



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

QUEENSLAND TOURISM AWARDS

2019 Accreditation Guide

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2019 ACCREDITATION GUIDE

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.

2019 Queensland Tourism Awards (QTA) accreditation process

Since 2016, Queensland Tourism Awards (QTA) entrants have been required to be accredited or certified through a recognised program, **except** for 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

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.

Nominations open: Monday, 25 March 2019

Nominations close: Friday, 31 May 2019

Submissions due: Monday, 19 August 2019

(you need to complete/hold current accreditation by this submission date).

How do I choose the best accreditation for my business?

The QTA recognise 17 various programs for entrants to be accredited through, all of which are outlined in this guide. Your business only needs to be accredited through at least **one** of these programs to be eligible. If you're unsure of the best accreditation to suit your business, please contact QTIC's Accreditation Manager for assistance:

Gemma Haskings
accreditation@qtic.com.au
07 3236 1445

QTA RECOGNISED PROGRAMS

Quality Tourism Framework



**Quality
Tourism**
Framework

Governed by the Australian Tourism Industry Council (ATIC), the new Quality Tourism Framework (QTF) provides a comprehensive structure for quality improvement for tourism.

The framework includes established and well-respected programs such as the Australian Tourism Accreditation Program (ATAP), Star Ratings, and the Australian Tourism Awards. Any business that has met the minimum accreditation standard will have access to the Quality Tourism Accredited Business brandmark.

If you're a QTIC member, you receive a discount off your application into the QTF. Please enquire for details.

Quality Tourism Accreditation (formally known as ATAP)



The program is based on quality assurance principles that provides businesses with the necessary tools and resources to ensure ongoing sustainability and best practice and be recognised as a Quality Tourism Accredited Business (QTAB). The QTAB 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. Templates and resources are provided to assist in completing the application. This program is suitable all types of tourism businesses. There is also an additional 'Camp and Adventure' module available.

Star Ratings



The accommodation you expect should be the accommodation you get. Star Ratings are an internationally recognised symbol for quality accommodation standards.

They are used in more than 70 countries worldwide and reflect the cleanliness, quality and condition of guest facilities. ATIC acquired the Star Ratings program in July 2017. ATIC is comprised of and owned by the state tourism councils, including QTIC. In Queensland, QTIC manages and administers the Star Ratings program as part of the Quality Tourism Framework.

Managing organisation: QTIC

accreditation@qtic.com.au

07 3236 1445

Register online via online.qualitytourismaustralia.com

(If an existing user, log in and click on the relevant accreditation program to proceed).

THE FOLLOWING THREE PROGRAMS ARE MANAGED BY ECOTOURISM AUSTRALIA

ECO Certification



The ECO Certification program assures travellers that certified products are backed by a strong, well managed commitment to sustainable practices and provides high quality nature-based tourism experiences.

The ECO Certification Program is a world first and it has been developed to address the need to identify genuine nature and ecotourism operators. ECO Certification is product-specific— this means that you will need to answer the criteria as it applies specifically to each of your products. This also means you can apply for ECO Certification even if not all your products are nature-based.

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

Respecting Our Culture (ROC) Certification



The Respecting Our Culture (ROC) program encourages the tourism industry to operate in ways that respect and reinforce Indigenous cultural heritage and the living cultures of Indigenous communities.

ROC certified tourism operators are committed to protecting cultural authenticity and integrity, developing sound business practices, environmental protection and acknowledging Indigenous peoples spiritual connection to the land and water.

www.ecotourism.org.au/roc.asp

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.

www.ecotourism.org.au/our-certification-programs/eco-certification-3

Managing organisation: Ecotourism Australia

eco@ecotourism.org.au

07 3256 6777

EarthCheck



EARTHCHECK

EarthCheck offers a dedicated suite of accreditation programs for tourism operators and destinations. These programs use internationally recognised criteria to report on performance covering a wide range of areas including environment, risk and quality management and interpretation.

EarthCheck can help you deliver positive economic, social and environmental outcomes with consideration to the needs of the visitor, industry, community and environment. Their programs will help you in protecting the natural environment as well as being considerate of locals, their communities, customs, lifestyles, and social and economic systems.

Managing Organisation: EarthCheck

www.earthcheck.org

info@earthcheck.org

07 3238 1900

Caravan/Holiday Park 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.

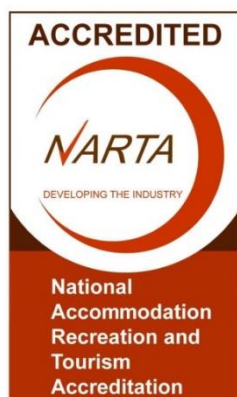
Managing organisation: Caravan Industry Association of Australia

www.caravanindustry.com.au/accredited-caravan-holiday-parks

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 & Outdoors NSW

www.narta.org.au

info@narta.org.au

02 4587 7155

CHINA READY Training and Accreditation



This program prepares people and businesses for the opportunities and challenges of engaging with China and the Chinese.

CHINA READY® provides insightful, involving and memorable teaching, combined with a globally recognized certification that boosts the 'Chinese appeal' of both individuals and organisations.

You'll benefit from increased marketing exposure, an immediate and ongoing boost to business credibility and a competitive advantage that is likely to increase your share of Chinese business. Today CHINA READY & ACCREDITED® businesses can be easily identified by the internationally recognized CHINA READY & ACCREDITED® Trade Mark, which all accredited businesses can widely display. You'll also have a presence on the CHINA READY® China Website, where Chinese people go to look for reliable product and service providers.

Managing organisation: China Ready & Accredited Pty Ltd (Sydney)

chinareadyandaccredited.com/program/

Michelle Yuan Ma: mma@chinareadyandaccredited.com

02 9241 7094

Customer Service Institute of Australia - 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

1300 912 700

Gold Anchor Global Marina Accreditation



marinas aligned with their needs.

The Scheme provides a template for customer friendly marina development. The Scheme also assists marinas to more effectively position and differentiate themselves in the market place. Participation provides global performance benchmarking that contributes to continual business improvement. For consumers, Gold Anchor helps their evaluation and selection of

Managing organisation: Marina Industries Association

<https://www.marinas.net.au/goldanchor>

colin@marinas.net.au

02 9439 5086

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>

07 3535 3535

Please note:

Businesses that are part of the following groups, are automatically eligible to enter the Queensland Tourism Awards due to the business requirements needed to be recognised under that brand.



FOR FURTHER INFORMATION, PLEASE CONTACT:

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