



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

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

QUEENSLAND TOURISM AWARDS

2016

P (07) 3236 1445 | W www.qtic.com.au

    

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.

2016 Queensland Tourism Awards accreditation process requirements

From 2016, all Queensland Tourism Awards (QTA) entrants are 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
- Outstanding Contribution by a Volunteer or Volunteer Group
- Young Achievers Award
- The Marie Watson-Blake Award for Outstanding Contribution by an Individual.

Nominations open	Monday, 21 st March 2016
Nominations close	Wednesday, 1st June 2016
Submissions due	Monday, 15 August 2016

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. A photocopy or scan of the accreditation/certification program certificate will need to be provided to QTIC via email or post. QTIC will carry out checks with the program owners to confirm 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 Member Only Discount: Obtain 10% discount on your ATAP registration fee until 1 June 2016. [CLICK HERE](#) to download the [ATAP Registration Form](#) and fee structure.

Managing organisation: QTIC

www.atap.net.au

atap@qtic.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

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

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

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

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
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
info@narta.org.au or 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/
Ms Sharon Lau: slau@chinareadyandaccredited.com
02 9241 7097

★★★★★[®] STARRATINGS AUSTRALIA

starratingsaustralia

Star Ratings are about standards – your standards, independent standards and the standards expected by your guests. They are basically a mark of quality and are determined by more than 200 criteria that have been ranked by Australian travellers according to what's important to them. Star Ratings are awarded to six distinct accommodation categories: Hotels, Motels, Serviced Apartments, Hosted Accommodation, Caravan-Holiday Parks and Self Catering properties.

Properties that voluntarily hold themselves to independent quality standards are reviewed once every three years. This cycle reflects industry best practices for 'soft' and 'hard' property refurbishments and is supported by an exclusive 'Travellers' Rating' which is powered by millions of online guest reviews from hundreds of websites in 45 different languages. Star Ratings Australia is one of first accommodation rating schemes in the world to incorporate consumer ratings and reviews. Their partnership with ReviewPro, a leading provider of guest intelligence solutions to independent hotel brands worldwide, will provide a FREE dashboard solution for operators wanting to discover what their guests are saying about them online. Star Ratings Australia uses this consumer data to publish an exclusive 'Gold List of Australian Accommodation' twice a year.

Managing Organisation: Star Ratings Australia
www.starratings.com.au/join/apply-for-a-star-rating-licence
info@starratings.com.au
(03) 9601 3325



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

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 2016 Queensland Tourism Awards, please contact:

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