



Australian Tourism Accreditation Program (Tasmania)



Information Kit for Operators 2010



WHAT IS THE AUSTRALIAN TOURISM ACCREDITATION PROGRAM?

The Australian Tourism Accreditation Program is a business development program that is based on Quality Assurance principles. Endorsed by Tourism Accreditation Australia Ltd (TAAL), it has been developed by aligning the six state and territory based tourism accreditation programs which are;

- Better Business Accreditation Program Victoria
- National Tourism Accreditation Program Western Australia
- National Tourism Accreditation Program Tasmania
- National Tourism Accreditation Program South Australia
- National Tourism Accreditation Program ACT
- Australian Tourism Accreditation Program (NT)

The Program addresses many of the issues that are covered in the development of a business plan but focuses on those key elements that are part of the day to day function of any tourism operation.

This is achieved by the development of professional management systems that will lead to reliability, consistency and predictability in the operation of the business which in turn results in improved customer service and satisfaction.

It encourages businesses to:

- Plan how their business will function
- Check that customer expectations are being met.

In turn, Accreditation will provide clients and industry colleagues with an assurance that participating businesses are committed to professionalism both in business operations and delivery of service.

The Australian Tourism Accreditation Program is open to all new and existing businesses that are involved in a tourism activity. There are over 1000 Tourism Accredited businesses in Tasmania.

THE AUSTRALIAN TOURISM ACCREDITATION STANDARD

The Australian Tourism Accreditation Standard is set by Tourism Accreditation Australia Ltd (TAAL).

The Standard defines the core business activities and good business practices required by a tourism enterprise to successfully gain Accreditation. The Standard is a checklist of the features found to be essential for a viable tourism business. It is against the key elements of the Standard that a business wishing to become accredited is formally assessed.

Those elements ensure an enterprise focuses on managing the operator's obligations – for staff, equipment, facilities, processes and overall performance – to meet or exceed customer expectations.

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.

The Standard requires that a business has documented and active:

- Compliance with both business and industry specific regulations
- Adherence to industry sector standards and codes of practice;
- Risk management procedures and training;
- Corporate, strategic, business and marketing plans;
- Human resources management policy and procedures;
- Customer service policy and procedures;
- Environmental management policies and procedures; and
- General maintenance schedules and procedures.

Accreditation is seen by the tourism industry as a vital quality assurance and self-regulation tool for achieving sustainable growth through:

- Ensuring customer confidence;
- Greater customer confidence and satisfaction leading to repeat visitations;
- Stronger yield;
- Building the capacity of the enterprise;
- A competitive advantage over non-accredited operators; and
- Recognising the contribution to the triple bottom line of economic, environmental and social aspects.

THE BENEFITS

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 National Accreditation 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 Australian tourism industry
- ✓ Contributes to a more sustainable and competitive tourism industry for Australia
- ✓ Demonstrates industry leadership and initiative

HOW DO YOU ACHIEVE TOURISM ACCREDITATION?

There are three steps in the process of achieving accreditation. They are outlined in detail in the following pages. Essentially, to achieve accreditation a business must provide evidence that they have procedures in place that ensure services and products offered by them are of a consistent quality and meet or exceed the expectations of their customers.

Step 1:

- Read through the information in this kit and complete the registration form found at the end of this document and post, fax or email back to the Tourism Industry Council Tasmania (TICT).
- On receipt of the completed registration form the TICT will issue an invoice for the appropriate registration fee.

Step 2:

- Once the payment has been received you will be issued with a welcome letter and your unique User ID and Password to access the online program. A checklist (also found at the end of this document) is provided in the online program detailing each section of the program and documentation that needs to be submitted. Guidelines and examples are available throughout the process to assist you with completing your own documentation if you require them.
- At this point a Regional Accreditation Consultant (RAC) will be assigned to your business. The RAC is available to answer any questions and provide assistance with your accreditation application.
- Once you have completed the entire online application press the submit button at the end of the program where indicated. This action will forward your submission to the RAC for **Desktop Verification**.
- The RAC will then assess your application and provide you with feedback regarding your accreditation and any additional items that may be required.

Step 3:

- Once the Desktop Verification has been successful, your RAC will carry out an **On-site Verification**. The site visit is conducted to check for conformity with your documented standards and procedures.
- Once the **On-site Verification** is successfully completed you will be issued with the accreditation program logo window sticker, certificate and the benefits associated with accreditation.

OTHER DETAILS YOU NEED TO KNOW

How long will it take to complete?

Once you have paid the required accreditation registration fee and have registered you have **three months** to complete your online application. If you are having any problems completing the requirements, please contact your Regional Accreditation Consultant (RAC) as soon as possible before the deadline to discuss a possible extension. However, the sooner you work through the program, the sooner your business will reap the rewards of accreditation.

The amount of time needed to complete documentation will depend largely on the nature, size and preparedness of your business. You may already have some of the documentation in place. Upload existing material if you have it in place, do not reinvent the wheel. Please refer to **Criteria Assessed** for a summary of the types of documentation required.

Tips:

- ✓ This is an opportunity for you to further develop your business and facilitate continuous business improvement so treat the time spent as an investment in your future.
- ✓ By involving employees in the process of achieving accreditation they will gain a greater understanding of your business.

Confidentiality

All information and documentation supplied by your business will be treated as **strictly confidential** and will be reviewed only as part of the Accreditation Program Desktop process.

