



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

*The Voice of Tourism*

Your guide to a list of Accreditation and Certification  
Programs recognised by the

## **QUEENSLAND TOURISM AWARDS**

2017

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# EVERYTHING YOU NEED TO KNOW ABOUT ACCREDITATION AND THE QUEENSLAND TOURISM AWARDS

## Why is accreditation important for the tourism industry?

If the tourism industry is to achieve success in the increasingly competitive national and international markets, all sectors of the industry must develop quality products and services that will meet the expectations of their customers.

To achieve this goal, all businesses involved in the industry must pay close attention to their business practices to ensure that the services and products offered by them are reliable, consistent and predictable. Customer confidence will be the resulting outcome, which in turn will lead to increased profitability.

## 2017 Queensland Tourism Awards accreditation process requirements

From 2016, all Queensland Tourism Awards (QTA) entrants were required to be certified or accredited through a recognised program with the **exception** of entrants in the following categories:

- Major Festivals & Events
- Festivals & Events
- Specialised Tourism Services
- The Richard Power Award for Destination Marketing
- Tourism Restaurants and Catering Services
- Excellence in Food Tourism
- Outstanding Contribution by a Volunteer or Volunteer Group
- Young Achievers Award
- The Marie Watson-Blake Award for Outstanding Contribution by an Individual.

|                          |                          |
|--------------------------|--------------------------|
| <b>Nominations open</b>  | Wednesday, 22 March 2017 |
| <b>Nominations close</b> | Thursday, 1 June 2017    |
| <b>Submissions due</b>   | Monday, 21 August 2017   |

Please note that you **do not need to be accredited at the time of nomination**. However, you must have completed a program and be accredited by the time your written submission is due in August. QTIC will carry out checks with the program owners to confirm your accreditation/certification.

You will find that the majority of questions asked in the accreditation programs are similar to questions asked in your QTA submission, therefore there should be synergy while completing both processes.

## What is the difference between accreditation and certification?

### **Accreditation = Confirmation and recognition of technical competence**

Accreditation is the procedure by which an authoritative body gives formal recognition that a tourism business operates in accordance to the standards and is competent to carry out specific tasks according to the accreditation scope.

### **Certification = Confirmation that prescribed requirements are fulfilled**

Certification is the action of an independent third party verifying that a product, process or service fulfils the specified requirements of relevant standards or technical regulations.

## QUEENSLAND TOURISM AWARDS RECOGNISED ACCREDITATION AND CERTIFICATION PROGRAMS



### Australian Tourism Accreditation Program (ATAP)

ATAP is a business development program that is based on quality assurance principles that provides businesses with the necessary tools and resources to ensure ongoing sustainability and best practise. The accreditation 'tick' logo provides a credible, third party recommendation of your tourism business.

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.

QTIC delivers the national program here in Queensland and can provide support throughout the process.

**QTIC Discount:** Obtain 10% discount on your ATAP registration fee until 1 June 2017. Download the [ATAP Registration Form](#) and fee structure or you can [register online here](#).

**Managing organisation:** QTIC

[accreditation.atap.net.au](http://accreditation.atap.net.au)

[atap@gtic.com.au](mailto:atap@gtic.com.au)

07 3236 1445



EARTHCHECK

### Earthcheck Evaluate

EarthCheck Evaluate and the team at EarthCheck are now offering an exclusive package for all QTIC members wishing to be accredited.

EarthCheck Evaluate is an entry level program that evaluates an operator's economic, social and environmental impact and recognises organisations that engage in sustainable practices. It is the product of fifteen years of market research and experience through their flagship program, EarthCheck Certified.

EarthCheck Evaluate uses internationally recognised criteria to report on management performance covering a wide range of areas including environment, risk and quality management. Participating organisations are awarded an Earth Rating to recognise their achievement level which includes an EarthCheck Evaluate Rating Achievement Logo and an EarthCheck Evaluate Certificate.

#### Membership options

\$895 p.a. (incl GST)

\$1,495 for two years (incl GST)

**Managing organisation:** EarthCheck

<http://earthcheck.org/products-services/certification/queensland-tourism-awards/>

[info@earthcheck.org](mailto:info@earthcheck.org)

07 3238 1900

## THE FOLLOWING THREE PROGRAMS ARE MANAGED BY ECOTOURISM AUSTRALIA



### ECO Certification

Eco-certification is mandatory for tour operators conducting business within QuEST National Parks areas. Exclusive benefits such as extended license terms and exclusive access is offered by both QPWS and GBRMPA for eco-certified tour operators. The ECO Certification logo is a globally recognised brand which assists travellers to choose and experience an authentic tour, attraction, cruise or accommodation that is environmentally, socially and economically sustainable. The ECO Certification program assures travellers that certified products are backed by a strong commitment to sustainable practices and provides high quality nature-based tourism experiences.

**Managing organisation:** Ecotourism Australia

<http://www.ecotourism.org.au/our-certification-programs/eco-certification>

[eco@ecotourism.org.au](mailto:eco@ecotourism.org.au)

07 3252 1530

Respecting Our Culture



### Respecting Our Culture (ROC) Certification

ROC embraces national accreditation standards to ensure that certified tourism businesses meet customer expectations regarding authenticity and professionalism. ROC is a triple-bottom line program, covering economic sustainability, environmental management and respect for Indigenous cultural heritage. A business with ROC accreditation will be recognised in the industry as delivering a sustainable, environmentally sound and authentic experience.

