

**TOURISM COUNCIL WESTERN AUSTRALIA**  
**AUSTRALIAN TOURISM ACCREDITATION PROGRAM (WA)**

*Please note that requirements are applicable to size and type of the business*

Section	Description
<b>1</b>	<p><b>BUSINESS DETAILS</b> <b>History and background of the business</b></p> <ul style="list-style-type: none"> <li>a. Business Sector</li> <li>b. Business Details</li> <li>c. Contact Information</li> <li>d. Business Information</li> <li>e. Staff Numbers</li> </ul>
<b>2</b>	<p><b>INSURANCES</b> <b>Submit details of all relevant business insurances</b></p> <ul style="list-style-type: none"> <li>a. Public Liability</li> <li>b. Workers Compensation</li> <li>c. Other Insurances</li> </ul>
<b>3</b>	<p><b>LICENCES, PERMITS &amp; COMPLIANCE REQUIREMENTS</b> <b>Submit details of all relevant licences required to operate</b></p> <ul style="list-style-type: none"> <li>a. Licence/ Permit</li> <li>b. Compliance</li> <li>c. Adventure Activity Standards</li> </ul>
<b>4</b>	<p><b>BUSINESS AND MARKETING PLAN</b> <b>Marketing plan and overview of future objectives, with documented strategies and actions to achieve objectives</b></p> <ul style="list-style-type: none"> <li>a. Overview of Business</li> <li>b. Business and Marketing Plan</li> <li>c. Social Media</li> <li>d. Australian Tourism Data Warehouse (ATDW)</li> <li>e. Continuous Improvement</li> </ul>
<b>5</b>	<p><b>HUMAN RESOURCE MANAGEMENT</b> <b>The way your business manages its employees, contract staff or volunteers</b></p> <ul style="list-style-type: none"> <li>a. Staff</li> <li>b. HR Manual</li> <li>c. Position Descriptions</li> <li>d. Staff Roster</li> <li>e. Organisational Structure</li> <li>f. Training and Development</li> </ul>
<b>6</b>	<p><b>CUSTOMER SERVICE</b> <b>Customer service procedures and policies staff are trained in</b></p> <ul style="list-style-type: none"> <li>a. Customer Service Procedures Manual</li> <li>b. Cancellation Policy</li> <li>c. Business Visibility- How do customers find you?</li> <li>d. Special Needs</li> <li>e. Disabled Access</li> </ul>

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7	<p><b>BUSINESS OPERATING SYSTEMS</b> <b>Operational procedures and polices, including written instructions on how to carry out day to day operations</b></p> <ul style="list-style-type: none"> <li>a. Operations Manual</li> <li>b. Food Handling/Preparation</li> <li>c. Cleaning and Maintenance Procedures</li> <li>d. Preferred Suppliers/Contractors</li> <li>e. Contractors Credentials and Insurances</li> </ul>
8	<p><b>RISK MANAGEMENT</b> <b>Documented risk management policy and procedures that assess the businesses duty of care to staff and customers</b></p> <ul style="list-style-type: none"> <li>a. Risk Management Statement/ Risk Management Policy</li> <li>b. OHS Policy</li> <li>c. Risk Management Plan</li> <li>d. Emergency and Evacuation Procedures</li> <li>e. Emergency Contact List</li> <li>f. Incident Report</li> <li>g. Maintenance Reports</li> <li>h. First Aid</li> </ul>
9	<p><b>ENVIRONMENTAL, SOCIAL AND CULTURAL RESPONSIBILITY</b> <b>Policies and practices for sustainable environment protection, and how your business contributes to the local community through its business operations, donations and sponsorship.</b></p> <ul style="list-style-type: none"> <li>a. Environmental Management Plan</li> <li>b. Parks Land</li> <li>c. Indigenous Groups</li> <li>d. Business Benefits to Community</li> <li>e. Permits- Entry into Aboriginal land</li> </ul>
FINAL	<p><b>TERMS AND CONDITIONS</b> <b>Read information and complete check boxes</b></p> <ul style="list-style-type: none"> <li>a. ATAP Ltd. Licence Agreement and Declaration</li> <li>b. ATAP Code of Practice</li> </ul>