

# 2010 Benefits Handbook



Australian Tourism Accreditation Program

&

Independent Tourism Operators of Tasmania

**iTOT**

INDEPENDENT  
TOURISM  
OPERATORS  
OF  
TASMANIA  
COLLEGE





The Australian Tourism Accreditation Program is a business development program that is based on Quality Assurance principles and is endorsed by Tourism Accreditation Australia Ltd (TAAL). A business which meets the requirements of the Standard, and gains Accreditation, signals to its customers and to the wider industry that it is committed to providing high quality products, services and experiences.

There are many benefits associated with being a tourism accredited operator under the Australian Tourism Accreditation Program.

#### **For your business**

- ✓ An improved reputation and higher degree of marketability in the market place
- ✓ Greater customer confidence and satisfaction, which leads to repeat business
- ✓ Improved training and communications
- ✓ A competitive advantage over non-accredited operators
- ✓ Access to incentives and discounts not available to non-accredited tourism businesses
- ✓ Improved profitability through the implementation of better operating systems
- ✓ Ability to display the Accreditation 'tick' logo at your point of business and on all promotional and advertising material
- ✓ Increased/improved confidence of wholesale and inbound operators

#### **For your customer**

- ✓ Signals a commitment to quality
- ✓ Reliability of their chosen product and service
- ✓ Consistency in the delivery of their experience
- ✓ Certainty of the product and service they will experience
- ✓ Satisfies safety and security needs
- ✓ A recognised National program through which to address concerns with product delivery

#### **For the industry**

- ✓ Provides travel retailers/wholesalers with an assurance of professional service
- ✓ The Accreditation Logo will be promoted broadly as a symbol of quality within the tourism industry
- ✓ Contributes to a more sustainable and competitive tourism industry for Australia
- ✓ Demonstrates industry leadership and initiative



In addition to these benefits, Tasmanian accredited operators receive benefits and discounts directly relevant to the Tasmanian tourism industry.



The iTOT College provides a voice for Tasmanian independent tourism operators with an association to inform, assist and support members. The iTOT College is committed to the health and prosperity of the Tasmanian tourism industry.

iTOT endeavours through influence, direction and networking to create a membership association to achieve the best possible outcome for its members.



Specific benefits are identified in this handbook by the iTOT logo. These benefits are only available to iTOT members.

# Industry Engagement

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## Industry Representation



The TICT is able to represent and speak on behalf of the industry to regional tourism bodies, the State Government (through the Tasmanian Tourism Protocol Agreement) and Tourism 21. Nationally the TICT is a member of TTF (Tourism & Transport Forum) Australia and the National Tourism Alliance.

## Member Forums



iTOT members are invited to attend a series of member forums held throughout the year on current issues affecting the industry. This provides operators with the opportunity to voice their opinions on relevant issues and have their interests pursued by the TICT.

## Regular Industry Communications



TICT's electronic publication *Snapshots* is distributed on a fortnightly basis to all accredited operators and iTOT members. It features the current activities, news and events taking place in the tourism industry. If you have tourism industry news you would like published in *Snapshots* please contact Cassandra Smith on 03 6224 1930 or [cassandra.smith@tict.com.au](mailto:cassandra.smith@tict.com.au)

## Tasmanian Tourism Awards



The tourism awards are designed to promote and reward business excellence in our industry. They encourage and celebrate professionalism, creativity and innovation and provide a benchmark for best practice in the tourism industry. The Tasmanian awards also enable our star products and

experiences to attain national recognition through the Australian Tourism Awards.

An accredited business is eligible to receive the People's Choice Award. Businesses are selected by visitors who complete and return a TICT customer feedback form. The Award is designed to recognise businesses that have excelled in their commitment to a professional, customer focussed approach & excellence in service.

Accredited businesses and iTOT members receive a discount on the awards entry fee and ticket purchase to attend the Tasmanian Tourism Awards Gala Dinner.

### **Tasmanian Tourism Conference**



The Tasmanian Tourism Conference has been a long running success and is the only event of its kind held in the state. It attracts approximately 300 delegates from a wide range of tourism and hospitality businesses across Tasmania. The conference consists of informative business sessions focussed on a theme relevant to the Tasmanian tourism industry; a tradeshow to demonstrate new and exciting products; and a conference dinner, for networking in a relaxed environment.

Accredited operators and iTOT members receive a discount on conference registration.

### **TICT Board Representation**



The iTOT College has permanent representation on the TICT Board. The TICT Board comprises representatives from all major tourism industry sectors - regional tourism associations; transport; industry associations and the corporate sector.

