

What is the Australian Tourism Accreditation Program?

The Australian Tourism Accreditation Program (ATAP) is an Australia wide, online, quality management program, which documents your businesses practices and procedures. The accreditation 'tick' logo provides a credible, third party recommendation of your tourism business. In Western Australian the program is delivered by Tourism Council WA (TCWA).

It is a business development program that is based on Quality Assurance principles and was the first program to be endorsed under the Federal Governments' new National Tourism Accreditation Framework, meaning we can award our accredited businesses with the new Tourism Quality Mark (TQUAL).

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

The program is broken down into 14 assessable sections including;

Business Details	Risk Management
Licences and Permits	Economic Sustainability/ Financial Systems
Insurance details	Environmental Management
Marketing Plan	Social/ Cultural Sustainability
Customer Service	Business Plan
Business Operating Systems	Continuous Improvement
Human Resource Management	Code of Practice/ Code of Ethics

The Program 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. For further information about the program please contact Tourism Council WA on 9416 0700 or to view an online demo of the program, visit the website at www.atap.net.au and follow the links for operators!

FREQUENTLY ASKED QUESTIONS

Q: Why should I become accredited?

A: As well as providing your business with essential business planning tools and resources, as an accredited business you are also entitled to complimentary Bronze Membership of Tourism Council WA and all associated benefits. These benefits include access ability to participate in business development workshops & events run by TCWA and also discounts through a number of our business partners such as MGIB Insurance, which can often more than cover the cost of the annual accreditation fee!

You will also have access to the Federal Governments news TQUAL mark, identifying your business as quality assured! This TQUAL mark is to be support by extensive consumer and trade marketing through Tourism Australia, providing your business with that competitive edge!



Q: How much will it cost me?

A: The cost depends upon the number of full time equivalent (FTE) employees of the business. Prices start at \$299 (incl. GST) per annum for 1-3 FTE, up to \$1,749 for 100+ FTE. It is an annual fee which is payable pro-rata on a financial year basis.

Q: How long will it take me to complete?

A: This really depends upon how much of the information you already have! Becoming accredited involves documenting your systems of management and procedures. This basically means putting in writing how you run your business! You may find that you already have many of the requirements in place, or that it may just be a matter of getting it down on paper! For those requirements that you don't currently have in place, the online program will provide you with extensive tools, templates and samples to assist in developing the necessary documentation and meeting the criteria.

Q: Once I complete my application what happens?

A: Once your online application has been submitted we will conduct what we call a 'desk-top audit' of the application to ensure all required information has been submitted. If we require more information we will contact you to request it. Once we have all the necessary information we will award you Accredited Business status and will send you your accreditation certificates and logos. We will then visit you within the first year of you becoming accredited, and within every 3 years thereafter. You are also required to complete an annual renewal and continuous improvement process to retain your Accredited Tourism Business status.

WHAT DID THESE BUSINESSES HAVE TO SAY ABOUT ACCREDITATION?

"The accreditation process gave us the opportunity to learn about the business in great detail. It initiated the implementation process of a range of procedures and protocols critical to running the business successfully. We highly recommend that all tourism businesses gain accreditation through Tourism Council WA, as it not only shows potential customers your commitment to quality, but also assists you in developing excellent operational processes." **Elmar's in the Valley**

"By completing the accreditation procedures we realised that we had the basis of an excellent Managers File which has enabled us to have time away from Rosewood Guesthouse in the knowledge that our relief managers have a comprehensive and up to date guide for all our procedures. We have extended the information to include digital photos of breakfast set up, room preparation, recipes and more so it is a very relevant business tool to have."

It has now become really easy to amend information as it is all on file and therefore updating is no longer a chore. It is an excellent way to ensure that your business is defined. Make it relevant and it will work for you too!" **Rosewood Guesthouse**

INSURANCE PARTNER

Tourism Council WA also work with insurance partner **MGIB** who special in insurance for the Tourism Industry. Accredited businesses can receive a number of discounts on Insurance premiums with MGIB. Some examples of **SAVINGS** on **Insurance Premiums** include:

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| Caravan Parks: | Have saved up to \$2,000. |
| Short Stay Accommodation: | Have saved up to \$2,500. |
| Tour Operators | Have saved up to \$600 on their Public Liability Insurance |
| Wild Life Park & Zoos: | Have saved up to \$700 on their Public Liability Insurance |

These savings are as a direct result of being an accredited business! If you would like further information or an obligation free quote please contact Annabelle at **MGIB** on 9213 9888.

And many more savings are available through TCWA's preferred suppliers! Visit the TCWA website at www.tourismcouncilwa.com.au for further information about our business partners.