



Tourism Accreditation in Western Australia

How Tourism Western Australia policy changes will affect your business

WHY IS TOURISM ACCREDITATION IMPORTANT?

Accreditation promotes a national minimum standard of operations to be met by tourism operators and businesses, enabling consumers to make an informed and confident choice about the legitimacy and quality of a tourism product.

Acknowledging and supporting accredited tourism businesses is expected to help raise service standards, delivery and the development of quality products.

The Australian Tourism Accreditation Standard is the set of principles established by Tourism Accreditation Australia Limited (TAAL) to encourage excellence in the industry.

The TAAL organisation developed this official national Standard as a checklist of the essential features and standards required to operate an economically-viable, distinctive and successful tourism business in Australia. TAAL approved programs are listed on page 3.

While all TAAL approved programs are acknowledged, Tourism Western Australia (Tourism WA) has chosen

to work with Tourism Council WA (TCWA), and the Australian Tourism Accreditation Program (ATAP) because of its longstanding expertise and widespread delivery of ATAP and assistance provided to operators throughout the State to become accredited. The ATAP is recognisable nationally by this symbol used by accredited tourism businesses.



WHAT IS TOURISM WA'S INVOLVEMENT?

Tourism WA has a long history of encouraging the improvement in quality tourism product and services in Western Australia and is working closely with the TCWA. The establishment of Accreditation in WA was funded by Tourism WA and developed and operated by TCWA from 1996.

The program is membership based and currently attracts around 800 tourism businesses out of an estimated 4,000 tourism businesses.

In 2007, the Western Australian Government announced a commitment of \$500,000 over three years from 2006/07 through 2008/09 to strengthen the ATAP locally.

This is in addition to the State Government's allocation of \$270,000 over the same period to develop adventure tourism accreditation and improve the safety of operations in this sector of the industry.

HOW WILL TOURISM WA FURTHER SUPPORT ACCREDITATION?

As a further level of support to provide industry leadership and encourage tourism businesses to become accredited, Tourism WA will offer discounts on applicable fees for particular services coordinated by the agency.

This discount facility will only be offered to industry operators who are accredited.

Tourism WA will also actively encourage the selection of accredited tourism businesses in its general operations and businesses must be accredited (i.e. it will be required from July 1 2010) to be eligible to participate in particular Tourism WA services such as some marketing and promotional opportunities. A full list of these services is detailed on page 4.

It is hoped that the leadership shown in implementing these changes will encourage a greater take up of accreditation by tourism product and service providers to ensure improved business operations and quality Western Australian tourism experiences.

WHO IS COVERED BY THESE CHANGES?

- Accommodation*: hotels/pubs, motels, apartment hotel, self-catering, resort, guest-house, bed & breakfast, tourist/caravan park, backpackers, houseboats.
- Transport: airlines, railways, coaches, cruise ships, ferries, taxis, hire vehicles.
- Tours: land content only (half day, day and extended), packaged with transport, packaged with accommodation.
- Attractions**: natural, cultural, heritage, man-made, contemporary, theme park (especially where a fee is charged for entry).
- Tourism and travel information: visitor centres, brochures, 'what's on' booklets, maps, on-line sites, and others.

* Short-stay focused accommodation (less than 3 months)

** As a general principle – all attractions are included; exemptions will apply where the primary purpose of the attraction's business is to serve the resident population.

As a guideline, general retail businesses are exempt.

Any business demonstrating, to the satisfaction of Tourism WA, a certification standard equivalent (or higher) to the Australian Tourism Accreditation Standard will be exempt from these changes.

Non-Australian registered businesses and secondary tourism product, such as restaurants, cafes and retail shops are also exempt from these changes.

HOW WILL THEY AFFECT MY BUSINESS IN WA?

The ATAP is applicable to all Western Australian tourism businesses regardless of the size or nature of the operation.

TAAL approved accreditation programs already operate in all Australian States and Territories. The ATAP programs are generic and applicable to all industry sectors, while sector-specific programs are available for some industry segments.

Consistency across these programs helps support small tourism businesses that operate in more than one State or Territory, for example, between Kununurra in WA and Darwin in the Northern Territory.

The ATAP has the capacity and flexibility to incorporate additional standards and accepted Codes of Practice to cater for specific industry sectors. Additional sector requirements currently exist for Visitor Centres and Holiday Accommodation Managers.

