



Australian Government



T-QUAL Accreditation

FAQs for businesses and operators

What are the benefits for endorsed businesses and operators?

An extensive marketing campaign aims to increase sales for T-QUAL endorsed products and services by encouraging consumers to:

- Look for the T-QUAL Tick when planning their Australian holidays, and
- Book T-QUAL endorsed products and services.

T-QUAL endorsed business and operators also benefit from:

- Increased online exposure via preferential listing on state and national tourism websites,
- Showcasing of products on TripAdvisor Australia, and
- Federal endorsement that provides a boost to business credibility and a competitive point of difference.

How will T-QUAL Accreditation be marketed to consumers?

On behalf of the Tourism Quality Council of Australia (TQCA), Tourism Australia is marketing T-QUAL to consumers to:

- Create awareness of the T-QUAL Tick, and
- Educate consumers on the benefits of choosing accredited products and services.

This will be achieved through a range of channels including print and outdoor media, online advertising, digital partnerships, social media and other PR activities. For more information, visit www.tourism.australia.com/tqual.

How do tourism businesses and operators become T-QUAL endorsed?

Businesses and operators must join, or be a member of, a T-QUAL endorsed quality assurance scheme. This membership entitles them to T-QUAL Accreditation. For a list of T-QUAL endorsed quality assurance schemes, visit www.ret.gov.au/tqual. If you are currently a member of one of these schemes, you will be provided with a T-QUAL Accreditation Sub-licence.

What is a T-QUAL Accreditation Sub-licence?

A Sub-licence is an agreement between a business/operator and a T-QUAL endorsed quality assurance scheme. It allows the business/operator to utilise T-QUAL's logo, the T-QUAL Tick, for the purpose of marketing products that meet T-QUAL Accreditation's quality criteria.

For more information, please contact your quality assurance scheme.

How will the T-QUAL Tick be protected from misuse and modification?

T-QUAL endorsed quality assurance schemes and their members agree to enhance the reputation, and ensure the proper use of the T-QUAL Tick during assessment and licensing processes. As a Trade Mark, legislation protects the logo from misuse by non-endorsed schemes and businesses.

What is the difference between T-QUAL Grants and T-QUAL Accreditation?

Under the Australian Government's national Tourism 2020 strategy, there are two independent programs working towards developing quality products and services:

- T-QUAL Accreditation provides approved quality assurance schemes and their members with a federal endorsement with the T-QUAL Tick.
- T-QUAL Grants is a competitive, merit-based program that offers grants to the Australian tourism industry to stimulate sustainable growth.

Where can I get more information?

Visit www.ret.gov.au/tqual for more information on the framework, or www.tourism.australia.com/tqual for more information on the marketing. Alternatively, email ntaf@ret.gov.au or call (02) 6243 7024.

Definitions

Quality assurance scheme: refers to a tourism accreditation, rating or certification program that applies a quality standard; or a Large Tourism Organisation (LTO) that operates nationally (in at least three Australian States or Territories), in a tourism related industry, that has a quality standard in place that is applied to its operations, business units and, where present, extended to its related business entities.

Business/operator/member: refers to a tourism organisation, individual, franchise or company that is a member of a quality assurance scheme.

Tourism 2020

Whole of government working with industry to achieve
Australia's tourism potential