

APPLICATION &  
REQUIREMENTS



**Accreditation  
Visitor Centre**

## Checklist

Once you have worked through every section of this booklet, use the checklist below to assist in making sure you have supplied and completed all necessary items. Failure to do so may result in your application being returned to you.

- All sections of the booklet are completed.
- Declaration signed by both Visitor Centre Manager and either Chair of the Visitor Centre Board or the Chief Executive Officer of your Local Government.
- Annual Fee enclosed.
- Copy of Promotional Material (i.e. holiday guide) and Map are enclosed.
- Copy of your Membership Prospectus is enclosed.

## Further Information

For further information regarding your application please contact the Accreditation Team at Tourism Council Western Australia Ltd.

Telephone: 08 9416 0700

Email: [accreditation@tourismcouncilwa.com.au](mailto:accreditation@tourismcouncilwa.com.au)

# Western Australian Visitor Centre Accreditation

AUSTRALIAN Tourism Accreditation Program (WA)

## PROGRAM REGISTRATION FORM & TAX INVOICE

1. Complete details below and enclose cheque to:

**Tourism Council Western Australia (ABN: 69 095 581 776)**  
**Australian Tourism Accreditation Program (WA)**  
**PO Box 91**  
**BURSWOOD WA 6100**

2. Fees are pro rata according to the month of registration listed in the chart below. All amounts include GST and are as applicable until the 30<sup>th</sup> June of the respective financial year.

Month Of Registration	Amount	Please Select Tick Applicable
January – March	\$120.00	<input type="checkbox"/>
April – June	\$60.00	<input type="checkbox"/>
July – September	\$239.00	<input type="checkbox"/>
October - December	\$180.00	<input type="checkbox"/>

### Payment

Please complete the application form and return with payment to: Tourism Council Western Australia, PO Box 91, Burswood WA 6100 or Fax: 9472 0111

- Cheque made payable to "Tourism Council Western Australia"
- Direct Debit: Account Name: Tourism Council WA, BSB: 308 089 (BankWest, Perth); Account No.: 052 625 4 (Please include your Business Name and forward remittance advice)
- Credit Card (please indicate)
- MasterCard  Visa

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Card Security Code (CSC): \_\_\_\_\_

Name on card: \_\_\_\_\_ Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

- Tourism Council WA is working with several parties to provide discounts and services for our Members. Please indicate if you do not want TCWA to provide the name of your business to these parties.

*Cancellation Policy: No Refunds are given on membership fees.*

## Background

In July 1996 Tourism Council Australia WA, in association with Tourism Western Australia initiated the implementation of the Australian Tourism Accreditation Program (WA).

To ensure growth of a sustainable, professional and well regarded industry, the Australian Tourism Accreditation Program (WA) was designed to assist tourism operators improve the systems of management, to meet the increasing demands from both the international and domestic visitor markets.

Since 1996 the Australian Tourism Accreditation Program, has developed into a well-recognised tool for increasing standards in the Tourism Industry.

The Visitor Servicing Study (2004) outlined the important role Visitor Centres play in enhancing the holiday experience of people travelling in Western Australia, increasing community benefits by extending length of stay and increasing expenditure in local areas.

Through the Australian Tourism Accreditation Program, Visitor Centre Accreditation a two tiered network of certified Visitor Centres will evolve and be marked under the promotional name "Western Australian Accredited Visitor Centre".

The existing Australian Tourism Accreditation Program consists of 14 compulsory sections which must be satisfactorily completed by applicants in order to gain accreditation. After achieving accreditation under the ATAP, visitor centres are able to apply for and achieve a Level One or Two Western Australian Accredited Visitor Centre Accreditation.

Visitor Centres that achieve additional level of accreditation are able to display the italic blue and yellow 'i'.

## The italicised 'i' brand

If the tourism industry is to achieve success in the increasingly competitive national and international markets, all sectors of the industry must develop quality products and services that will meet the expectations of their customers.

To maximise the yield from tourism activities, high-quality visitor servicing must be provided at key tourism locations, such as major tourism destinations, tourism icons, regional service centres and gateways to the state.

