

## BUSINESS STANDARDS

Businesses entering the 2021 Victorian Tourism Awards need to demonstrate that they meet minimum business standards relevant to their category.

This can be demonstrated via relevant accreditation with the [Quality Tourism Framework](#) OR as a part of the business standards question set within the submission.

**Please see the [2021 key dates](#) for Business Standards deadline.**

This applies to the following categories:

- |   |  |
|---|--|
| 01. Major Tourist Attractions                     | 14. Tourism Marketing and Campaigns              |
| 02. Tourist Attractions                           | 15. Tourism Restaurants and Catering Services    |
| 03. Major Festivals & Events                      | 16. Tourism Wineries, Distilleries and Breweries |
| 04. Festivals & Events                            | 17. Caravan & Holiday Parks                      |
| 05. Ecotourism <sup>^</sup>                       | 18. Hosted Accommodation                         |
| 06. Cultural Tourism                              | 19. Unique Accommodation                         |
| 07. Aboriginal and Torres Strait Islander Tourism | 20. Self-Contained Accommodation                 |
| 08. Tourism Retail and Hire Services              | 21. 3-3.5 Star Accommodation                     |
| 09. Visitor Information Services <sup>^</sup>     | 22. 4-4.5 Star Deluxe Accommodation              |
| 10. Business Event Venues                         | 23. 5 Star Luxury Accommodation                  |
| 11. Major Tour and Transport Operators            | 24. New Tourism Business                         |
| 12. Tour and Transport Operators                  | 25. Excellence in Food Tourism                   |
| 13. Adventure Tourism                             | 28. Excellence in Accessible Tourism             |

<sup>^</sup>The two categories below have a different question set specific to these categories:

- 05. Ecotourism - Please note that Victoria accepts the EcoTourism Australia Certification. Contact the [Program Coordinator](#) for more details.
- 09. Visitor Information Services

## FREQUENTLY ASKED QUESTIONS

**My business has the Quality Tourism Framework (QTF) Accreditation. Do I need to complete the Business Standards section?**

No. If you have a current [QTF Accreditation](#), your business would already have demonstrated that you meet the minimum business standards required to enter the Tourism Awards. The portal will automatically recognise your accreditation, so no further action is required.

**My business does not have a QTF Accreditation. Do I need to complete the Business Standards section?**

Yes. This is a national requirement and you won't be able to submit your entry without having this section completed.

**I am not sure if my business has a QTF Accreditation. How can I find out?**

Please contact 03 7035 5700 or [accreditation@vtic.com.au](mailto:accreditation@vtic.com.au)

### Do other States and Territories need to complete the Business Standards section?

Yes. This is a requirement of the Australian Tourism Industry Council (ATIC) and it applies to all States and Territories.

### How long will I take to complete the Business Standards section?

It may take an entrant approx. 1 hour to complete this section – this is if you have all licenses, insurance details and plans in place. More time would be required otherwise.

### Do I need to complete the Business Standards section for every nomination I have made?

No. You will only need to do this once for your business irrespective how many awards entries you are making.

### I have entered the 2019 Victorian Tourism Awards and completed the Business Standards questions then. Do I need to complete this again?

There may be some additional questions that you will need to complete under this section for this year's Awards, as well as updating any information (e.g., licenses, plans, etc.) that has changed since. However, the portal should recognise those that you have completed in 2019.

### Will the Business Standards section be judged/scored?

No, but it will be checked by the Program Coordinator to ensure your business meet minimum standards.

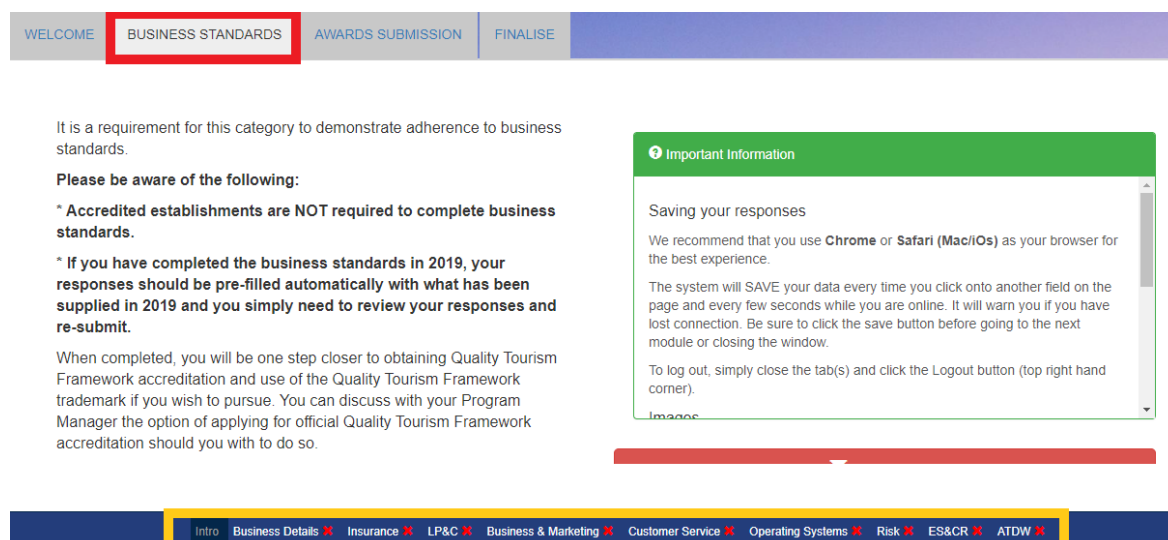
### When do I need to complete the Business Standards section by?

