

Dear Industry Colleague,

RE: UPDATED ACCREDITATION POLICY

Over the past decade, the tourism industry has increased its level of maturity through increased cooperative marketing activities and by embracing improved business practices. One of the most significant challenges facing the Victorian tourism industry is to maintain a competitive edge through the adoption of world-competitive best business practices and the delivery of world class products and services to consumers.

The adoption of nationally recognised and endorsed tourism accreditation programs provides a foundation for the sustainability of Victorian tourism operators.

Consistent with the aims of the Tourism Excellence Program, Victoria has led the way in developing business accreditation programs aimed at encouraging greater professionalism and excellence in the tourism industry.

Tourism Victoria has recently updated its policy for industry involvement in its subsidised programs and is focused on incentives and benefits for accredited businesses.

The revised policy is:

It is mandatory for businesses wishing to access Tourism Victoria subsidised programs to have membership of a recognised local, regional or peak sector tourism organisation.

A business may be eligible for discounted entry into specified Tourism Victoria marketing and other programs if it has gained tourism accreditation through a program formally recognised and endorsed by the Tourism Accreditation Australia Ltd (TAAL).

Tourism Victoria reserves the right to offer priority participation in marketing programs to accredited operators (for example online priority listing).

Operators must have gained accreditation by the release of any promotional collateral or web-site listing.

- \$100 business listing on visitvictoria.com (priority listing is already provided for accredited operators) saving \$150 per annum. For more information about online listing click here [\(link to online/updated myvisitvictoria pages\)](#)
- Discounts of between 10 per cent and 20 per cent (cumulative) in Tourism Victoria-managed marketing programs (such as Bed & Breakfast Getaways, Wine

Regions of Victoria, Victoria Cabin, Caravan and Camping Guide etc) saving approximately \$100 per edition.

- Value-added benefits and discounts for accredited business to encourage participation in future trade events, such as the Australian Tourism Exchange and Victorian Tourism Awards.
- Priority referral to accredited businesses by the Victorian Tourism Information Service.
- Priority access to publicity opportunities, such as the Visiting Journalists Program and Postcards.

It is possible for an accredited operator who participates in several Tourism Victoria funded marketing programs to make an annual saving of more than \$450, offsetting the costs of becoming accredited.

Tourism Victoria will:

- Include messages on accreditation on appropriate marketing collateral.
- Encourage industry organisations to offer discounts (eg cooperative marketing, membership fees for sector associations etc).
- Work with industry to raise the recognition of accreditation across all of government agencies

Tourism Victoria appreciates your assistance in raising industry professionalism and standards through your support for tools such as tourism accreditation.

If you would like to discuss any of the issues raised in this letter, please contact Paul Albone, Manager Industry Development, on 9653 9752, or Stuart Toplis, Industry Development Consultant, on 9653 9810.

Yours sincerely



GREGORY HYWOOD
Chief Executive