The Western Australian Visitor Accreditation Standard has been developed in order to raise the standards of information provision. Visitor Centre's that now display the yellow on blue italicised 'i' sign have gone through an accreditation process to confirm they have achieved certain quality standards in their service provision and operational systems.

The Australian Tourism Accreditation Program (WA) Visitor Centre Accreditation is based on 'national minimum standards.' The yellow and blue 'i' sign has been trademarked on the provision that it represents these standards, hence distinguishing it from the existing blue and white 'i' sign. Tourism Council of Western Australia is responsible for administering the sign based on these standards as a minimum, although the standards may operate above this minimum level desired.

Accreditation is designed to establish and continually improve industry standards for conducting a tourism business. Level 1 or Level 2 Western Australian Visitor Centre Accreditation and the associated blue and yellow 'i' will provide a range of benefits for the customers and Visitor Centre.

Benefits for the Visitor Centre:

- An improved reputation, higher degree of marketability and competitive advantage in the marketplace leading to improved market share
- The ability to display the logo at point of business and on all promotional and advertising material.
- Greater customer confidence  
Pride in the business  
An accredited operators' logo recognized and promoted in government sponsored programs and tourism publications.
- Facilitation of continuous business improvement

Benefits for the customer:

Quality visitor servicing, with staff which:

- Are friendly
- Are welcoming
- Offer a knowledgeable service
- Have a professional approach
- Offer unbiased advice

Visitor Centre's will provide expert local advice on:

- Information on road conditions and transport options
- Attractions, events, retail outlets and local services
- Accommodation and tours
- Maps and directional and visitor safety information

Visitor Centre's will also provide additional support to visitor in the form of services including

- Toilets
- Souvenirs/merchandise

## Signage

In order for the travelling public to distinguish between accredited and non accredited Visitor Centres the nationally recognised yellow and blue 'i' – sign symbol will be used by all accredited Visitor Centres. This is an integral part of the states signing system in providing a high quality, uniform system of signing throughout the state.

Where no road signage exists for the newly accredited Visitor Centre, the cost of producing and installing these signs will be at the Visitor Centres expense. Approval must be sought from Tourism Western Australia in order for Mainroads to proceed in accordance with the Western Australian Tourism Signage Policy.

**Achieving Visitor Centre Accreditation for both Level One and Level Two**

**STEP ONE**  
Achieve Accreditation with the ATAP  
*Contact the Accreditation Team on 9416 0700 or email [accreditation@tourismcouncilwa.com.au](mailto:accreditation@tourismcouncilwa.com.au) for the program requirements*



**STEP TWO**  
Obtain a copy of the Visitor Centre Accreditation Application and Requirements Booklet  
*Contact Accreditation Team on 9416 0700 or email [accreditation@tourismcouncilwa.com.au](mailto:accreditation@tourismcouncilwa.com.au) for the Visitor Centre Accreditation Application and Requirements Booklet*

**STEP THREE**  
Work through the Visitor Centre Accreditation Application and Requirements Booklet  
*If help is needed contact Accreditation Team on 9416 0700*

**STEP FOUR**  
Submit your application to Tourism Council WA

**STEP FIVE**  
Desk Top Audit to be undertaken by Verification Officer  
*The Desktop Verification Officer will contact you with any queries or outstanding information requests*

**STEP SEVEN**  
The Desk Top Verification Officer will contact you to make an appointment at a convenient time to undertake your assessment

**STEP EIGHT**  
Onsite Assessment Undertaken

**Non-compliance areas identified**  
*The Centre will be given advice on how to address them and a timeframe for re-assessment*

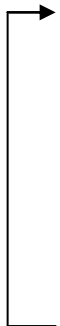
**All Compliance Met**  
*Application Approved*

**STEP NINE**  
Accreditation Granted  
*Receive Logo and Certificate*



**STEP TEN**  
Annual Renewal  
*Submit renewal form, documentation and annual fee*

**STEP ELEVEN**  
Onsite Verification



## Requirements

The following are the minimum standards, which form part of your application and will also assist in the determination of your level (1 or 2) of Visitor Centre Accreditation as nominated by Tourism Council Western Australia Ltd in consultation with Tourism Western Australia and the Visitor Centre Association Western Australia.

