

# 7. Qantas Award for Aboriginal and Torres Strait Islander Tourism



## Important QTA Accreditation Information:

The Australian Tourism Industry Council (ATIC) has introduced a new, integrated framework for Australia's business quality programs, which incorporate existing programs such as; the Australian Tourism Accreditation Program, Star Ratings program, and the Australian Tourism Awards. This new framework is known as the **Quality Tourism Framework (QTF)**.

Under the new QTF, there have been changes to requirements for the 2019 and 2020 Queensland Tourism Awards (QTA), which all entrants must meet in order to be eligible for the national award categories. The QTF, will provide greater efficiencies for those who are engaged across multiple programs and provide an assurance of minimum standards being met by all.

## Important QTA Accreditation Changes

1. To be eligible for any of the accommodation categories (17 – 23) except Unique Accommodation, all entrants are required to meet a specific Star Rating (dependent on their category), through the completion of a pre- assessment module in your submission portal, which will calculate a proposed rating.

Those who are already Star Rated will not be required to complete a pre-assessment as the rating has already been confirmed. *Note: annual Star Rating renewals are due July each year.*

2. All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal.  
Those who are already accredited through QTF (formally known as ATAP) will not be required to complete a pre-assessment.

*Note: annual QTF (formally ATAP) renewals are due July each year.*

3. There is no additional cost for QTA entrants to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the QTF.
4. Queensland entrants were previously required to hold accreditation through one of 17 recognised programs. In order to ensure consistency across the States under the QTF, this requirement **no longer applies**.

Although this requirement no longer applies, QTIC highly recommends that all entrants maintain their current accreditation, as it is a valuable business asset and will strengthen QTA submissions.

Under the new QTF, QTIC will continue to work with our accreditation partners to uphold tourism excellence and deliver quality standards across the industry.

To nominate click this link: <https://online.qualitytourismaustralia.com/>



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## 7. QANTAS AWARD FOR ABORIGINAL & TORRES STRAIT ISLANDER TOURISM

This category recognises Aboriginal and Torres Strait Islander tourism businesses that demonstrate authenticity and cultivate a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

### 1. Introduction (20 marks)

**1. Please provide an overview of the business's tourism products, experiences and services including the nature and history of the business. How does the business demonstrate tourism excellence? 20 marks**

#### **Response Guidance / Tips**

*Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.*

*Clearly align this with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.*

*Demonstrate your eligibility for this category.*

*Highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.*

*Demonstrate why your business should be considered as an award-winning tourism business.*

*Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response.*

*Explain your values, philosophy, commitment to excellence and what makes you stand out.*

*Explain how you have been actively involved with and contributed to the tourism industry locally, regionally and nationally.*

*List any awards you have won and accreditations you hold. Also include your contribution to the tourism industry. This could be both through business participations and personal participations.*

*Use graphics to support and enhance your response. For example, a collage of the accreditation programs you participate in and/or any award achievements.*

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## 2. Cultural Protection and Preservation (30 marks)

**A. During the qualifying period, what has your business implemented or improved to protect and preserve cultural heritage whilst enhancing the visitor experience. 15 marks**

### **Response Guidance / Tips**

*Consider what strategies, innovations and/or developments the business has introduced or updated which preserve cultural heritage. An enhancement can range from introducing a new experience/facility, creation of education programs to the development of asset management strategies.*

*The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the visitor experience.*

*The response should include the research, planning and outcome/s of these and how they align with the business' main goals and strategies.*

*Ensure your response relates back to how these developments align with the protection and preservation of cultural heritage.*

*Ensure that your response is relevant to the qualifying period.*

*Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.*

**B. Demonstrate how the business mitigates or minimizes its impacts on our cultural heritage resources. 15 marks**

### **Response Guidance / Tips**

*Describe how the business limits the negative impacts of tourism on the local cultural heritage assets.*

*Consider both the physical and reputational impacts, if applicable.*

*Outline the services and facilities available which have been designed to respect heritage resources and places.*

*Describe the outcomes of the mitigation/minimisation activities that are in place.*

## 3. Visitor Awareness and Customer Experience (30 marks)

**A. Describe the innovative strategies you have used to differentiate your cultural heritage business and promote the appreciation and enjoyment of the region's cultural heritage. 15 marks**

### **Response Guidance / Tips**

*The response needs to focus on innovative approaches to marketing and relate back to the cultural heritage experience.*

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*Outline what your business has done differently to attract your customers. Consider for example; tactical or paid advertising campaigns, packaging initiatives, relationship marketing, interactive or digital. Demonstrate how this is aligned with the promotion of the region and its cultural heritage resources.*

*Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.*

*Demonstrate how does the business promotes the appreciation and enjoyment of the region's cultural heritage and how it aligns with local, regional or state cultural heritage marketing plans.*

*Ensure that your response is relevant to the qualifying period.*

*Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).*

**B. Demonstrate how the business raises awareness about the need to preserve our cultural heritage resources and influences visitors to enjoy our heritage resources sustainably. 10 marks**

## ***Response Guidance / Tips***

*Describe how the business shares knowledge on its local cultural heritage.*

*Consider all of the ways in which awareness and education is delivered to visitors and the wider community. For example, onsite communications/signage, staff training and development, education programs.*

*Demonstrate how the business influences visitors through activities which foster responsible use and enjoyment of our cultural heritage and our communities.*

**C. How does your business provide quality visitor experiences and demonstrate inclusive practices? 5 marks**

## ***Response Guidance / Tips***

*Outline the practices your business has put in place to ensure the delivery of high quality of customer service. Consider staff training, policies, staff reward systems etc.*

*Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.*

*Describe how you monitor and assess customer service to ensure quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider how the business actively encourages feedback and how feedback is used to improve the visitor experience.*

*Consider providing a case study/example where you have implemented a change based on customer feedback.*

*Testimonials could further demonstrate outcomes of quality customer experiences.*

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*Demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited to cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.*

*Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.*

## 4. Community (15 marks)

**A. Demonstrate how the business respects, involves and engages other stakeholders and host communities collaboratively in decisions relating to the preservation of our cultural heritage resources. 10 marks**

### **Response Guidance / Tips**

*Describe how the business works with governments, communities, stakeholders, travellers and other industries to exchange information, technologies and solutions, and develop shared plans for the preservation of our cultural heritage.*

*Demonstrate how the business respect the rights and values of host and local communities in the development of your product/service.*

*Describe how the business educates communities about the importance of cultural tourism and provides them with a meaningful role in planning and decision-making for the design, development and delivery of cultural tourism programs and services.*

*Consider how the business optimizes the long-term economic, social, cultural and environmental benefits to the community.*

**B. Demonstrate how the business has considered its other responsibilities to the wider community. 5 marks**

### **Response Guidance / Tips**

*This is where you can highlight any further activities undertaken by the business to ensure the product/service is conducted in a responsible manner.*

*Consider the following:*

- *Non-monetary examples of supporting the local community including supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups*
- *Monetary examples of supporting the local community e.g. local purchasing, % of employment of local people.*
- *How the business has considered the engagement and representation of Aboriginal and Torres Strait Islander people, cultural or historical representation, animal welfare etc.*
- *Offering gifts for the school raffle that allowed the school to raise money for an item they wouldn't have otherwise been able to afford*

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- *Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going*

**Submission score /95**

**Online review /5**