Please be assured that during the onsite verification, the RAC will have NO interest in the financial records, profit and loss accounts of your business. The RAC will be looking for conformance to the standards and procedures your business has documented against the standards of the program. Essentially we will be checking your systems to ensure that you are doing what you told us in the documentation submitted.

Compliance

The Program sets minimum standards for business to achieve. Tourism Industry Council Tasmania has a customer survey and mystery shop program in place as part of the process of monitoring standards of accredited businesses. Tourism accredited businesses are required to respond to customer complaints, mystery shop reports or any non-compliance identified in-line with their documented procedures. A Quality Improvement Request (QIR) will be raised against businesses that do not respond. If a QIR is not responded to adequately, this may result in a business losing their accreditation status. Where a serious breach of standards is found to have occurred, this will be referred to a subcommittee of the TICT board, who may recommend withdrawal from the accreditation program.

Accreditation Reviews

Accreditation reviews are conducted every two years and will require you to re-submit your accreditation application reflecting any changes that may have occurred in the business. The review process encourages continuous monitoring of your services which keeps you up to date. It is recommended that you keep your User ID and Password handy to access your application at any time and update for this purpose.

Annual Accreditation Fees

The registration/annual fee is based on the number of full time equivalent staff employed by your business. Once the initial registration fee has been received you will gain access to the online program plus the support of a Regional Accreditation Consultant to assist you with the process. After the accreditation process has been completed an annual fee will not be charged until 31st December 2010 for the 2011 calendar year. Renewals are sent out in early December and must be paid by 31st December to keep accreditation status current. You will also be required to update your business details at this time.

The 2010 annual fee for businesses with 0 to 5 full time equivalent staff is \$185.00 including GST. Larger businesses will be advised of costs when registering their initial interest. (One full time equivalent staff member can also equal four casual or two part-time employees).

Criteria Assessed

The following table provides the criteria a business will be assessed against in the process of achieving accreditation. More detailed information and examples of requirements are provided online for businesses to use, modify or replace with their existing documentation.

AUSTRALIAN TOURISM ACCREDITATION PROGRAM OVERVIEW

SECTION	NAME
1	BUSINESS DETAILS
2	LICENCES AND PERMITS
3	INSURANCE DETAILS
4	BUSINESS PLAN BUILDER
5	MARKETING PLAN BUILDER
6	CUSTOMER SERVICE POLICY AND PROCEDURES
7	BUSINESS OPERATING SYSTEMS
8	HUMAN RESOURCE MANAGEMENT
9	RISK MANAGEMENT
10	ECONOMIC SUSTAINABILITY AND FINANCIAL SYSTEMS
11	ENVIRONMENTAL MANAGEMENT
12	SOCIAL AND CULTURAL SUSTAINABILITY
13	CONTINUOUS IMPROVEMENT
14	CODE OF PRACTICE, FEES AND FINAL CHECKLIST

Once again thank you for your interest in the Australian Tourism Accreditation Program, do not hesitate to contact the Tourism Industry Council office on (03) 6224 1930 if you have any questions.

We look forward to your business becoming part of the program.

Australian Tourism Accreditation Program

Registration Form

Please complete the form below and fax / email / post to the Tourism Industry Council Tasmania to register for the Australian Tourism Accreditation Program (Tasmania):

GPO Box 2158
Hobart TAS 7001
Facsimile: (03) 6224 2471
Email: info@tict.com.au

Annual fees are based on the number of full time equivalent staff you employ, whereby 2 part-time or 4 casual staff members equal 1 full-time.

BUSINESS DETAILS

Please circle which is appropriate to your business:

Number of full-time equivalent employees 0 to 5 6 to 15 16 to 50 51 to 100 101+

Registered Business Name _____

All Trading/Marketing Names (where different) _____

When registering multiple properties under to one ABN only one registration fee needs to be paid but please complete a separate registration form for each.

Australian Business Number _____

Business Owner _____

Business Manager _____

Postal Address _____

State _____ **Post Code** _____

Street Address _____

State _____ **Post Code** _____

Telephone () _____ **Fax ()** _____

Mobile _____ **Email** _____

Web Address _____

Business Sector (Tour, Accom, Attraction, Transport etc) _____

Type of accommodation: _____

Member of an Industry Association (iTOT, BBBAT etc) _____

Member of your Regional/Local Tourism Body _____

ACCREDITATION CONTACT DETAILS

Person Responsible for Accreditation _____

Telephone () _____ **Fax** () _____

Mobile _____ **Email** _____

Once this registration form has been received by the Tourism Industry Council Tasmania an invoice will be issued. Once paid, the TICT will post/email (as indicated above) a letter with a User ID and password to access the ONLINE program.

I/We understand that the required fee must be received by the TICT to confirm registration details and in order for the business to proceed with accreditation. I/we will update TICT of any changes to the business details after registration.

I/we understand that the program fee is valid for one year, and then it must be renewed. The year commences 1st January and annual payment is due 31st December for the subsequent year. I/We undertake to achieve our accreditation status within three (3) months of registration. If I/we are unable to meet this deadline I/we will contact the Tourism Industry Council to discuss a possible extension.

Upon satisfactory completion of the initial accreditation requirements, I/we undertake to complete a review every two years in order to maintain accreditation status.

Signature _____ **Date** _____

Office use only

RAC _____ Date Received _____

Invoice Sent _____ Welcome Letter Sent _____

Used ID _____ Password _____

Other _____