## Tourism Tasmania



Tourism Tasmania offers a range of programs and services to the Tasmanian tourism industry as well as providing support and funding to tourism associations and groups.

Selections of the current programs, with accreditation specific benefits offered, are outlined throughout this handbook. In addition to these programs, Tourism Tasmania is proud to be the major sponsor of two key events on the tourism industry calendar: the annual Tasmanian Tourism Conference and the Tasmanian Tourism Awards.

## Bed & Breakfast Farmstay and Accommodation (BBFA)



BBFA is the peak Tasmanian industry organisation representing B&Bs, farm stays, guest houses, boutique hotels, cottages and other self contained, and hosted accommodation. BBFA participates in national cooperative marketing and opens up new opportunities for their members. The association is also represented on the TICT Board.

Tourism accreditation is a prerequisite to becoming a member of BBFA.

## Trout Guides and Lodges Tasmania (TGALT)



TGALT is the peak industry body for trout guides and lodges in Tasmania. They lobby government on behalf of their members and provide substantial cooperative marketing opportunities. Tourism accreditation is essential to be a member of TGALT.

## Tasmanian Heritage Council



iTOT Chair, Jon Deeprise, acts as the Tourism Industry Council's representative on the Tasmanian Heritage Council.

# Industry Services and Support

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## Commercial Visitor Services License



A license is required for a business to conduct a commercial visitor service activity within National Parks, State Reserves, State Forests, Wellington Park, Forestry Tasmania or other Crown Land. Applicants proposing to operate in these areas are required to have Tourism Accreditation. For further information please contact CVS, Parks & Wildlife Service on 03 6233 3636.



A sub group of the iTOT College has formed to progress the common issues of CVS license holders with Parks, giving iTOT members representation on this issue.

## Problem Resolution



The TICT actively pursues iTOT members' issues on a local and State level, including liaising with other bodies on behalf of iTOT members.

## OAMPS Insurance Brokers



OAMPS are the preferred Broker for the Tourism Industry Council of Tasmania and are able to offer competitively priced and comprehensive insurance solutions for Tourism and Accommodation operators.

- Liability Insurance for a broad range of activities
- Bed and Breakfast Policies – up to 6 rooms
- Accommodation Packages – for the larger operators
- Restaurant Packages

At OAMPS it's all about choice and flexibility with competitive premiums.

Contact Kathy McConnell on 03 6337 1307

## Intuit Technologies



As a preferred supplier of Tourism Industry Council Tasmania Intuit offers a range of state-wide business solutions including the latest in information technology, photocopiers, printers, faxes and scanners as well as a full range of IT consulting services from network design, procurement, installation and support.

For further information please contact Intuit Technologies on 1800 240 577 and mention that you are an associated business of the TICT.

## Eco Certification



Ecotourism Australia (EA) is the recognised national non-profit association for Australia's ecotourism industry and has considerable experience and globally recognised certification products in sustainable tourism. EA offers a significant discount exclusively to TICT accredited businesses to apply, complete and lodge their ECO certification, a 40% discount for applies for those who lodge in 2010 and a 25% discount in 2011. The TICT is also now conducting audits of Eco Certification, meaning that accredited operators can save time by combining these reviews. Contact Cameron Ward at TICT on 03 6224 1930 or [cameron.ward@tict.com.au](mailto:cameron.ward@tict.com.au) for further information.

## Passenger Transport Operator Accreditation (PTOAS)



TICT has been successful in negotiating a special deal for accredited tourism operators who also require PTOAS. A joint audit of PTOAS in conjunction with the Tourism Accreditation review saves operators time and money through the reduction of duplicated paperwork. The TICT has an approved auditor to conduct the combined audits. For further information contact Cameron Ward on 03 6224 1930 or [cameron.ward@tict.com.au](mailto:cameron.ward@tict.com.au)

# Marketing and Promotion

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## AAA Touring Guide



Accredited businesses are recognised in the annual AAA Touring Guide with the tourism accreditation tick at no additional cost.

## Adventure Tasmania



Adventure Tasmania is a group of like-minded tourism operators that target the adventure traveller in Tasmania. By joining iTOT Adventure Tasmania operators can opt-in to its activities.

## at+m Integrated Marketing



at+m Integrated Marketing specialise in the development and implementation of strategic marketing practices. They can assist to develop a clear, simple and functional marketing plan which will enable you to effectively deliver your message to your target customers. Careful planning will ensure that any marketing activities undertaken by your business are cost effective. They can also help with the creative implementation of these strategies through communication avenues such as advertising, online, design and print material.

