



QUALITY TOURISM ACCREDITED BUSINESS (QTAB) PROGRAM



EXPRESSION OF INTEREST GUIDELINES

BACKGROUND

Delivering an exceptional tourism experience is integral to the success of the tourism industry and our local economy. That's why council is committed to supporting tourism businesses to become Quality Tourism Accredited.

The Quality Tourism Accredited Business (QTAB) Program helps tourism businesses across Australia meet best practice.

ABOUT THE PROGRAM

The Quality Tourism Accredited Business (QTAB) Program forms part of the Quality Tourism Framework (QTF). QTF combines Tourism Accreditation, Star Ratings and the Australian Tourism Awards programs into a single pathway for business development.

1. Accreditation

The QTAB Program certifies tourism businesses that meet specific quality assurance criteria, ensuring they are committed to exceeding consumer expectations with great customer service and the highest standards of business practice.

This requires businesses to complete the following online modules:

- Business Details
- Insurance
- Licences, Permits and Compliance
- Business Operating Systems
- Business and Marketing Plan
- Customer Service
- Human Resource Management
- Risk Management
- Environmental, Social and Cultural Responsibility
- Australian Tourism Data Warehouse (ATDW)

2. One-on-one Mentoring

Program participants will have access to up to four one-on-one mentoring sessions with experienced advisors through the Southern Business Mentoring Program. Mentoring will assist participants to further develop their business capability and achieve accreditation.

Mentoring sessions will cover topics such as marketing, business planning, sustainability, human resource management and risk.

3. Digital Audit (optional)

Program participants will receive a comprehensive, yet easy-to-understand digital audit undertaken on their business that covers their website and social channels, touches a little on search engine optimisation (SEO), and provides practical recommendations for improvement in the areas that need it.

The key objectives of the digital audit are to help businesses:

- Develop a polished and consistent brand presence online.
- Improve Search Engine Optimisation (SEO) to drive more website traffic.
- Enhance customer/user experience across all digital platforms.
- Gain clarity and direction for their digital marketing efforts.

4. Kick-off networking session

A networking and information session will be held at the beginning of the program. Representatives from TiCSA will run through the program and requirements. You'll also get the opportunity to meet other program participants and network.

5. Customer service workshop

A face-to-face two-hour customer service workshop will be held for all program participants. The workshop will provide practical tips to delivering outstanding customer service and assist with completing the customer service module of the accreditation.

6. Additional benefits

As part of the program, participants will receive a free TiCSA membership, (valid for 12 months) a free ReviewPro account, complimentary listing on trustthetick.sa.com.au and discounted entry into the Tourism Awards and gala dinner.

KEY DATES

9am Wednesday 31 May 2023	Expressions of interest close
Date TBC June 2023	Kick-off networking event
Date TBC July 2023	Customer service workshop
June - September	One-on-one mentoring (participants can select a time that suits)
June - September	Digital audit (participants can select a time that suits)
October 2023	Accreditation must be completed

EXPRESSIONS OF INTEREST

Council is offering this program to a limited number of tourism businesses.

The Expression of Interest process will determine which businesses will be selected to participate in the program.

Expressions of interest are only being accepted online [here](#).

Expression of interest applications must be received by the deadline **9am Wednesday 31 May 2023**.

Late applications will be deemed ineligible and will not be accepted.

Eligibility Criteria

Interested businesses must meet the following criteria to be eligible to participate:

- Must be located and operate in the City of Onkaparinga.
- Must be a tourism tourism focussed business to complete the accreditation modules.
- Must be a for-profit, registered business (must have an ABN).
- Must already have a digital presence or be willing to establish a digital presence.
- Must have been in operation for at least 12 months.
- Must hold or be willing to obtain the appropriate registrations, licenses, permits, and insurances as required to operate.
- Are not already accredited through the QTAB Program.
- Must not have any outstanding compliance matters with council. Businesses that have had unsatisfactory dealings with council may be precluded from participating in this Program.
- This program is not redeemable for cash.
- Must be committed to completing the QTAB program by 31 October 2023.
- Businesses must also ensure that they are available across all of the key dates.

Application Process

Once an expression of interest application has been received:

- Receipt of application will be acknowledged via email
- Applications will be checked for eligibility
- Applicants will be notified whether they have been successful in gaining a place in the program or not (this will happen the week after expressions of interest close).

Prioritisation

If the number of businesses who express an interest to participate in the program outweighs the number of places available, prioritisation will be given to businesses that are growth oriented and can demonstrate a strong contribution to the tourism industry.

Prioritisation will be given to businesses who have been in operation for more than 12 months.

Businesses chosen to participate in the program are at the discretion of council.

FURTHER INFORMATION

For further information or if you have any questions, please contact City of Onkaparinga's Tourism team on tourism@onkaparinga.sa.gov.au or 8384 0666.