Additional sector standards and requirements for Adventure Tourism, Holiday Homes and Expedition Cruising sectors are currently under development.

HOW MUCH WILL IT COST ME?

The costs associated with the accreditation program vary according to the number of full-time equivalent employees and the month of registration.

As a guide, for small businesses with three or less full-time equivalent employees, the annual registration fee is \$259, while the fee for large businesses with more than 101 full-time equivalent employees is \$1,596.



TAAL-APPROVED ACCREDITATION PROGRAMS

Programs	Providers
Camping with Confidence Accreditation Program	Australian Camps Association Inc.
Eco Certification Program	Ecotourism Australia
Events Industry Association (WA) Accreditation Program	Events Industry Association (WA) Inc.
Museum Accreditation Program	Museums Australia
National Accreditation Program for Caravan, RV and Accommodation Industry of Australia	Caravan, RV and Accommodation Industry of Australia Ltd
Respecting Our Culture Tourism Development Program	Aboriginal Tourism Australia Ltd

For ATAP providers please visit www.atap.net.au.

Further information about becoming ATAP accredited may be obtained by contacting:

Tourism Council Western Australia
 1 Resort Drive (PO Box 91)
 BURSWOOD WA 6100
 Tel: (08) 9416 0700 | Fax: (08) 9472 0111
 Email: tcwa@tourismcouncilwa.com.au
tourismcouncilwa.com.au

Further information about this Tourism WA policy change may be obtained by contacting:

Tourism Western Australia
 Industry Development
 2 Mill Street
 PERTH WA 6000
 Tel: (08) 9262 1700 | Fax: (08) 9262 1944
 Email: businessdevelopment@westernaustralia.com
tourismwa.gov.au/accreditation

IMPLEMENTATION OF TOURISM WESTERN AUSTRALIA'S ACCREDITATION POLICY (PARTICULAR SERVICES)

PARTICULAR SERVICE	FULLY, PARTIALLY OR NOT COVERED	FROM 01/01/09 TO 30/06/10	FROM 01/07/10
WAVC: Membership of WAVC	Fully Covered	25% discount	Required
WAVC: Purchase of display space	Fully Covered	25% discount	Required
WAVC: Purchase of Messages on hold message	Fully Covered	25% discount	Required
WAVC: Purchase of light boxes display space	Fully Covered	25% discount	Required
WAVC: Other sales opportunities	Fully Covered	25% discount	Required
WA Tourism Network: Membership of the Network	Fully Covered	25% discount	Required
ID/Tourism WA: Seminars, Workshops	Partially Covered (a)	25% discount	Yr 3 discount
ID/Tourism WA: Saleable publications	Partially Covered (a)	25% discount	Yr 3 discount
Selected online activities: Website/banner advertising on westernaustrialia.com	Partially Covered (b)	25% discount	Required
Online Marketing: Participation in cooperative marketing campaigns managed by Tourism WA (eg East Coast campaign)	Partially Covered (c)	-	Required
Online Marketing: Participation in Trade Shows managed by Tourism WA (eg WATE)	Partially Covered (c)	-	Required
Online Marketing: Consumer eNewsletter editorial opportunities	Partially Covered (d)	-	Required
Media and Trade Familiarisations: Tourism WA media program	Partially Covered (d)	-	Required
Selected online activities: Online booking services	To be finalised once online booking model is determined	TBA	TBA

Notes:

- (a) These services are partially covered because it is believed that accredited businesses should get a discount but the services are generally developmental in nature so should not be denied to non-accredited businesses from year three onwards.
- (b) Depending on the decision made re: online booking services. Online advertising and online booking requirements need to align.
- (c) For these two types of services Tourism WA collects \$ and acts as banker to purchase advertising spots or trade show slots from a third party. Offering a discount on market rates would require Tourism WA to subsidise market rates for accredited businesses. Charging non-accredited businesses a 25% premium on market rates (to keep revenues constant) would mean that operators will not get value for money and therefore will not participate. Following a two year phase-in, involvement in these programs will require accreditation from July 2010 onwards.
- (d) Where comparable product is available that meets the needs of the media and trade, the accredited product is to be offered.

Abbreviations: WAVC = Western Australian Visitor Centre; ID = Industry Development; RTO = Regional Tourism Organisation; WATE = Western Australian Tourism Exchange.

