Update on the QTF - Camp and Adventure Activity Accreditation

Jay Henderson - ACA, Convenor, QTF Camp & Adventure Activity Advisory Committee

> Erin McLeod - ATIC General Manager Grace Maynard – VTIC Industry Development Coordinator

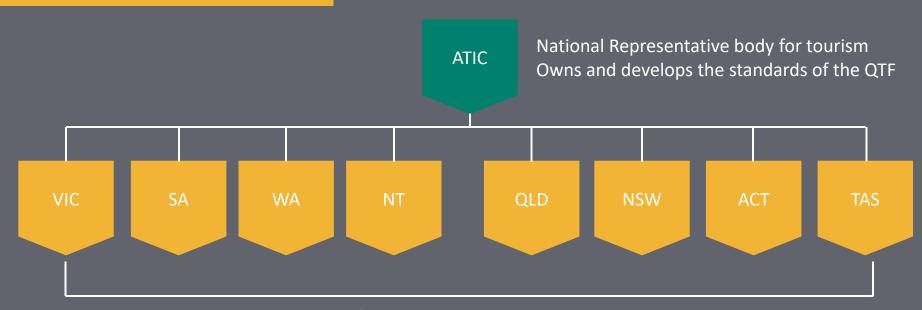


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NATIONAL MODEL



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



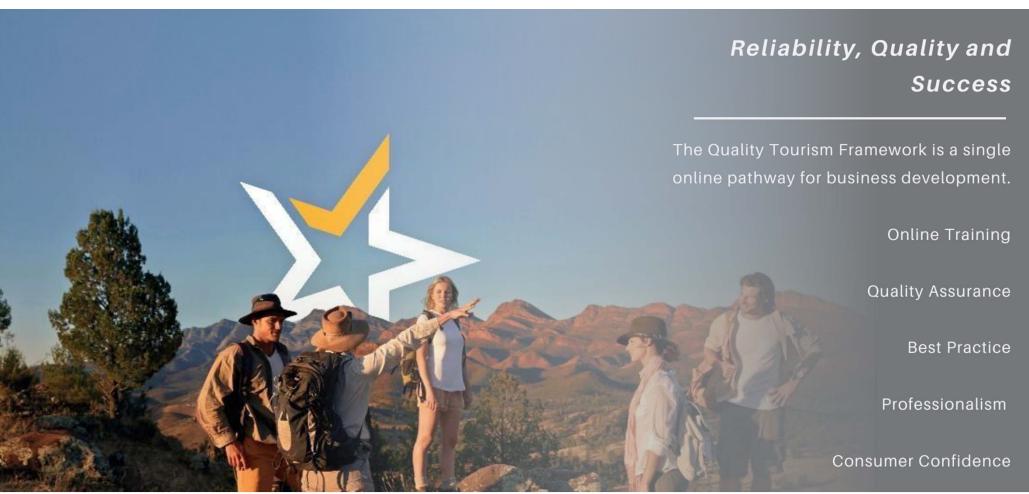
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PROGRAMS



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.









PROGRAMS

























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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ADVENTURE CAMP AND **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 Ac tivity, 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

ADVENTURE AND CAMP **ACTIVITIES**

Steps to accreditation

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











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. manine tourism.

By meeting the required standards, businesses will have access to the brandmarks 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 brandmark.

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

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

#	Module Name	Complete
1	Business Details	-
2	Insurance	x
3	Licences, Permits & Compliance	x
4	Business & Marketing Plan	×
5	Human Resources Management	x
6	Customer Service	×
7	Business Operating Systems	×
В	Risk Management	×
9	Environmental, Social & Cultural Responsbillity	х
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 🗶 💽



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	♣ Human Resources Management	Previous Section Save	Highlight Incomplete Questions Next Section	
	All staff are appropriately trained covering:		ŵ	
	Customer Service Training	Yes No		
	Emergency Evacuation Training	Yes No		
	Safe Work Practices	Yes No		
	At least one staff member is trained in first aid and available at all times	Yes No		
	Please upload any relevant documents for the above (optional)	Files Uploaded: 0		
		Select files		
	Does the business have a comprehensive Human Resource Manual which includes: Recruitment, Job Descriptions, Induction Process, Rostering and Staff Communication, Dismissal Procedures, Staff Training?	Yes No		
	Please attach your manual 1	Files Uploaded: 0		
		Select files		
	Complete fields below:			
	What is the recruitment and selection process? How do you ensur	re appropriately qualified staff are engaged? 9		
The state of the s	Type something			
200	Do you have Position Descriptions for each role?	Yes No	ONLINE	DDOCDANA
	Please attach 1	Files Uploaded: 0	ONLINE	PROGRAM
		Select files		
	Is there a roster for staff?	Yes No	.	A STATE OF THE STA
NAME OF THE PARTY				
The second secon	Start Business Details Insurance LP&C Business & Marketing	* HR * Customer Service * Operating Systems *	Risk M ES&CR M ATDW M T&C's M Submit	A ALBERT EVEN CO. P. C.



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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 nonaccredited 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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