

FREQUENTLY ASKED QUESTIONS – OPERATORS

THE NATIONAL TOURISM ACCREDITATION FRAMEWORK

Should you have a question that is not covered by the Frequently Asked Questions (FAQ's), please email it to ntaf@ret.gov.au or contact the TQCA Secretariat on 02 6243 7024. The FAQ's will be updated with additional questions and answers as they arise during the application process, so please check back at www.ret.gov.au/tqual regularly to keep informed.

The following topics are covered in this document:

How will operators identify themselves with the NTAF?

How will the TQUAL mark be protected from misuse?

Can the TQUAL mark be modified by operators?

I am an operator, can I apply to be accredited under the NTAF?

What is a Sub-licence?

Why should I sign a Sub-licence?

I'm confused, what is the difference between TQUAL Grants and TQUAL mark?

I am an operator accredited with a program that has just been approved to operate under the NTAF. Will I now automatically receive NTAF accreditation?

Will there be a cost to accredited programs and their operators?

OPERATORS

Q: How will operators identify themselves with the NTAF?

A: Operators accredited under an accreditation program approved to operate under the NTAF, will be able to use the TQUAL mark along with their own specific brand in a co-branding arrangement.

The approved accreditation program will first sign a Master Licence with the Commonwealth, licensing the program to use the TQUAL mark. The accreditation program will then be able to Sub-licence the use of the TQUAL mark to its operators.

Q: How will the TQUAL mark be protected from misuse?

A: All programs accredited under the NTAF will need to sign a Master Licence covering licensing and use of the TQUAL mark. As part of the agreement, programs will need to have in place auditing arrangements and complaints handling processes to ensure that operators they accredit enhance the reputation of the TQUAL mark.

In addition, the TQUAL mark will be trademarked and protected from misuse by non-participating operators and programs by relevant legislation. However, all quality operators will have a role to play in ensuring that the brand is protected from misuse.

Q: Can the TQUAL mark be modified by operators?

A: The use of the TQUAL mark by a program and their operators is subject to the NTAF Visual Identity Guidelines. The TQUAL mark can only be used under licence and in accordance with these guidelines. If an operator receives a Sub-Licence under the NTAF, as part of the contract, operators will be required to adhere to the Guidelines to ensure the proper use of the TQUAL mark.

Q: I am an operator, can I apply to be accredited under the NTAF?

A: The NTAF is open to applications from accreditation programs. Operators can not directly apply for accreditation under the NTAF. If an accreditation program of which you are a member becomes approved to operate under the NTAF, then you may be able to sign a Sub-licence to use the TQUAL mark.

Q: What is a Sub-licence?

A: Accreditation programs that are approved to operate under the NTAF, will sign a Master Licence with the Commonwealth. This allows accreditation programs to use the TQUAL mark and to offer their operators a Sub-licence. A Sub-licence will allow operators to co-brand with and to use the TQUAL mark. Accreditation programs are responsible for administering Sub-licences to their operators.

Q: Why should I sign a Sub-licence?

A: The TQUAL mark is the first national symbol of quality and being associated with the TQUAL mark not only means that operators are identified as offering quality tourism products, but it also shows consumers that NTAF approved operators are among the best in their field.

The TQUAL mark will also be heavily marketed with Tourism Australia taking the lead on marketing the NTAF in partnership with the existing programs and state and territory tourism partners.

Tourism Australia will communicate the accreditation message across various marketing resources including Australia.com, the Aussie Specialists Program, various trade marketing initiatives, various trade publications, the extensive PR network and the Tourism Australia corporate site.

Q: I'm confused, what is the difference between TQUAL Grants and TQUAL mark?

A: Both support quality, but the TQUAL Grants program is a separate initiative to the TQUAL mark. TQUAL Grants is a competitive merit based grants program aimed at stimulating sustainable growth in the Australian tourism industry.

The TQUAL mark is the NTAF's national symbol of quality that will be used by approved accreditation programs and their operators.

Q: I am an operator accredited with a program that has just been approved to operate under the NTAF. Will I now automatically receive NTAF accreditation?

A: Once a program receives NTAF accreditation, the program will be able to offer its operators a Sub-licence. Operators who agree to the terms and conditions of the Sub -licence will then be able to use of the TQUAL mark, which may be used by operators in accordance with the NTAF Visual Identity Guidelines.

Q: Will there be a cost to accredited programs and their operators?

A: For accreditation programs there will be a \$1500 licence fee, including GST, payable annually over a two year licence. However following the successful rollout of the NTAF, it is the intention of the TQCA that from 1 July 2012, a small fee per operator will be charged to help fund future marketing campaigns.