

Program Registration Form & Tax Invoice

Tourism Council Western Australia | PO Box 91, Burswood WA 6100
 Tel: 08 9416 0700 | Fax: 9472 0111 | tcwa@tourismcouncilwa.com.au

Please complete the details below and send with payment

Business Name: _____

China Ready Accreditation Contact Name: _____

China Ready Contact Email: _____

China Ready Contact Phone: _____

ABN/ACN: _____

How did you hear about CHINA READY® Accreditation? _____

Date of commencement of the business: _____

Do you have Union Pay facilities? *not compulsory Yes No

What channels are you currently using to market your product into China?

- ADS approved inbound operator
- Tourism WA trade show
- Other, please specify: _____

Business Sector

Choose one industry sector and one corresponding category of accreditation relevant to your business (see Appendix C for details). If you would like to be accredited in multiple sectors, please contact Tourism Council WA.

- | | | | |
|---|---------------------------------|---------------------------------|-------------------------------|
| <input type="checkbox"/> Food and Beverage | <input type="checkbox"/> Bronze | <input type="checkbox"/> Silver | |
| <input type="checkbox"/> Accommodation | | <input type="checkbox"/> Silver | |
| <input type="checkbox"/> Transport and getting around | <input type="checkbox"/> Bronze | <input type="checkbox"/> Silver | |
| <input type="checkbox"/> Attractions | <input type="checkbox"/> Bronze | <input type="checkbox"/> Silver | |
| <input type="checkbox"/> Shopping and Retail | <input type="checkbox"/> Bronze | <input type="checkbox"/> Silver | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Fun and Entertainment | <input type="checkbox"/> Bronze | <input type="checkbox"/> Silver | |

Program Requirements

Answer the below questions to meet the requirements for CHINA READY® Accreditation

1. Do you currently employ a China Ready & Accredited® Certified Individual?

Yes - Employee (full name): _____

China Ready & Accredited® Individual Certification Number: _____

No – Tourism Council WA will contact you to provide you with assistance in certifying an employee.*

2. Do you commit to use the China Ready & Accredited® helpline to assist/resolve customer conflict situations with Chinese Customers?

Yes No

3. **Accommodation only:** Does your business provide the following to all Chinese Guests?

✓ **Toothbrush**

✓ **Toothpaste**

✓ **Chinese Instant Noodles**

✓ **Copy of translated products/services/facilities/essential information**

Yes No

4. **Accommodation & Retail only:** Does your business provide Chinese speaking staff?

Yes – Staff Details: _____

Fluency of language: None Basic High Intermediate High

No

Accommodation only: If no, does your business have access to a 24/7 Chinese interpreter phone service?

Yes – Who is the provider? _____ Contact Number: _____

No – Tourism Council WA can provide you with details of our preferred interpreter services.

5. Do you have all essential services, facilities and products translated into Chinese in a meaningful way (for example – food and beverage menu's, hotel compendiums, product information, essential safety information)?

- Yes – Please attach a copy of translated services, facilities and product information in **English** and Chinese. Tourism Council WA will provide you with a guide of what additional information needs to be translated (if required) to meet China Ready & Accredited® standard.

Who is the provider that translated your material? _____

Contact Number: _____

- No – Tourism Council WA will provide you with a list of discounted translators and required documentation to be translated.

6. Do you have a website or webpage translated into Chinese in a meaningful way detailing the essential services, products and facilities (including booking and pricing details)?

- Yes – Chinese website/webpage address: _____

Who is the provider that translated your material? _____

Contact Number: _____

- No – Tourism Council WA will contact you to advise you if you require a translated website and provide you with assistance to translate your website.*

7. Have you sent through at least 1 high resolution image (jpg or png format), that can be included on the China Ready & Accredited® website? *NOTE: Web image size needs to be 667 x 510. This image needs to be sent to accreditation@tourismcouncilwa.com.au*

- Yes – I have ensured web image is high resolution (jpg or png format) and is size 667 x 510.

- No – Tourism Council WA will contact you to receive an image that can be displayed on the China Ready & Accredited® website. The Industry Advisors can also assist in resizing your web image(s)*

Declaration

I hereby declare that:

- A. I am an authorised officer of the company or business;
- B. I have read and understood, and agree to the Rules for China Ready & Accredited Program, Licence Agreement, Terms and Conditions (See Appendix A), the Code of Conduct (collectively “Rules”) *see Appendix B.*
- C. The information provided in this Application is correct; and
- D. The Applicant agrees to pay all fees and expenses associated with the certification process as set out in the Rules.

