
- Customer service throughout the venue
- Guest room and bathroom facilities
- Housekeeping and general cleanliness
- Food and beverage offerings
- Concierge services
- In-room services
- Environmental sustainability
- Hotel bar facilities and service
- Overall customer experience

LUXURY HOTEL ACCOMMODATION*

This category recognises hotels offering luxury style 5+ star accommodation. Nominees in this category represent the very finest in service and facilities available in hotel accommodation, including but not limited to, a concierge and turn down service. Special attention will be given to service and those little extras that make the guest experience a memorable one.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel Facilities, ambiance and décor
- Accuracy of Reservations
- Customer service throughout the venue
- Guest Room facilities
- Bathroom facilities
- Housekeeping and general cleanliness
- Food and Beverage offerings at venue
- Breakfast offerings
- Concierge services
- Turn down services
- Environmental sustainability
- Telephone technique
- Hotel Bar facilities and service
- Overall customer experience

**Nominees in these categories will be invoiced by the AHA/SA for the cost for one night's accommodation including breakfast as part of the assessment. Details of this will be discussed with venues at the time of nomination.*

FAMILY DINING

To be eligible to nominate in this category, your hotel should cater well for families by providing appropriate dining and entertainment facilities. Top performing hotels in this category will be selected as a finalist and subsequently anonymously judged a second time within the judging period. An average score resulting from both visits will be used to ascertain the overall winning scores. Judges will base their assessment on the following:

- Family Friendly Services
- Offer of a variety of activities and equipment
- Offer of services to suit all ages
- Providing a safe environment
- Offering a variety of innovative and quality dishes for children and youth
- Provide a welcoming environment for family hospitality and interaction
- Hotel/Venue-general décor, ambience, furnishings, lighting, music and cleanliness
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels, professionalism and RSA
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings and dietary allowances
- Beverage-variety of offerings, pricing and quality and non-alcoholic beverages
- Knowledge of Responsible Serving of Alcohol
- Overall experience

BISTRO CASUAL DINING - COUNTRY

This category recognises excellence in venues offering a quality dining experience through a general pub bistro. To be eligible for these categories, food can be ordered and paid for at a point of sale or within the table service offer. Meals may be delivered by staff using table numbers, collected by patrons using a buzzer or other methods. This category has a strong focus on customer service and whilst table service may enhance the customer experience, it is not considered a must have in this category. Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music and cleanliness
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels, professionalism and RSA
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings and dietary allowances
- Beverage-variety of offerings, pricing and quality and non-alcoholic beverages

- Knowledge of Responsible Serving of Alcohol
- Overall experience

BISTRO CASUAL DINING - INNER METRO

This category recognises excellence in venues offering a quality dining experience through a general pub bistro. To be eligible for these categories, food can be ordered and paid for at a point of sale or within the table service offer. Meals may be delivered by staff using table numbers, collected by patrons using a buzzer or other methods. This category has a strong focus on customer service and whilst table service may enhance the customer experience, it is not considered a must have in this category. Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music and cleanliness
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels, professionalism and RSA
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings and dietary allowances
- Beverage-variety of offerings, pricing and quality and non-alcoholic beverages
- Knowledge of Responsible Serving of Alcohol
- Overall experience

BISTRO CASUAL DINING - OUTER METRO

This category recognises excellence in venues offering a quality dining experience through a general pub bistro. To be eligible for these categories, food can be ordered and paid for at a point of sale or within the table service offer. Meals may be delivered by staff using table numbers, collected by patrons using a buzzer or other methods. This category has a strong focus on customer service and whilst table service may enhance the customer experience, it is not considered a must have in this category.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music and cleanliness
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels, professionalism and RSA
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings and dietary allowances
- Beverage-variety of offerings, pricing and quality and non-alcoholic beverages
- Knowledge of Responsible Serving of Alcohol
- Overall experience

RESTAURANT GENERAL DIVISION - COUNTRY

This category recognises excellence in hotels which provide a first-class dining experience through their restaurant offer. To be eligible to nominate in this category, the hotel must provide full table service for food and beverage and be of a significantly high quality with obvious points of difference to a general bistro offer or casual dining offer. Where an equivalent QR Code ordering system is used, judging will remain consistent around staff engagement, upselling, and expected interactions with the customer.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music and cleanliness
- Staff and Service-welcome/goodbye, level of engagement, RSA efficient service levels, professionalism and excellence in service
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings, seasonality, local produce, dietary allowances and serving suggestions
- Beverage-variety of offerings, pricing and quality, presentation of glassware, wine list knowledge, matching suggestions and non-alcoholic beverages
- Knowledge of Responsible Serving of Alcohol
- Overall experience

