

# How to use IMAGES properly

A picture says a thousand words...

But when writing your awards submission you should not rely on pictures to do the talking for you.

A good rule of thumb is:

*'if the image was removed – would the written words still answer the question?'*

Use images to heighten your entry – but do not rely on them to answer the questions for you.

Show AND explain!

See below for some examples...



In this case, we are trying to show the location of the business.  
It is wise to give a little detail so judges can have some context.  
For location – it is great to have a scale of remoteness and distance from the closest city/town of note.



**BAD example** ❌

We are located here.

TRY TO  
ELABORATE  
YOUR POINT



**GOOD example** ✓

We are located 64kms south-east of Adelaide, just under a one hour road trip by car or slightly over 2 hours by train. You can take main highways to the town and our hotel.

# You can use images to showcase new products and initiatives

New products and initiatives including: romance packages, hampers featuring local produce, revamped retail space, and our new “Mediterranean nights” themed dinners throughout the summer months.



Romance Packages



Revamped Retail



Local Produce Hampers



Mediterranean Nights

## BAD example ✗

In the qualifying period we introduced a range of [new products and initiatives](#).



REMEMBER:  
YOU CAN HIGHLIGHT WORDS,  
CLICK 'LINK' AND CREATE A  
HYPERLINK TO YOUR IMAGE!

## GOOD example ✓

In the qualifying period we introduced a range of [new products and initiatives](#) including romance packages, hampers featuring local produce, revamped retail space further showcasing local produce and a new 'Mediterranean nights' themed dinners throughout the summer months.



# Demonstrating a strategy/process/procedure



## BAD example ❌

We have developed a people management strategy to manage our staff

## GOOD example ✓

We have a people management strategy that has been developed to ensure we can deliver high levels of customer service. This strategy entails the following key elements:

Attract	Create positions that attract enthusiastic, driven staff.
Educate	Provide ongoing education on the organisation and professional development opportunities.
Train	Provide regular training to ensure staff are kept up to date on business activities
Motivate	Develop a workplace culture that recognises staff achievements and good working practices
Empower	Delegate responsibilities and actively encourage staff to provide feedback to improve products and systems.
Reward	Ensure basic salaries are competitive. Develop reward system for staff meeting KPI's



YOU CAN CREATE A TABLE WITHIN THE WRITTEN SUBMISSION USING THE TOOLBAR

# Using testimonials to support your entry



TESTIMONIALS SHOULD BE INCLUDED IN YOUR WORD COUNT  
YOU MAY USE AN IMAGE TO SHOW THE HIGHLIGHTS AND HYPERLINK IT TO THE TEXT

## BAD example

We have received many positive [testimonials](#) for our business.

## GOOD example

We consistently receive [positive feedback for our business](#) and as a result, we have a GRI score of 98%. Some of our feedback highlights are: 'Fantastic experience for the family', 'Went above and beyond for us', 'We can see why they have so many awards!' Read our true top reviews below.

Testimonial 1 – full text...

Testimonial 2 – full text...

Testimonial 3 – full text...

Sandy McPherson – 17th Oct 2022 – Booking.com

Fantastic experience the whole family could enjoy and the kids love it. Will definitely be returning in the Spring for an adults only getaway. Great food and great wine!

Louise Turner – 8th Jan 2023 – Tripadvisor

I loved Pete & Ethel's hospitality! Will be recommending them to all of my friends and friend's friends! They went above and beyond on all accounts. Thank you again!

Sonia Bacle – 10th February 2023 – Facebook

You can see why they have so many awards! It was an amazing weekend thanks to the wonderful team at the venue who managed to pull off the wedding of the year.



