

Update on the QTF – Camp and Adventure Activity Accreditation

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NATIONAL MODEL

ATIC

National Representative body for tourism
Owns and develops the standards of the QTF

VIC

SA

WA

NT

QLD

NSW

ACT

TAS

Under licence, the eight States/Territories administer the programs of the QTF



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Reliability, Quality and Success

The Quality Tourism Framework is a single online pathway for business development.

Online Training

Quality Assurance

Best Practice

Professionalism

Consumer Confidence



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PROGRAMS



Accreditation

Provides businesses with the necessary tools and resources to assist and update their policies and procedures to ensure ongoing sustainability and best practice.



Tourism Awards

The Australian Tourism Awards has been running for over 30 years. It brings recognition to, and celebrates businesses that have demonstrated a commitment to quality and excellence.



Star Ratings

An internationally recognised for quality accommodation standards. Used in more than 70 countries worldwide, star ratings reflect the cleanliness, quality and condition of guest facilities.



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PROGRAMS



**COVID
Clean**
Practicing
Business



EcoStar
Accredited
Business



**International
Ready**
Accredited
Business



**Quality
Tourism**
Accredited
Business



**Camp &
Adventure**
Accredited
Business



**Sustainable
Tourism**
Accredited
Business



**Marine
Tourism**
Accredited
Business



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EVOLUTION OF CAMPS ACCREDITATION



- Camping with Confidence
 - CAV and ACA scheme
- 2012
 - rolled into online program under ATIC
 - Became Camp and Adventure Activity Accreditation
- Camps Advisory committee
 - worked with ATIC on rollout /implementation



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**Camp &
Adventure**
Accredited
Business

CAMP AND ADVENTURE ACTIVITIES

Developed in conjunction with the Australian Camps Association to set industry standards for camp and/or adventure activity providers.

Covers Licence, Insurance, HR, Operational, Risk Management, Specialised Activity, Child Protection Policies and other business requirements



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Resources

- Time
 - Dependent on size
- Cost
 - Starts from \$480+GST
- Documentation
 - Business operating manuals, policies, procedures, licencing information, activity plans, inspections

CAMP AND ADVENTURE ACTIVITIES

Steps to accreditation

- Compete online assessment
 - Reviewed and approved/returned
- Onsite verification
- Yearly renewal
- Three yearly onsite verification



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The Quality Tourism Framework (QTF) is a business pathway to support the continuous growth and development of an Australian tourism business.

Businesses who have met the core standards for the framework provide an assurance to industry, regulators and customers that the business is a genuine tourism operation.

Furthermore, those businesses that have achieved advanced standards of accreditation have demonstrated best practice for developing high quality, engaging and authentic visitor experiences with a commitment to environmental management. In addition, niche accreditation achievements demonstrates that a business can meet the needs and expectations of a specific sector e.g. marine tourism.

By meeting the required standards, businesses will have access to the landmarks associated to their level of accreditation. All businesses will have met the quality tourism essentials and therefore will be able to use the Quality Tourism Accredited Business landmark.

COMPLETING YOUR ACCREDITATION

The detail required to address the questions should be relevant to the size and nature of your business. Don't forget to check the More Info, Template, Sample and Case Study buttons for assistance.

The QTF will:

- Lead you through the process of achieving tourism accreditation.
- Provide you with information, templates, links and samples to assist in preparing written procedures for your business
- Provide you with information to prepare and update your businesses marketing, risk management and environmental plans.
- Help you identify the appropriate licences you require and where to get them.
- Identify Government regulations that may impact on your business.
- Identify where you can get the latest information and assistance.

Contact Us
User Guide

Next Section

#	Module Name	Complete
1	Business Details	✓
2	Insurance	✗
3	Licences, Permits & Compliance	✗
4	Business & Marketing Plan	✗
5	Human Resources Management	✗
6	Customer Service	✗
7	Business Operating Systems	✗
8	Risk Management	✗
9	Environmental, Social & Cultural Responsibility	✗
10	ATDW	✗
11	Terms and Conditions	✗


ONLINE PROGRAM

Start
Business Details ✓
 Insurance ✗
 LP&C ✗
 Business & Marketing ✗
 HR ✗
 Customer Service ✗
 Operating Systems ✗
 Risk ✗
 ES&CR ✗
 ATDW ✗
 T&C's ✗
 Submit



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 Human Resources Management

[Previous Section](#) [Save](#) [Highlight Incomplete Questions](#) [Next Section](#)

All staff are appropriately trained covering:

Customer Service Training


Emergency Evacuation Training

Safe Work Practices

At least one staff member is trained in first aid and available at all times

Please upload any relevant documents for the above (optional)


Files Uploaded: 0


 Does the business have a comprehensive Human Resource Manual which includes: Recruitment, Job Descriptions, Induction Process, Rostering and Staff Communication, Dismissal Procedures, Staff Training?

Please attach your manual 1


Files Uploaded: 0

Complete fields below:

What is the recruitment and selection process? How do you ensure appropriately qualified staff are engaged? 




Type something

 Do you have Position Descriptions for each role?

Please attach 1

Files Uploaded: 0

 Is there a roster for staff?

ONLINE PROGRAM

Start Business Details Insurance LP&C Business & Marketing **HR** Customer Service Operating Systems Risk ES&CR ATDW T&C's [Submit](#)



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MAJOR SPONSOR:



FOR YOUR BUSINESS

- Ability to display the QTF brandmark at your point of business and on all promotional and advertising material
- An improved reputation and higher degree of marketability in the marketplace
- Access to ReviewPro – an online reputation management tool
- Greater customer confidence and satisfaction, which leads to repeat business
- A competitive advantage over non-accredited operators
- Access to incentives and discounts not available to non-accredited tourism businesses
- Increased/improved confidence of wholesale and inbound operators.

INCENTIVES /BENEFITS

FOR YOUR CUSTOMER

- Signals a commitment to quality
- Reliability of their chosen product and service
- Consistency in the delivery of their experience
- Satisfies safety and security needs
- A recognised National program through which to address concerns with product delivery.



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ADVISORY COMMITTEE

- To provide a forum where specialist advice and expertise supports the ongoing development of Camp and Adventure Activity accreditation
- Provide advice on content, changes and updated industry practice
- Assists in the recruitment, selection and training of Verification Officers



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CURRENT ISSUES AND INITIATIVES

Issues

- Insurance
- COVID-19

Initiatives

- Remove duplication in online system
- Insurance
- Recognition by Education authorities, schools on the CAA



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INSURANCE

- Issues
 - Access to cover
 - Level of cover
 - Premiums
 - Low understanding of the right approach to getting insurance
- Initiatives
 - Met with insurance industry to enhance two way understanding
 - ATIC National survey and advocacy
 - Insurance education for industry



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Questions?



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