RESTAURANT GENERAL DIVISION - METROPOLITAN

This category recognises excellence in hotels which provide a first-class dining experience through their restaurant offer. To be eligible to nominate in this category, the hotel must provide full table service for food and beverage and be of a significantly high quality with obvious points of difference to a general bistro offer or casual dining offer. Where an equivalent QR Code ordering system is used, judging will remain consistent around staff engagement, upselling, and expected interactions with the customer.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music and cleanliness

- Staff and Service-welcome/goodbye, level of engagement, RSA efficient service levels, professionalism and excellence in service
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings, seasonality, local produce, dietary allowances and serving suggestions
- Beverage-variety of offerings, pricing and quality, presentation of glassware, wine list knowledge, matching suggestions and non-alcoholic beverages
- Knowledge of Responsible Serving of Alcohol
- Overall experience

RESTAURANT ACCOMMODATION DIVISION

This category recognises excellence in hotels which provide a first-class dining experience through their restaurant offer. To be eligible to nominate in this category, the hotel must provide full table service for food and beverage and be of a significantly high quality with obvious points of difference to a general bistro offer or casual dining offer. Where an equivalent QR Code ordering system is used, judging will remain consistent around staff engagement, upselling, and expected interactions with the customer.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Hotel/Venue-general décor, ambience, furnishings, lighting, music and cleanliness
- Staff and Service-welcome/goodbye, level of engagement, RSA efficient service levels, professionalism and excellence in service
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings, seasonality, local produce, dietary allowances and serving suggestions
- Beverage-variety of offerings, pricing and quality, presentation of glassware, wine list knowledge, matching suggestions and non-alcoholic beverages
- Knowledge of Responsible Serving of Alcohol
- Overall experience

LIVE MUSIC VENUE

Entertainment must take the form of live bands and performances. To assist with judging venues should state on which night/s entertainment is provided and the name of the room/area to be judged.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Venue ambiance, decor and lighting
- Cleanliness of premises
- Staff friendliness and courteousness
- Knowledge of Responsible Serving of Alcohol
- Appropriate and efficient service
- Outstanding presentation and customer service
- Knowledge of entertainment
- Quality of lighting, sound, stage and dance floor facilities
- Provides entertainment on a regular basis throughout the year
- Variety and amount of entertainment on offer
- In-house promotions
- Effective website
- Social Media presence

ENTERTAINMENT VENUE

This category recognises excellence in a venue that offers patron a mix of entertainment options. Entertainment may take the form of DJ, karaoke, comedy, open mic, etc. To assist with judging, venues should state on which night/s entertainment is provided, and the name of the room/area to be judged.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Venue ambiance, decor and lighting
- Cleanliness of premises
- Staff friendliness and courteousness
- Knowledge of Responsible Serving of Alcohol
- Appropriate and efficient service
- Outstanding presentation and customer service
- Knowledge of entertainment
- Quality of lighting, sound, stage and dance floor facilities
- Provides entertainment on a regular basis throughout the year
- Variety and amount of entertainment on offer
- In-house promotions
- Effective website
- Social Media presence

SPORTING ENTERTAINMENT VENUE

This category recognises excellence in venues with a specific emphasis on sport as a primary form of entertainment.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Venue ambiance, decor and lighting
- Cleanliness of premises
- Staff friendliness and courteousness
- Food and Beverage selections
- Knowledge of Responsible Serving of Alcohol
- Appropriate and efficient service
- Outstanding presentation and customer service
- Sporting Entertainment venue specifics
- Integrations of sporting vision throughout the hotel
- Adequate external promotion of sporting facilities
- Sporting theme relative to target market
- Live sport being broadcast through hotel
- Support of sporting clubs and community
- In-house promotions
- Effective website
- Social Media Marketing

TAB LICENSED VENUE

This category recognises a hotel offering a customer focused and well-designed TAB area. Innovation and excellence in customer service are held in high regard.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Professionalism and outstanding customer service
- Staff neat, in clean attire and well groomed
- Staff knowledge and ability to assist in TAB area
- Range and quality of food and beverages
- Condition of furniture, fittings and electrical
- Popularity of the establishment
- Comfortable and positive experience for customers
- Ambience – audio visual, lighting and music
- Hygiene and cleanliness
- Lounge/seating area available for TAB patrons
- Bar area in close proximity to TAB area
- Knowledge of Responsible Serving of Alcohol
- In-house promotions and communication activities
- Effective signage

COMMUNITY SERVICE & SUPPORT

This category recognises excellence by a venue in providing a wide range of support for their local community.