**Managing organisation:** Ecotourism Australia

[www.ecotourism.org.au/roc.asp](http://www.ecotourism.org.au/roc.asp)

[eco@ecotourism.org.au](mailto:eco@ecotourism.org.au)

07 3252 1530



### Climate Action Certification

Climate Action Certification is designed for all sectors of the tourism industry including hotels, attractions, tours, transport, restaurants, travel agents, tourism commissions, tourism consultants and industry bodies. The Climate Action Certification program is dedicated to reducing carbon emissions and assuring travellers that certified products are backed by a commitment to sustainable practices related to addressing climate change.

**Managing organisation:** Ecotourism Australia

[www.ecotourism.org.au/our-certification-programs/eco-certification-3](http://www.ecotourism.org.au/our-certification-programs/eco-certification-3)

[eco@ecotourism.org.au](mailto:eco@ecotourism.org.au)

07 3252 1530



## Queensland Visitor Information Centre (VIC) Accreditation

To raise the standard of information provision and acknowledge genuine visitor information providers, accreditation programs or policies have been developed across Australia and a yellow on blue italicised 'i' symbol has been trademarked to distinguish visitor information providers who achieve these standards.

The Queensland VIC Accreditation Policy and Resource Kit set out the criteria and standards for VIC's in Queensland.

**Managing organisation:** Tourism and Events Queensland  
<http://teq.queensland.com/VIC-Portal/Resources>

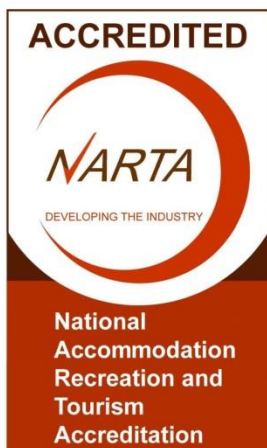


## Caravan Industry Association of Australia National Accreditation Program

This Program is an industry specific scheme, to improve business standards for tourism businesses.

To become an accredited business, caravan holiday parks must comply with certain standards, including legal compliance, environmental management, customer service, risk management and maintenance. These businesses display the 'accreditation key' to show that they are a Caravan Industry Association of Australia accredited business.

**Managing Organisation:** Caravan Industry Association of Australia  
[www.caravanindustry.com.au/accredited-caravan-holiday-parks](http://www.caravanindustry.com.au/accredited-caravan-holiday-parks)  
[accreditation@caravanindustry.com.au](mailto:accreditation@caravanindustry.com.au)  
07 3262 6566



## National Accommodation, Recreation and Tourism Accreditation (NARTA)

NARTA was established to raise standards in the accommodation, recreation and tourism sectors that primarily deal with the outdoors, group experiences and outdoor education programs. The accreditation package allows operators to gauge their compliance with industry and public expectations.

### Managing Organisations:

Christian Venues Association & Outdoor Recreation Industry Council (ORIC) NSW  
[www.narta.org.au](http://www.narta.org.au)  
[info@narta.org.au](mailto:info@narta.org.au) or [info@oric.org.au](mailto:info@oric.org.au)  
02 4587 7155 or 02 9487 1184



## CHINA READY & Accredited Certification

CHINA READY® is a Chinese Government and industry-endorsed quality service certification that equips you to welcome, understand and successfully engage with China and Chinese people, giving you easier access to the world's largest consumer market. The CHINA READY® Program has three distinct yet interdependent pillars.

1. Globally consistent China cultural awareness and business training which enables products and services providers outside China to understand and effectively engage with Chinese customers;
2. Certification of businesses that meet the strict and professional international best business practice criteria of the CHINA READY® Program and awarding these organizations use of the CHINA READY & Accredited Certification Trade Mark signifying the business provides products and services Chinese consumers can trust.
3. Marketing accredited businesses in China through CHINA READY's influential official partners such as the multi-media networks of China's government news agency, Xinhua International – and China's banking industry backed key credit card and payment transaction facilitator UnionPay International.

**Managing Organisation:** China Ready & Accredited Pty Ltd (Sydney)

[chinareadyandaccredited.com/program/](http://chinareadyandaccredited.com/program/)

**Ms Sharon Lau:** [slau@chinareadyandaccredited.com](mailto:slau@chinareadyandaccredited.com)

**02 9241 7097**



If you are currently accredited through Star Ratings Australia, you would be aware that they will be winding down their scheme as of 30 June 2017. For entrants who are accredited through them, QTIC will still recognise this accreditation and you will still be eligible to enter the Queensland Tourism Awards in 2017.

For any questions please contact QTIC: [awards@qtic.com.au](mailto:awards@qtic.com.au) or call 07 3236 1445.



**csia**

## International Customer Service Standard (ICSS)

Founded in 1997, the Customer Service Institute of Australia is the country's leading independent customer service organisation.

CSIA believes that great customer experience is fundamental to every business, and supports organisations and individuals with best-practice know-how, international recognition and practical support. The Institute's International Customer Service Standard (ICSS) certification program is designed to enhance service standards in private sector, not-for-profit and government organisations. Customer service management is critical for a business and requires organisations and individuals to continually improve their skills to achieve peak levels of performance. CSIA can conduct an independent assessment of your services standards and systems.

**Managing Organisation:** Customer Service Institute of Australia

<http://www.csia.com.au/certification.php>

[info@csia.com.au](mailto:info@csia.com.au)

1300 912 700

### Please note:

Businesses that are part of the following groups, are automatically eligible to enter the Awards program.



**For further information regarding accreditation or the 2017 Queensland Tourism Awards, please contact:**

**Gemma Haskings | Accreditation Manager**

**Queensland Tourism Industry Council**

Level 11, 30 Makerston Street, Brisbane

PO Box 13162, George Street QLD 4003

T 07 3236 1445

E [accreditation@qtic.com.au](mailto:accreditation@qtic.com.au) | W [www.qtic.com.au](http://www.qtic.com.au)