.....
Company name

.....
Full name

.....
Title

.....
Phone number

.....
Email address

.....
Signature

Payment

This payment amount is only applicable to businesses that are already recognised as Tourism Accredited under the Australian Tourism Accreditation Program, and are wishing to gain China Ready & Accredited® recognition.

Number of FTE Employees	1 July 2016 – 30 June 2017	If joining between February 2017 – 30 June 2017
1 – 3	\$159.50 inc GST	Pay next year's Membership Fee and receive Complimentary Membership for the remainder of the 2016/7 financial year calendar.
4 – 8	\$159.50 inc GST	
9 – 15	\$231.00 inc GST	
16 – 25	\$319.00 inc GST	
26 – 50	\$319.00 inc GST	
51 – 100	\$451.00 inc GST	
101 +	\$583.00 inc GST	
National Chain (per property)	\$869.00 inc GST	

A listing fee of \$319 inclusive of GST applies for each additional property, brand or operation in WA managed by the accredited business. Additional fees apply for additional sectors. Please contact your Industry Advisor for a customised invoice should you require additional listing or sectors. .

Please complete the registration form and return with payment to:

Tourism Council Western Australia,

PO Box 91, Burswood WA 6100 or Fax: **9472 0111** Email: accreditation@tourismcouncilwa.com.au

Cheque made payable to "Tourism Council Western Australia"

Direct Debit: Account Name: Tourism Council WA, BSB: 306 089 (BankWest, Perth);

Account No.: 052 625 4 (Please include your Business Name and forward remittance advice)

Credit Card (please indicate) Visa MasterCard

_____ - _____ - _____ - _____ - _____

Expiry Date ____ / ____ Card Security Coded (CSC) _____

Amount _____

Name on Card _____ Signature: _____

Cancellation Policy: No refunds are given on membership fees.

Appendix "A"

Terms and Conditions governing the use of the China Ready & Accredited® Trademark/Logo (CTM)

The Licensee must use the CTM in accordance with the following conditions:

- The Licensee must use its best endeavours to create, promote and retain goodwill in the CTM which the Licensee is required to publicly display at the premises of the business in a clear, visible position.
- The Licensee must act at all times to protect the value of the CTM and ensure that the rights and reputation of the Licensor is not damaged or infringed in any way from the use of the CTM by the Licensee.
- The Licensee must comply with all of the requirements in relation to, but not limited to, the form, disposition, colour, size and manner of use of the CTM in relation to all and any use.
- The CTM must be used solely in relation to the products or services covered under the scope of certification.
- The Licensee must not use the CTM in a way which would allow it to become generic, lose distinctiveness, mislead the public, or be materially detrimental to or inconsistent with the goodwill, reputation or image of the Licensor.
- Upon expiration, withdrawal, suspension, revocation or termination of this licence for whatever reason, the Licensee must discontinue all use of the CTM.
- The Licensee must ensure that third party's websites, signage and documents incorporating the CTM in relation to certification granted to the Licensee are immediately withdrawn and removed upon expiration, withdrawal, suspension, revocation or termination of licence.

The Licensor reserves its rights to inspect the Licensee's business premises to check whether use of the CTM is in accordance with these Terms & Conditions without given prior notice to the Licensee.

Failure to comply with the above conditions or unreasonably delaying correction of any misuse when so required could result in action being taken against the Licensee including early termination of licence.

Appendix “B”

Code of Conduct

The Licensee under the CRA Program must comply with the following Code of Conduct during the term of licence:

- a) Give conscientious attention to customer care and service. Rude, indifferent or poor service is unacceptable;
- b) Recognition and awareness of cultural difference is paramount in dealing with Chinese consumers;
- c) Regard all Chinese customers with equal respect and consideration;
- d) Give full consideration to the particular requirements of guests with disabilities and guests with special needs, and make suitable provision where applicable;
- e) Ensure all customers’ enquiries, requests, bookings, refunds be dealt with promptly and courteously;
- f) Advise customers at the time of booking, and subsequently if requested, of any differences in its products, services, accommodation or facilities offering to those advertised by the Licensee;
- g) Ensure customers are informed of all the terms and conditions of the booking contract including the exact amount of payment and any cancellation conditions, prior to or at the time of making the booking;
- h) Unless required by law, personal information of customers to any third party without obtaining the customer’s consent, is prohibited;
- i) Operate in an ethical, business like basis;
- j) Ensure that advertising (including brochures or other printed or electronic materials) is accurate and truthful, and it does not mislead;
- k) Establish and maintain complaint handling procedures so that all complaints are dealt with properly and reasonably in a timely manner; and
- l) Act in an environmentally responsible way.