PLEASE NOTE: Only individual hotels, and not a Hotel Group, can enter this category. Judging for this category will be based solely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Active sponsorship and support of community groups
- Promotion of hotel industry to community and groups
- Participation in the local community
- Demonstrate the high profile the hotel and its staff have achieved through community work; e.g. copy of correspondence to local newspapers, Members of Parliament, local councils, etc.
- Funds collected for the community
- Evidence of contribution to community groups

INNOVATION, SUSTAINABILITY & ENERGY EFFICIENCY PRACTICE

This category recognises a strong commitment to the environmental practices and policies implemented throughout the hotel. There is a strong focus on energy efficiency, water saving and recycling.

PLEASE NOTE: Judging for this category will be based solely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Policies in place which support environmental best practice
- Energy saving initiatives
- Water saving initiatives
- Recycling and waste management programs
- Level of innovation in practices
- Incorporation of programs into everyday practice
- Economic viability to deliver savings to the hotel
- Evidence to reduce single use plastics
- Packaging options for best practice

BEST RETAIL LIQUOR OUTLET

This category recognises a hotel offering a customer focused, well stocked and well-designed Retail Liquor space. Innovation and excellence in customer service are held in high regard.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- General layout and stock presentation of venue
- Décor and design characteristics of venue
- Hygiene and cleanliness
- Effective Signage
- Variety of stock
- Wine tasting facilities
- Facilities and stock meet local needs
- Professionalism and outstanding customer service
- Staff neat, clean attired and well groomed
- Staff knowledge and ability to assist patrons
- Condition of furniture, fittings and electrical
- Knowledge of Responsible Serving of Alcohol
- Environmental sustainability

OUTDOOR OR NON-ENCLOSED FACILITY - COUNTRY

This category recognises excellence in hotels which provide an outdoor or non-enclosed facility within the hotel. Emphasis is placed on the total customer experience specific to the compliance and appropriateness of the outdoor or non-enclosed facility offer.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

GENERAL CRITERIA

- Hotel-general decor, ambiance, sound, lighting and cleanliness of facilities
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels and professionalism
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings
- Beverage-variety of offerings, pricing and quality and non-alcoholic beverages
- Telephone technique of staff
- Knowledge of Responsible Serving of Alcohol

OUTDOOR AREA

- Overall cleanliness of area
- Presentation and appearance
- Facility complies with tobacco legislation
- Innovation and creativity
- Integrates with the rest of the hotel
- Adequate heating and cooling
- Adequate safety and security
- Gives regard to noise and amenity issues
- Optimum solution having regard to challenges faced

OUTDOOR OR NON-ENCLOSED FACILITY – METROPOLITAN

This category recognises excellence in hotels which provide an outdoor or non-enclosed facility within the hotel. Emphasis is placed on the total customer experience specific to the compliance and appropriateness of the outdoor or non-enclosed facility offer.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

GENERAL CRITERIA

- Hotel-general decor, ambiance, sound, lighting and cleanliness of facilities
- Staff and Service-welcome/goodbye, level of engagement, efficient service levels and professionalism
- Food-variety and presentation of menu, pricing, presentation and quality of food offerings
- Beverage-variety of offerings, pricing and quality and non-alcoholic beverages
- Telephone technique of staff
- Knowledge of Responsible Serving of Alcohol

OUTDOOR AREA

- Overall cleanliness of area
- Presentation and appearance
- Facility complies with tobacco legislation
- Innovation and creativity
- Integrates with the rest of the hotel
- Adequate heating and cooling
- Adequate safety and security
- Gives regard to noise and amenity issues
- Optimum solution having regard to challenges faced

REDEVELOPED HOTEL – COUNTRY

This category recognises innovation and effectiveness in a redeveloped general division hotel.

