

MEDIA STATEMENT
12th May 2010

Federal Government Announces Support for Tourism Accreditation

Tourism Council WA has welcomed the Federal Government's budget provision of \$5.5 million over the next 4 years which will go towards the promotion of the new National Tourism Accreditation Framework (NTAF).

Tourism Council WA CEO Graham Moss said "the NTAF will provide assistance which will promote, and encourage the development of, high quality tourism product in an increasingly competitive global market."

Western Australia has led the way in Tourism Accreditation, with both industry and state government supporting the nationally recognised Australian Tourism Accreditation Program for over 10 years. Tourism Council WA have been actively involved in the working group which has been instrumental in the development of the NTAF structure.

The Australian Tourism Accreditation Program (ATAP) which is currently administered in WA by Tourism Council WA will come under the umbrella of the NTAF structure and will be one of a number of nationally recognised accreditation programs which will be marketed on a national scale as a symbol of quality assurance.

Tourism Council WA CEO Graham Moss said "we are delighted with the Federal Government's commitment to a National Framework which will embrace our well recognised program and assist with promoting quality tourism product in an increasingly competitive global market."

Moss said that there were currently some 850 tourism businesses in WA, and around 3000 nationally, accredited under the ATAP which uses the green & gold "star & tick" logo. This logo will be co-branded with a new national symbol which will signify that a business has met the standards required under the NTAF.

"Businesses accredited under the NTAF, and displaying the symbol, will benefit from the federal government's \$5.5 million funding which will be spent on promoting the NTAF on a state, national and international scale, complementing the current marketing of ATAP already carried out by Tourism Council WA. It will also provide these businesses with a distinctive point of difference in promoting their product and will serve as a benchmark for tourism businesses in Australia," Mr Moss said.

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