

# QUALITY TOURISM FRAMEWORK

## CAMP AND ADVENTURE ACTIVITY ACCREDITATION

### ABOUT THE QTF

The Quality Tourism Framework (QTF) is a national business development program to support the continuous growth and development of Australian tourism businesses. The QTF programs include accreditation, the Australian Tourism Awards and Star Ratings Australia.

QTF accreditation recognises businesses that are committed to providing a high quality, professional tourism experience, and are independently verified as meeting the accreditation criteria.



### CAMP & ADVENTURE ACTIVITY

The Camp and Adventure Activity Provider (CAA) accreditation is part of the QTF accreditation program. Developed with the Australian Camps Association (ACA), it sets industry standards for camp and/or adventure activity providers.

CAA accreditation has been designed to ensure the safety of participants and staff and the delivery of a high-quality, professional visitor experience.

### WHY BECOME ACCREDITED?

- Access to business tools and templates to assist in best practice management
- CAA scheme recognition with education departments, governing bodies, schools and insurers
- Use of the Quality Tourism Accredited Business and Camp and Adventure Activity logos
- Complimentary ReviewPro account (online reputation management) with online reviews from 175+ websites collated into one dashboard
- Exclusive listing on the national consumer website Trust the Tick
- Fast-tracked submission process for the Tourism Awards
- Part of a national network of over 6,000 quality tourism businesses.

*Additional state-specific benefits may vary.*

## WHAT IT COVERS

- Licences and permits
- Insurance
- Business Plan
- Marketing Plan
- HR Management
- Customer Service
- Business Operations
- Risk Management
- Emergency Management
- Sustainability Practices
- Adventure Activity Standards
- Supervision & Care of Clients

## PROCESS

- 1** Register online
- 2** Submit registration
- 3** Fill out & submit application
- 4** Application reviewed and approved OR returned with feedback
- 5** Verification visit
- 6** Accreditation granted

"Accreditation prompts us to review our strategic and financial goals, understand our products and what makes them valuable to customers."

- Cave Hill Creek, Quality Tourism Camp and Adventure Activity Accredited Business (VIC)

## COST

Fees start at \$480 inc. GST.  
Discount available for  
ACA members.



AUSTRALIAN  
CAMPS ASSOCIATION®  
More people outdoors more often

## CONTACT

The QTF is owned by the Australian Tourism Industry Council (ATIC), and is managed at the State level by each State's Tourism Industry Council. Find out more at:

[www.qualitytourismaustralia.com/accreditation](http://www.qualitytourismaustralia.com/accreditation)

**ACT – National Capital Attractions Association**

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**NSW – Australian Tourism Industry Council**

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**NT - Tourism Top End**

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**QLD - Queensland Tourism Industry Council**

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**SA - Tourism Industry Council SA**

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**TAS - Tourism Industry Council Tasmania**

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**VIC - Victoria Tourism Industry Council**

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