PLEASE NOTE: Judging process for this category will rely on the written submission. Hotels cannot enter this category over two consecutive years without consultation with the AHA|SA.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Innovation in refurbishment
- Quality of finish and attention to detail

- Refurbishment is appropriate to clientele
- Re-styling led to improved staff efficiency
- Financial growth from redevelopment
- Overall appearance
- Staff and service
- Environmental sustainability

REDEVELOPED HOTEL – METROPOLITAN

This category recognises innovation and effectiveness in a redeveloped general division hotel.

PLEASE NOTE: Judging process for this category will rely on the written submission. Hotels cannot enter this category over two consecutive years without consultation with the AHA|SA.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Innovation in refurbishment
- Quality of finish and attention to detail
- Refurbishment is appropriate to clientele
- Re-styling led to improved staff efficiency
- Financial growth from redevelopment
- Overall appearance
- Staff and service
- Environmental sustainability

REDEVELOPED HOTEL – ACCOMMODATION DIVISION

This category recognises innovation and effectiveness in a redeveloped general division hotel.

PLEASE NOTE: Judging process for this category will rely on the written submission. Hotels cannot enter this category over two consecutive years without consultation with the AHA|SA.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Innovation in refurbishment
- Quality of finish and attention to detail
- Refurbishment is appropriate to clientele
- Re-styling led to improved staff efficiency
- Financial growth from redevelopment
- Overall appearance
- Staff and service
- Environmental sustainability

MARKETING & PROMOTION - ACCOMMODATION DIVISION

This category recognises venue excellence in the approach taken to market their venue via several effective forms of marketing and communication. The judges are looking for innovation, relevance and effectiveness in delivery.

PLEASE NOTE: Judging for this category will be based solely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Research and planning to achieve marketing strategy
- Marketing activity relevant to size of hotel operation
- Consistency of in-house marketing
- Effective website and social platforms
- Quality of promotion collateral
- Evidence of effectiveness of marketing activity

MARKETING & PROMOTION - GENERAL DIVISION

This category recognises venue excellence in the approach taken to market their venue via several effective forms of marketing and communication. The judges are looking for innovation, relevance and effectiveness in delivery.

PLEASE NOTE: Judging for this category will be based solely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Research and planning to achieve marketing strategy
- Marketing activity relevant to size of hotel operation
- Consistency of in-house marketing
- Effective website and social platforms
- Quality of promotion collateral
- Evidence of effectiveness of marketing activity

GAMING VENUE - COUNTRY

This category recognises excellence in gaming rooms within a venue. It places significant emphasis on the overall quality of the customer experience, including food, beverages and customer service specifically regarding the gaming facilities area of the hotel.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Overall appearance and ambiance of venue
- Standard of gaming offering, presentation and variety
- Condition of furniture, fittings and electrical
- Popularity of the establishment & comfort of patrons
- In-house promotions and communication activities
- Range and quality of food and beverages within venue
- Staff gaming knowledge & ability to assist gaming patrons
- Lounge/seating area available for gaming patrons
- Smoking break out area available
- Knowledge of Responsible Serving of Alcohol
- Evidence of Responsible Gaming Service and engagement with 'Gaming Care – Hotels Responsible Gambling Early Intervention Agency'
- Compliance of Signage
- Compliance with Gambling Code of Practice, guidelines, regulations and legislation

GAMING VENUE - METROPOLITAN

This category recognises excellence in gaming rooms within a venue. It places significant emphasis on the overall quality of the customer experience, including food, beverages and customer service specifically regarding the gaming facilities area of the hotel.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Overall appearance and ambiance of venue
- Standard of gaming offering, presentation and variety
- Condition of furniture, fittings and electrical
- Popularity of the establishment & comfort of patrons
- In-house promotions and communication activities
- Range and quality of food and beverages within venue
- Staff gaming knowledge & ability to assist gaming patrons
- Lounge/seating area available for gaming patrons
- Smoking break out area available
- Knowledge of Responsible Serving of Alcohol
- Evidence of Responsible Gaming Service and engagement with 'Gaming Care – Hotels Responsible Gambling Early Intervention Agency'
- Compliance of Signage
- Compliance with Gambling Code of Practice, guidelines, regulations and legislation

MEETING & EVENTS VENUE

- ACCOMMODATION & SPECIALIST DIVISION

This category recognises venues that offer the services and facilities which provide for a seamless meeting or event for clients. There is a strong focus on staff, general facilities and food and beverage packages on offer.