Visitor Centres must complete and maintain all compulsory requirements as indicated in the requirements checklist that can be found in the booklet, in addition to the Australian Tourism Accreditation Program (WA) Requirements.



**AUSTRALIAN TOURISM ACCREDITATION PROGRAM (WA)**  
**VISITOR CENTRE ACCREDITATION**

**REQUIREMENTS**

NAME OF VISITOR CENTRE: \_\_\_\_\_

This form to be completed and submitted with application.

APPLYING FOR : LEVEL ONE \_\_\_\_\_ LEVEL TWO \_\_\_\_\_

ACTIVITY	EVIDENCE	Tick ✓	Initial	TCWA USE ONLY
<p><b>8.1 BUSINESS INFORMATION</b></p>	<p><b>LEVEL ONE AND LEVEL TWO - ESSENTIAL CRITERIA</b></p> <ol style="list-style-type: none"> <li>1. Has the words 'Visitor Centre' in the name of the Centre.</li> <li>2. Located in a high quality, purpose built or appropriately fitted out premises.</li> <li>3. Displays high profile signage;               <ul style="list-style-type: none"> <li>▪ Agrees to use the approved accreditation <i>i</i> sign at the entrance of the premises and /or driveway, (must be done within 12 months of accreditation being granted)</li> <li>▪ Agrees to have the approved accreditation <i>i</i> sign mounted clearly at the main town entry points and major intersections where appropriate, (must be done within 12 months of accreditation being granted)</li> <li>▪ Clearly displays opening hours to visitors during and outside of normal opening hours.</li> </ul> </li> <li>4. Has a dedicated;               <ul style="list-style-type: none"> <li>▪ Telephone line,</li> <li>▪ Email connection.</li> </ul> </li> <li>5. Provides 24 hour access to information including;               <ul style="list-style-type: none"> <li>▪ Visitor Centre locality maps for out of hours use clearly displayed and visible from outside the building,</li> <li>▪ Emergency contact numbers clearly displayed and visible from outside the building,</li> <li>▪ Accommodation options clearly displayed and visible from outside the building.</li> </ul> </li> </ol> <p><b>(Visitor Centre's will be given a timeframe to meet the following essential criteria)</b></p> <ol style="list-style-type: none"> <li>6. Provides disabled access into and within the venue as specified by AS 1428.1. (see VCOM Appendix 5.44)               <ul style="list-style-type: none"> <li>▪ Counter – lowered section at 850mm,</li> <li>▪ Internal Layout – wide aisles, smooth floor covering and accessible brochure stands,</li> <li>▪ Entrances – at least 800mm wide, easy opening with ramp or no step greater than 5mm,</li> <li>▪ Car Parking – dedicated accessible space, clearly marked, close to entrance, with kerb</li> </ul> </li> </ol>			

**AUSTRALIAN TOURISM ACCREDITATION PROGRAM (WA)**  
**VISITOR CENTRE ACCREDITATION**

<p><b>8.1 BUSINESS INFORMATION continued</b></p>	<p>ramp,</p> <ul style="list-style-type: none"> <li>▪ Toilets – clearly marked, unisex facility to allow for carer of opposite sex, all fixtures within reach of person using wheel chair.</li> </ul> <p>7. Provides adequate parking for cars, coaches and caravans;</p> <ul style="list-style-type: none"> <li>▪ Coach Parking – bay in excess of 15m in length,</li> <li>▪ Car Parking – spaces in excess of 3m in length,</li> <li>▪ Caravan Parking – bays in excess of 10m to accommodate vehicle and trailer and/or caravan length.</li> </ul> <p>8. Provides public toilets onsite or within 2 minute walk. (2 minute walk equates to 144 metres)</p> <p>9. Answering machine message provides details of opening hours.</p> <p><b>LEVEL ONE ONLY - ADDITIONAL CRITERIA</b></p> <p>10. Visitor Centre is the main Visitor Centre in an area of high tourism traffic, with;</p> <ul style="list-style-type: none"> <li>▪ Greater than 200,000 visitors per annum to the local government area, (as indicated in the Bureau of Tourism Research International and National Surveys) and/or</li> <li>▪ More than 100 tourism operator members, and/or</li> <li>▪ The closest Visitor Centre to a tourism icon or iconic experience, (as identified by Tourism Western Australia) and/or</li> <li>▪ Located in a region service centre, and/or</li> <li>▪ Located at a gateway to the State.</li> </ul> <p><b>(Visitor Centre’s will be given a timeframe to meet the following additional criteria)</b></p> <p>11. Is open to the public 7 days per week;</p> <ul style="list-style-type: none"> <li>▪ Monday – Friday 9am – 5pm, (or equivalent seasonal opening hours)</li> <li>▪ Weekends and public holidays a minimum of 3 hours between 9am – 5pm. (excluding Christmas Day and Good Friday)</li> </ul> <p><b>Desirable Criteria</b></p> <ul style="list-style-type: none"> <li>▪ <i>A purpose built, or stand alone building with visitor servicing provided from an area independent of other tenants.</i></li> </ul>			
<p><b>8.2 LEGAL COMPLIANCE</b></p>	<p><b>LEVEL ONE AND LEVEL TWO - ESSENTIAL CRITERIA</b></p> <p>1. Has demonstrated support from their Local Government Authority.</p> <p>2. Complies with the Travel Agents Act.</p> <p>3. Covers all volunteers both on and off-site in all insurances.</p>			