Wednesday 30 June 2021

### Where can I find the Business Standards section?

The Accommodation Standards section will be available to you after your nomination has been approved. [Log-in](#) to your account and proceed to *View Entry*. Please see marked in **red** below where you can find the Business Standards section. On the footer of the screen – marked in **yellow** below – you will see all the sections that need to be completed under Business Standards\*. Select any that you want to start with.

*\*Please note the below is an example only. Some categories will have a different question set.*



WELCOME **BUSINESS STANDARDS** AWARDS SUBMISSION FINALISE

It is a requirement for this category to demonstrate adherence to business standards.

**Please be aware of the following:**

- \* Accredited establishments are NOT required to complete business standards.
- \* If you have completed the business standards in 2019, your responses should be pre-filled automatically with what has been supplied in 2019 and you simply need to review your responses and re-submit.

When completed, you will be one step closer to obtaining Quality Tourism Framework accreditation and use of the Quality Tourism Framework trademark if you wish to pursue. You can discuss with your Program Manager the option of applying for official Quality Tourism Framework accreditation should you wish to do so.

**Important Information**

Saving your responses

We recommend that you use **Chrome** or **Safari (Mac/iOs)** as your browser for the best experience.

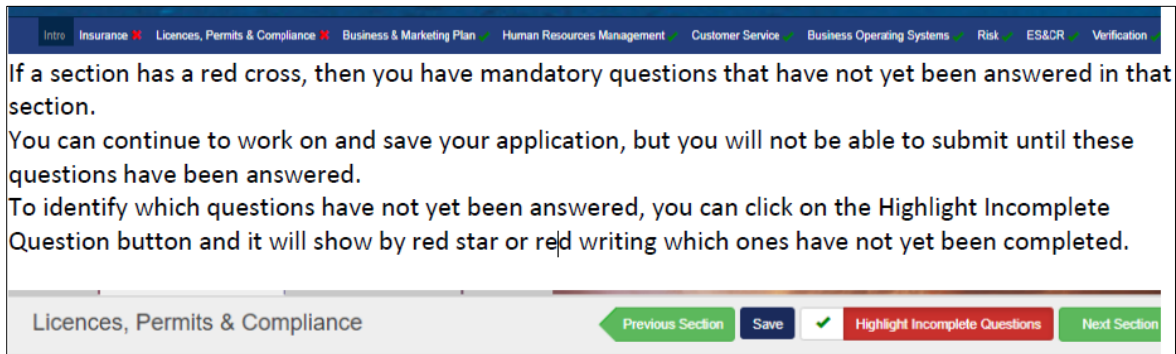
The system will **SAVE** your data every time you click onto another field on the page and every few seconds while you are online. It will warn you if you have lost connection. Be sure to click the save button before going to the next module or closing the window.

To log out, simply close the tab(s) and click the Logout button (top right hand corner).

Images

Intro Business Details **Insurance** LP&C Business & Marketing Customer Service Operating Systems Risk ES&CR ATDW

As you make your way through the questions, you will notice that a **green tick** will appear next to each section – please see the screenshot below.



## BUSINESS STANDARDS CHECKLIST

The below checklist is an indicative only as this may differ depending on the chosen category.

### Insurance

- ✓ Copy of your Public Liability Insurance (PLI)
- ✓ Copy of workers compensation coverage (if applicable)
- ✓ Copy of other insurance policies (where applicable)

### Compliance (LP&C)

- ✓ Copy of relevant licences and permits to operate
- ✓ Confirmation that the business has reliable and valid financial systems and meets all legal Australian Taxation Office business financial reporting requirements.