PLEASE NOTE: Judging for this category will be based solely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- General appearance, design, and décor of the facility
- Effective promotion of facilities, including online presence
- Professionalism in marketing practices
- Variety of package options, including AV and table settings
- Diversity, value, and flexibility of package options
- Staff knowledge and professionalism
- Telephone technique of staff

MEETING & EVENTS VENUE

- GENERAL DIVISION

This category recognises venues that offer the services and facilities which provide for a seamless meeting or event for clients. There is a strong focus on staff, general facilities and food and beverage packages on offer.

PLEASE NOTE: Judging for this category will be based solely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- General appearance, design, and décor of the facility
- Effective promotion of facilities, including online presence
- Professionalism in marketing practices
- Variety of package options, including AV and table settings
- Diversity, value, and flexibility of package options
- Staff knowledge and professionalism
- Telephone technique of staff

STAFF DEVELOPMENT & TRAINING

This category recognises venues that have a demonstrated a commitment to improving customer service and experiences through employee training.

PLEASE NOTE: Judging Process for this category will rely on the written submission.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Contribution to professionalism in the hotel industry
- Training initiatives meet industry needs
- Conducting internal and external training
- Retention of staff because of initiatives
- Level of multi-skilled staff as direct result of training
- Assessment of training and skills
- Evidence of participation in state and national industry based skills events (i.e. Bar and Chef competitions)
- Evidence of promotion of South Australian talent where applicable

EMPLOYEE EXCELLENCE IN SERVICE

- ACCOMMODATION DIVISION

This category will be judged as a combination of the submission and information provided and a recorded ZOOM interview with the nominee.

Please note: Entrants in this category must provide a CV with their nomination.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Demonstrated knowledge, expertise, interest, involvement and ambitions in the hotel industry;
- Examples of hotel education, formal and informal learning;
- Future aspirations within the industry;
- Contributions to the community or industry;
- Diversity in work history and experience;
- Professional attitude;
- Information provided in the CV, and
- Recommendation letter from employer or others if available

EMPLOYEE EXCELLENCE IN SERVICE - GENERAL DIVISION

This category will be judged as a combination of the submission and information provided and a recorded ZOOM interview with the nominee.

PLEASE NOTE: Entrants in this category must provide a CV with their nomination.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Demonstrated knowledge, expertise, interest, involvement and ambitions in the hotel industry;
- Examples of hotel education, formal and informal learning;
- Future aspirations within the industry;
- Contributions to the community or industry;
- Diversity in work history and experience;
- Professional attitude;
- Information provided in the CV, and
- Recommendation letter from employer or others if available

CHEF OF THE YEAR

This category will be judged as a combination of the submission and information provided and a recorded ZOOM interview with the nominee.

PLEASE NOTE: Entrants in this category must provide a CV with their nomination.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Demonstrated knowledge, expertise, interest, involvement and ambitions in the hotel industry;
- Examples of hotel education, formal and informal learning;
- Future aspirations within the industry;
- Contributions to the community or industry;
- Diversity in work history and experience;
- Professional attitude;
- Information provided in the CV, and
- Recommendation letter from employer or others if available

HOTEL INDUSTRY RISING STAR

This category will be judged as a combination of the submission and information provided and a recorded ZOOM interview with the nominee.

PLEASE NOTE: Entrants in this category must provide a CV with their nomination.

Judges will base their assessment on a range of areas including, but not exclusive to, the following:

- Demonstrated knowledge, expertise, interest, involvement and ambitions in the hotel industry;
- Examples of hotel education, formal and informal learning;
- Future aspirations within the industry;
- Contributions to the community or industry;
- Professional attitude;
- Information provided in the CV, and
- Recommendation letter from employer or others if available

BEST OVERALL HOTEL** - ACCOMMODATION DIVISION - COUNTRY - METROPOLITAN

**All hotels nominating for any category in the 2023 AHA|SA Awards for Excellence are considered for the Overall Hotel awards.

This category recognises venues that deliver excellence across all areas of their operation. Venues will have demonstrated innovation, professionalism and will have delivered the highest levels of excellence within customer service. Venues will be delivering a good range of high quality services and will set the benchmark in hotel and hospitality excellence. The winner of this category will be selected from judge's considerations across results and other factors.