**AUSTRALIAN TOURISM ACCREDITATION PROGRAM (WA)**  
**VISITOR CENTRE ACCREDITATION**

	<p>4. Has Professional Indemnity insurance.</p> <p><b>LEVEL ONE ONLY - ADDITIONAL CRITERIA</b></p> <p>5. Maintains a Memorandum of Understanding with their relevant Regional Tourism Organisation.</p>			
<p><b>8.3 HUMAN RESOURCE MANAGEMENT</b></p>	<p><b>LEVEL ONE AND LEVEL TWO - ESSENTIAL CRITERIA</b></p> <p><b>(Visitor Centre's will be given a timeframe to meet the following essential criteria)</b></p> <p>1. Employs a minimum of 1 permanent paid staff, with at least 2 yrs experience. (Experience = experience in visitor servicing, tourism or other relevant service delivery area)</p> <p><b>LEVEL ONE ONLY - ADDITIONAL CRITERIA</b></p> <p><b>(Visitor Centre's will be given a timeframe to meet the following additional criteria)</b></p> <p>2. Employs a minimum of 2 permanent paid staff, with at least 2 years experience. (Experience = experience in visitor servicing, tourism or other relevant service delivery area)</p> <p><b>Desirable Criteria</b></p> <ul style="list-style-type: none"> <li>▪ All staff and volunteers wear name tags at all times.</li> <li>▪ There must be a permanent staff member on at all times.</li> <li>▪ Minimum dress standards or uniforms for all staff including volunteers.</li> </ul>			
<p><b>8.4 TRAINING</b></p>	<p><b>LEVEL ONE ONLY - ADDITIONAL CRITERIA</b></p> <p>1. All staff members are provided with a minimum of 15 hours per annum full time equivalent professional development training.</p> <p><b>Desirable Criteria</b></p> <ul style="list-style-type: none"> <li>▪ At least one staff member to attend the VCAWA Conference, or equivalent, on an annual basis.</li> </ul>			
<p><b>8.5 BUSINESS PLANNING &amp; FINANCIAL PROCEDURES</b></p>	<p><b>LEVEL ONE AND LEVEL TWO - ESSENTIAL CRITERIA</b></p> <p>1. Operates in accordance with a current Strategic Business Plan.</p> <p>2. Keeps and maintains a proper and efficient trust accounting system for the sale of travel.</p> <p>3. Keeps a true, complete, up-to-date and accurate written record of income, expenditure and</p>			