Tourism Accredited businesses can work with at+m integrated marketing to develop their essential marketing plan, for a special discount rate of 15% off. Please contact Lauren by phoning 03 6334 3577 or email [laurendawes@atmmarketing.com.au](mailto:laurendawes@atmmarketing.com.au) for further information.

## Explore



As part of Fairfax Medias Tasmanian Tourism Unit, Explore Tasmania is published on a monthly basis keeping visitors up to date with current events and attractions. Accredited businesses are recognised by the 'tick' logo at no additional charge. For more information, please contact Angela Reeves on [info@entreeguide.com.au](mailto:info@entreeguide.com.au) or 03 6336 7299.

## Promotion of Accredited or iTOT Status



Accredited Tourism Operators and iTOT Members receive an annual certificate and window display sticker. The TICT encourages the use of electronic accreditation or iTOT logos on marketing collateral.

## Tasmanian Experience



Tasmania now has its own showcase of accredited tourism businesses – Tasmanian Experience.

A dynamic and contemporary style television advertising campaign, which provides accredited tourism businesses with the opportunity to market their business in a high quality media platform via a 6 week state wide television campaign for broadcast on Southern Cross Television and 7TWO. Examples of the commercials can be viewed at [www.tasmanianexperience.com.au](http://www.tasmanianexperience.com.au)

To showcase your accredited tourism business on Tasmanian Experience please contact Remi Barley or Mike Davies at Creative Ad Solutions on 03 6231 6611 or email [advertise@tasmanianexperience.com.au](mailto:advertise@tasmanianexperience.com.au)

## Tasmanian Travel and Information Centre



A 25% discount applies for accredited operators to display their brochure in the Hobart Centre giving your business exposure to over 250,000 visitors

annually. And 2 further exclusive opportunities for accredited businesses include:

- A 1 square meter floor display plus DVD/LCD screen in prime position inside the main doors of the centre (Once again, a great chance to promote your business to over 250,000 visitors in Hobart)
- A Hot Deal on the centre's website - [www.hobarttravelcentre.com.au](http://www.hobarttravelcentre.com.au) (the site receives over 50,000 unique visits annually).

For all information on advertising at the Centre contact Jenna Paul on p 03 6238 4255 or e [jenna.paul@hobarttravelcentre.com.au](mailto:jenna.paul@hobarttravelcentre.com.au)

### **TigerTOUR and discovertasmania.com**



The TigerTOUR database is an excellent, highly-effective free way of gaining exposure for your business. The database contains extensive information on Tasmanian accommodation providers, tours and attractions. Listing your business in TigerTOUR provides instant exposure on discovertasmania.com and upward to the Australian Tourism Data Warehouse, which in turn feeds a number of market-leading travel websites.

Tourism Tasmania's consumer website, [www.discovertasmania.com](http://www.discovertasmania.com) is a valuable and highly effective marketing and distribution channel for Tasmanian tourism businesses.

Tourism Accredited businesses are highlighted with the accreditation logo and receive priority listing in search results.

For further information contact the TigerTOUR Team at [tigertour@tourismtasmania.com.au](mailto:tigertour@tourismtasmania.com.au) or 03 6230 8229.

### **Tourism Directional Signage**



Tourism directional signage enables visitors to easily locate your business. To receive tourism directional signage through the Department of Infrastructure, Energy and Resources (DIER) a business must be tourism accredited. Please note that accreditation does not guarantee signage approval

and will also depend on your local council. For further information contact DIER on 03 6233 8539.

### **Tourism Visitor Information Network (TVIN)**



Accredited tourism businesses receive preferential brochure display at Tasmanian Visitor Information Centres state wide.

### **Travelways**



Travelways is the ultimate travel planner published on a bi-monthly basis. Travelways is distributed Australia wide - 100,00 copies in total with 55,000 inserted into newspapers in regional New South Wales, Victoria and Australian Capital Territory on a rotational basis and 45,000 copies distributed in Tasmania via visitor information centres, airports, accommodation providers and attractions. Tourism accredited businesses are listed in Tasmanian Travelways for free and are represented by a black tick. Tourism Tasmania provides the listings from the information provided by the Tourism Industry Council Tasmania.

Travelways is now online through [www.travelways.com.au](http://www.travelways.com.au). This website allows for live bookings for some of Tasmania's leading accommodation, tours and attraction providers.