### Business and Marketing Planning

- ✓ Short overview of your business
- ✓ A copy of your Business and Marketing Plan
  - If you do not have a Business and Marketing Plan, a template will be available for download.
  - Alternatively, you can opt to answer Business and Marketing questions
- ✓ Understanding of your product and target market
- ✓ Understanding of what online marketing is undertaken
- ✓ Understanding of what consumer review sites are used
- ✓ Continuous Improvements efforts over last 12 months
- ✓ Continuous Improvement plans in the next 12 months

### Customer Service

- ✓ Copy of a Customer Service Procedures Manual
  - If you do not have a Customer Service Procedures Manual, a template will be available for download.
  - Alternatively, you can opt to answer Customer Service Procedures questions
- ✓ Understanding of how you cater to those with specific needs

### Operating Systems

- ✓ Copy of an Operations Manual
  - If you do not have an Operations Manual, a template will be available for download.
  - Alternatively, you can opt to answer Business Operations questions

- ✓ Understanding of cleaning and maintenance procedures
- ✓ Understanding of any food handling processes (if applicable)
- ✓ Understanding of suppliers/contractors
- ✓ Understanding of equipment maintenance and handling and storage of chemicals (if applicable)

#### Risk Management

- ✓ Copy of a Risk Management Plan
  - If you do not have a Risk Management Plan, a template will be available for download.
  - Alternatively, you can opt to answer Risk Management Plan questions
- ✓ Understanding of emergency evacuation and management procedures
- ✓ Understanding of First Aid kits and training

#### Environmental, Social & Cultural Responsibility

- ✓ Commitment to reducing the environmental impact of your business
- ✓ Copy of an Environmental Management Plan
  - If you do not have an Environmental Management Plan, a template will be available for download.
  - Alternatively, you can opt to answer Environmental Management questions
- ✓ Understanding of your engagement with local indigenous groups

#### **For category 09. Visitor Information Services:**

Visitor Information Centres will have the above modules, in addition to:

#### Human Resources

- ✓ Networking/professional development activities over last 12 months
- ✓ Understanding of what is provided to staff, e.g., uniform, minimum dress standards

#### Visitor Information Centres

- ✓ Understanding of the building, location and occupancy of space for the Visitor Information Centre
- ✓ Letter of support from either the Local Government or Regional Tourism Association/Organisation verifying the VICs role as the Official Visitor Information Centre in its area
- ✓ Understanding of VICs opening hours
- ✓ Understanding of collection of visitor records
- ✓ Understanding of visitor enquiries
- ✓ Understanding of facilities and amenities

#### **For category 05. Ecotourism:**

#### Policy

- ✓ Copy of your Environmental/Responsible Tourism policy

#### Built Environment Performance

- ✓ Understanding of how the site perform in an environmentally manner

#### Sustainable Resource Use

- ✓ Understanding of how the business minimises consumption and waste of electricity, fuel, water and materials.

#### Protection & Behaviour

- ✓ Understanding of habitat protection measures
- ✓ Understanding of wildlife protection measures

- ✓ Understanding of pollution control measures
- ✓ Understanding of waste management
- ✓ Understanding of hazardous materials management
- ✓ Understanding of environmentally sustainable practices

## Indigenous

- ✓ Understanding of how the business support and involve communities to minimise negative impacts
- ✓ Copy of policy for the employment and training of local indigenous people (if applicable)
- ✓ Understanding of how the business support and involve local indigenous communities to minimise negative impacts
- ✓ Understanding of how the business embrace and respect the cultural aspects of surrounding areas

## Promotion


- ✓ Understanding of training available to staff
- ✓ Understanding of how the business educate customers on sustainability
- ✓ Understanding of Environmental Stewardship measures

Please note that Victoria accepts the Eco Tourism Australia Certification. Contact the [Program Coordinator](#) for more details.

## RESOURCES

Wherever you see the blue question mark before a question, it means that there is more information available for this question – see marked in **red** below.

Click on the icon to open a new pop-up. This will help you with further information on what the question requires and will give you resources to help you answer the question.



Does your business have a Business and Marketing Plan?

 Yes  No

You may also come across:

### SAMPLE

If you use the program to develop business practise there are samples available for you as a guide.

### TEMPLATE

Templates are available for you to use. You must tailor these to your business needs. Add your logo, make it relevant and adjust it to suit your needs. Please note that not all templates will be relevant to your business.

### CASE STUDY

The case studies show best practice within the industry. These demonstrate the importance of having operating policies and procedures, as well as showing how different businesses have approached these requirements.

### **VIDEO RESOURCE**

[This video](#) takes you through the Business Standards and explain what is required in each section. Please note that the sections/questions may differ depending on the category you have entered.

### **CONTACT DETAILS**

If you have any queries, please contact:

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