**AUSTRALIAN TOURISM ACCREDITATION PROGRAM (WA)**  
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	debts.			
<p><b>8.6 OPERATIONAL PROCEDURES</b></p>	<p><b>LEVEL ONE AND LEVEL TWO - ESSENTIAL CRITERIA</b></p> <ol style="list-style-type: none"> <li>1. Has a documented operations manual.</li> <li>2. Has brochure display racks with clearly labelled sections.</li> <li>3. Carries a comprehensive range of brochures with local area and adjacent regions applicability.</li> <li>4. Has a documented brochure acceptance policy. <i>(see VCOM appendix 5.22)</i></li> <li>5. Provides the following services and has a system to ensure that only accurate and up-to-date information is provided;             <ul style="list-style-type: none"> <li>▪ Maps, directional and visitor information,</li> <li>▪ Information on accommodation and tours.</li> </ul> </li> <li>6. Collects, collates and records relevant data including;             <ul style="list-style-type: none"> <li>▪ Visitor numbers &amp; enquiries at least monthly,</li> <li>▪ Customer satisfaction data. <i>(see VCOM appendix 5.3 – 5.6)</i></li> </ul> </li> </ol> <p><b>LEVEL ONE ONLY - ADDITIONAL CRITERIA</b></p> <ol style="list-style-type: none"> <li>7. Carries a comprehensive range of brochures with local, regional and state-wide applicability. (eg Holiday Planners)</li> <li>8. Provides the following services and has a system to ensure that only accurate and up-to-date information is provided;             <ul style="list-style-type: none"> <li>▪ Information on attractions, events, retail outlets and local services,</li> <li>▪ Information on road conditions and transport options.</li> </ul> </li> <li>9. Provides or facilitates a customer focused booking service. (Visitor Centre does not have to actually provide the booking service but might use self serve online bookings or access to a phone)</li> <li>10. Has an organised storage area out of public view that is well maintained and of capacity to hold the volume of merchandise and brochures required of the Visitor Centre.</li> <li>11. Maintains an accurate website presence.</li> <li>12. Has written policy regarding refunds and returns.</li> </ol> <p><b><i>Desirable Criteria</i></b></p> <ul style="list-style-type: none"> <li>▪ <i>Visitor Centre to make reservation on behalf of the visitor if required.</i></li> <li>▪ <i>Maintains local and regional information on the WA Tourism Network</i></li> <li>▪ <i>Local merchandising / product display.</i></li> <li>▪ <i>Visitor seating area provided</i></li> <li>▪ <i>Video viewing area provided.</i></li> <li>▪ <i>Interpretive area provided.</i></li> </ul>			

## Declaration of Completed Application and Submission for Onsite Verification

To be signed by both the Visitor Centre Manager and the Chairperson for the Visitor Centre Board or the Chief Executive Officer of the respective Local Government after completing all sections of this booklet. All information provided by your organisation in submitting this application must be current and complete.

1. The information contained in this application or otherwise supplied is complete and accurate and constitutes an honest and reasonable assessment of achievement by the business of performance levels and core requirements.
2. I agree to provide, on request, any additional information required by Tourism Council Western Australia to support the application. I understand that I have a right of appeal to the Tourism Council WA Accreditation Sub-Committee if this application is refused.
3. I acknowledge that Accreditation is intended to provide consumers and the tourism industry with an assurance that my product or service meets the established industry standards and that I am required to have a commitment to quality business practice, professionalism and ethical conduct as per the Code of Ethics signed upon my application with the Australian Tourism Accreditation Program (WA). I acknowledge the responsibility to uphold the required standards and to meet the expectations of consumers and the industry arising from the Program.
4. All appropriate licences and insurances are current and other legal obligations, including adherence to local, state and federal statutory regulations, have been satisfied.
5. I reaffirm my understanding that a Quality Improvement Request (QIR) will be raised, if at a review or as a result of a customer concern, the business does not comply with the Australian Tourism Accreditation Standard or the Western Australian Visitor Centre Accreditation Standards. I accept that if at any time the business is issued with a QIR, it will be completed and returned to Tourism Council Western Australia and acknowledge that failure to do so may result in the Visitor Centre losing its Accreditation status.
6. I reaffirm that if, for any reason, the Visitor Centres' Accreditation expires or is withdrawn, all rights to use promotional material, including the Accreditation logos, will cease and I will make every endeavour to recall from the marketplace all distributed material which displays the logos.
7. The Visitor Centre understands that the registration is valid until the end of the financial year, when it must be renewed. The year commences on 1<sup>st</sup> July. All payments for the coming year must be received by Tourism Council of Western Australia before that date. Failure to comply may result in the withdrawal of registration.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_