# Collages are a great showcase

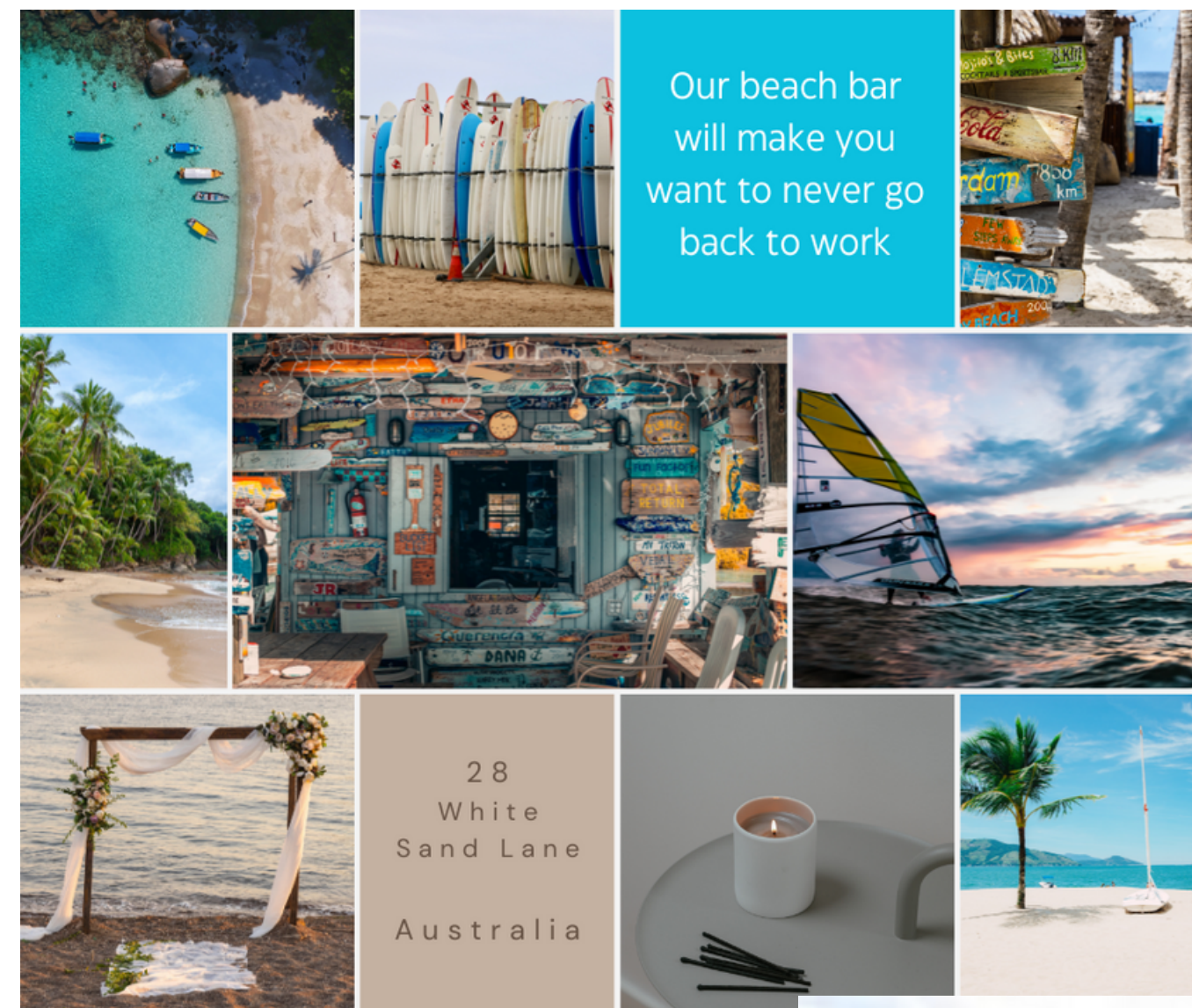
\*\*\*If you can do them well

There is nothing wrong with using a collage to show a lot in a little space.

The only problem is if you use too many images or bad quality/small images they can turn out fuzzy and just end up pointless to the process.



- Use high res images – the higher the res, the clearer the image. Try use minimum 72 dpi
- Don't be afraid to get creative ! Overlap, use a back a background, different sizes – it can be fun!
- There are plenty of FREE online tools that can help you – just google "make a collage"
- If you can't see the images clearly after you download – the judges won't see it clearly. You might have to delete a few.



- Clear, high quality images
- Created using a free template



- Low quality images
- Small pictures
- Overlapped onto big image
- Colours running together





# Naming an image

When you upload your images – please make sure they are named something that would make sense.

YOUR IMAGES ARE  
DOWNLOADED BY THE AWARDS  
TEAM – MAKE IT EASY FOR THEM  
TO KNOW WHICH IS WHICH!



## BAD examples of image names

bathroom-683754.jpg

798T66GGB pic.png

Image140

ncdjhhuishfuhfwy



## GOOD examples of image names


Hero Image 2 – Mary with Kangaroo.jpeg

Image 5 – Bridge at night time.vector

Hero Image 1 – The vineyard at dusk

Image 7 – family time at the zoo





*Please note, the images used in this document are for demonstration purposes only and are not taken from any existing awards submission.*

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