Appendix “C”

China Ready & Accredited® Standard

The detailed criteria for certification of each business sector and level of accreditation are set out below.

FOOD AND BEVERAGE

Bronze Accreditation

- Company employs at least one certified CRA individual member (who is likely to engage face to face with Chinese consumers).
- Food and beverage menus translated into Chinese in a meaningful way.
- Company to provide access to the China Ready & Accredited® 24/7 Helpline.
- At least one web image has been supplied in high resolution (jpg or png format) in 667 x 510 size to feature on the China Ready & Accredited® website.

Silver Accreditation

- Website/webpage of the company is to be translated into Chinese in a meaningful way.

ACCOMMODATION

Silver Accreditation

- Company employs at least one CRA individual member (who is likely to engage face to face with Chinese consumers).
- Company to employ at least one person who is fluent in the Chinese language
Or company to provide access to a 24/7 Chinese Interpreter phone service.
- Company to provide access to the China Ready & Accredited® 24/7 Helpline.
- Website/webpage of the company is to be translated into Chinese in a meaningful way.
- All essential information, products, services and facilities translated into Chinese in a meaningful way.
- Company to provide to Chinese customers on arrival:
 - ✓ toothbrush,
 - ✓ toothpaste,
 - ✓ Chinese instant noodles,
 - ✓ a copy of translated products/services/facilities and essential safety information.
- Signage, notice boards and/or banners with the China Ready & Accredited® logo are located in prominent and visible locations.
- At least one web image has been supplied in high resolution (jpg or png format) in 667 x 510 size to feature on the China Ready & Accredited® website.

TRANSPORT & GETTING AROUND

Bronze Accreditation

- Company employs at least one CRA individual member (who is likely to engage face to face with Chinese consumers).
- All essential information, products, services and facilities to be translated into Chinese in a meaningful way.
- Company to provide access to the China Ready & Accredited® 24/7 Helpline.
- Waiver/Liability forms translated by a NATTI accredited translator
- At least one web image has been supplied in high resolution (jpg or png format) in 667 x 510 size to feature on the China Ready & Accredited® website.

Silver Accreditation

- Website/webpage of the company is to be translated into Chinese in a meaningful way.

ATTRACTIONS

Bronze Accreditation

- Company employs at least one CRA individual member (who is likely to engage face to face with Chinese consumers).
- All essential information, products, services and facilities to be translated into Chinese in a meaningful way.
- Company to provide access to the China Ready & Accredited® 24/7 Helpline.
- Waiver/Liability forms translated by a NATTI accredited translator
- At least one web image has been supplied in high resolution (jpg or png format) in 667 x 510 size to feature on the China Ready & Accredited® website.

Silver Accreditation

- Website/webpage of the company is to be translated into Chinese in a meaningful way.

SHOPPING AND RETAIL

Bronze Accreditation

- Company employs at least one CRA individual member (who is likely to engage face to face with Chinese consumers).
- All essential information, products, services and facilities to be translated into Chinese in a meaningful way.
- Company to provide access to the China Ready & Accredited® 24/7 Helpline.
- At least one web image has been supplied in high resolution (jpg or png format) in 667 x 510 size to feature on the China Ready & Accredited® website.

Silver Accreditation

- Website/webpage of the company is to be translated into Chinese in a meaningful way.

Gold Accreditation

- Company to employ at least one employee who is fluent in the Chinese language rostered on at all times.

FUN AND ENTERTAINMENT

Bronze Accreditation

- Company employs at least one CRA individual member (who is likely to engage face to face with Chinese consumers).
- All essential information, products, services and facilities to be translated into Chinese in a meaningful way.
- Company to provide access to the China Ready & Accredited® 24/7 Helpline.
- At least one web image has been supplied in high resolution (jpg or png format) in 667 x 510 size to feature on the China Ready & Accredited® website.

Silver Accreditation

- Website/webpage of the company is to be translated into Chinese in a meaningful way.