Additional advertising can be arranged in Tasmanian Travelways at an extra cost. For more information, please contact Vicki Hewton, Sales Manager on [info@travelways.com.au](mailto:info@travelways.com.au) or 03 6336 7275.

### **Visiting Journalist Program**



Tourism Tasmania's Visiting Journalist Program brings to Tasmania carefully selected media from key national and international markets. Tourism accreditation is a pre-requisite for tourism businesses wishing to participate.

For further information, please contact:  
Shellie Vincent on 03 6230 8174 or email [mediainfo@tourism.tas.gov.au](mailto:mediainfo@tourism.tas.gov.au).

## Zone Marketing Holiday Planners



Zone Marketing is a cooperative marketing program that provides Tasmanian destinations with new growth opportunities and consumers with accessible holiday offers. The five holiday planners are motivational brochures that inspire and inform potential visitors of the many things to see and do in each of Tasmania's five zones. Through cooperative marketing campaigns, targeted promotions and digital media, consumers are encouraged to download a holiday planner from the Tourism Tasmania consumer website [www.discovertasmania.com](http://www.discovertasmania.com) or through phoning the call centre 1300TASSIE.

The holiday planner is an excellent way to get your business in front of visitors as they are planning their holiday and before they get to Tasmania. Tourism accredited businesses can receive the following discounts when advertising:

- Hobart and Surrounds: 5%
- East Coast: 10%
- Launceston, Tamar and the North: a 5% discount is offered if operators advertise in multiple Planners
- North West Coast: 10%, with further discounts available on integrated cooperative marketing packages
- Western Wilderness: 10%, with further discounts available on integrated cooperative marketing packages

For the Hobart and Surrounds and East Coast please contact David Rose, Totally South Tourism on 03 6230 8120 or [david.rose@totalsouth.com.au](mailto:david.rose@totalsouth.com.au).

For the Launceston, Tamar & the North please contact Michelle Strickland on 0409 745 698 or [michelle@3pconsulting.com.au](mailto:michelle@3pconsulting.com.au).

For the North West Coast & Western Wilderness please contact Don Monk, Cradle Coast Authority on 03 6431 6285 or [dmonk@cradlecoast.com](mailto:dmonk@cradlecoast.com)

# Discounts

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## Taxation Benefits



Accredited operators and iTOT members may be eligible to claim the annual fee as a business tax deduction. We recommend you check with your financial adviser/accountant.

## TICT Mates Rates



TICT Mates rates are special discounts offered by tourism accredited operators and iTOT members to one another. These deals encourage operators to experience other products throughout Tasmania, developing beneficial relationships with other operators and exploring ways to work collaboratively and offer support.

We invite all accredited tourism businesses and iTOT members who would like to offer special rates on their products to other operators to send us the details to be included in our industry e-newsletter, *Snapshots*. Offers may either be ongoing or short-term/seasonal. This is a great way to encourage other operators to experience your product and build awareness of your business within the industry (not to mention the opportunity to utilise spare inventory!)

Support the Tasmanian tourism industry and your “Mates” by choosing TICT accredited businesses when you Holiday at Home! For a full list of the mates rates on offer, visit [www.tict.com.au/tict-mates-rates-offers](http://www.tict.com.au/tict-mates-rates-offers) or contact TICT office on 03 6224 1930.

## Spirit of Tasmanian Crossings



Business owners are now eligible to receive a discount of up to 50% off Spirit of Tasmania Saver fares on crossings during non peak periods, subject

to availability. The discount applies to inside cabins and is also extended to the passenger's partner and dependent children if they are sharing the same cabin. With the 50% discount, twin-share fares start at \$115 per person each way. To take advantage of the industry discount, call Spirit of Tasmania on 13 20 10 for an application form and fax the completed form to the Commercial Support Team on (03) 6421 7321. Conditions apply.

## Mad About Photography



Mad About Photography offer tourism specific services including commercial/ architectural/interior photography, landscapes for room décor, portraits and wedding photography. There is a 10% discount for all accredited tourism operators, prices can be obtained by phoning Pam on 6268 1686 or emailing [pam@madaboutphotography.net.au](mailto:pam@madaboutphotography.net.au) to view a full list of products and services please visit the website [www.madaboutphotography.net.au](http://www.madaboutphotography.net.au)

For further information on membership of the iTOT College or the Australian Tourism Accreditation Program please contact the Tourism Industry Council of Tasmania.



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