

Sustainable Tourism Accreditation Standards

Section	Criteria	Criteria Requirement
Business Details		
	Have you confirmed that your basic business details are up to date? You can review this by clicking on the "Business Details" button which is available on the grid from where you accessed this assessment.	Mandatory requirement
	Upload Business Registration files	Desirable, but not mandatory to upload registration files
	Please select the category that best represents the main sector in which your business operates.	At least one sector must be selected from the dropdown.
	Please select additional categories that best represent the sector in which your business operates.	This question is optional but helps assessors better understand the product
Insurance		
Public Liability	<p>Does your business have a Public Liability Insurance (PLI) to a minimum of \$10 million PLI cover?</p> <p><i>It is a policy of the Quality Tourism Framework that Public Liability Insurance is held with a minimum of \$10 million cover.</i></p>	<p>Mandatory requirement</p> <p>The business must have PLI with a minimum of \$10 million cover. A certificate of currency must be supplied that is in date and equal to or above \$10million.</p>
Workers Compensation	<p>Do you employ staff?</p> <p>Do your employees have workers compensation coverage?</p> <p><i>If staff are employed, it is an accreditation requirement that workers compensation is held.</i></p>	<p>If the business employs staff, they must hold a valid workers compensation policy. (Note: Some exceptions apply in certain States/Territories — for example, in Victoria, if the total amount paid to employees in a financial year is less than \$7,500.)</p> <p>Policy details must be provided by either uploading supporting documentation or completing the relevant policy detail fields. If the business does not have workers compensation, a valid reason must be provided that aligns with the exemption criteria in your State or Territory.</p>

Other Insurance	Insurance cover for all staff and volunteers includes cover for both on and offsite duties.	Other insurance requirements must be provided where applicable. For example: <ul style="list-style-type: none">• Visitor Information Centres – Professional Indemnity Insurance• Tours/Transport – Vehicle insurance (e.g. motor or boat)
	Attach volunteers' insurance	
	Do you have other insurance policies?	
	Do you give permission for the Accreditation Officer to contact the relevant insurance companies to verify the information provided?	
Licences, Permits & Compliance		
Licence & Permits	Does your business have the required tourism licences and permits to operate?	The business must hold all relevant licences and permits required to operate. Refer to Appendix 1 for a list of common licences. <i>Please note licence requirements may vary between States and Territories. It is the responsibility of the State/Territory licensee to be across licence requirements for their State.</i>
	Business to upload documents <i>It is a policy of the Quality Tourism Framework that all relevant licences are held by the business, please see the attached more information on which licences/permits may be applicable to your business.</i>	
Compliance	Are you a Tour Operator serving alcohol as part of one of your tours?	If the business serves alcohol, a Responsible Service of Alcohol (RSA) certificate is mandatory. Double check whether a liquor licence has been provided in the previous question, as this is a requirement in some States and Territories — particularly where alcohol is included in the ticket price (e.g. a winery tour).
	Does your business have a Tour Operator licence with your state/territory parks authority?	Mandatory if the tour operates within a State or Territory park
	Are there any further compliance requirements for your business? Please provide details.	This assessment is made by the State or Territory Program Manager, based on the business type and the relevant State or Territory regulations.
	Do you authorise a Quality Tourism Advisor to contact the relevant authorities to validate licence, permit and insurance claims?	Mandatory requirement, must agree to comply

Financial Systems	My business has reliable and valid financial systems and meets all legal Australian Taxation Office business financial reporting requirements.	Mandatory requirement, must agree to comply
	Demonstrate how you meet your financial reporting requirements	At a minimum, the business must be using a system to record earnings and expenses, lodge BAS, and maintain employee details (where applicable). This can be demonstrated by attaching financial statements (figures do not need to be included), referencing products used (e.g. MYOB), or professional services engaged (e.g. an accountant).
Adventure Activity Standards	<p>Does your business operate any of these activities?</p> <ul style="list-style-type: none"> - Abseiling - Archery - Artificial Climbing - Bushwalking - Canoeing/Kayaking and Sea Kayaking - Canyoning - Caving - Challenge Ropes Course - Four Wheel Driving - Horse Trail Riding - Mountain Biking - Rafting - Rock Climbing - Recreational Angling - Recreational SCUBA Diving - Snorkelling and Wildlife Swims - Snow Sports - Surfing - Trail Bike Touring 	The business only needs to complete this section if it operates any of the outlined activities. Otherwise, this section can be skipped.
	Do you agree that you meet the Adventure Activity Standards for the operation of all these activities?	Mandatory requirement, must agree to comply with the adventure activity standards of the activities the business selected in the previous question
	Demonstrate how you meet the Adventure Activity Standards.	The business must demonstrate that they comply with the Adventure Activity Standards. See Appendix 2. for more information.

	Do you give permission for the Accreditation Officer to contact the respective regulatory authorities to verify the information provided?	Mandatory requirement, must agree to comply
Business & Marketing Plan		
Business & Marketing	Please provide an overview of your business.	A general overview is required.
	Does your business have a Business and Marketing Plan?	At a minimum, the business must be able to demonstrate a business and marketing plan that appropriately reflects the needs of its type and size. This should include, at a minimum, the following: <ul style="list-style-type: none"> - A mission and/or vision statement - Clear business goals - A SWOT analysis - An understanding of how the product will reach the market - Identification of product differentiation - A clear definition of the target customer and how to attract them - A detailed target market profile - Market positioning strategy - An understanding of key competitors - Evidence of market research - Alignment of marketing activities with the target market
	Do you engage with social media?	Not a mandatory requirement but is recommended.
	What social media platforms do you use?	This business can select from the list of options
	Do you have a social media strategy?	If the business engages in social media, it must have a social media strategy that, at a minimum, outlines who is responsible for managing social media, the rules regarding the removal of posts, and what content will or will not be shared, liked, or posted.
Online Marketing	Responsible marketing is practiced with all advertising, promotional activities, images and claims being true representation of the product offered.	Mandatory requirement, must agree to comply

	Does your business have a web presence that provides basic information about your products/services, opening hours and contact information?	At a minimum there must be a website with basic product information, opening hours and contact information
	What User Review sites do you currently have reviews on? Selection made from dropdown list	No minimum requirement, however, it is advised that businesses engage in consumer review sites
	How do you encourage guests to leave reviews through online user review sites?	If the business is active on review sites, they should have at a minimum 1 strategy to encourage reviews
	Please supply your TripAdvisor URL Google Reviews URL Booking.com URL	Not mandatory but used for activation of complimentary Shiji ReviewPro Reputation account.
Continuous Improvement	Please upload your improvement plan	At a minimum, a business should demonstrate what it has achieved over the past 12 months and outline its plans for improvement over the next 12 months. At least one planned improvement must be identified.
Human Resources Management		
	All staff are appropriately trained covering; <ul style="list-style-type: none"> - Customer Service Training - Emergency Evacuation Training - Safe Work Practices 	Mandatory requirement
	Do you intend to recruit in the future?	Not Mandatory
	Does the business have a comprehensive Human Resource Manual which includes: Recruitment, Job Descriptions, Induction Process, Rostering and Staff Communication, Dismissal Procedures, Staff Training?	The business must have, at a minimum, documented processes for the recruitment of staff, secure storage of personnel records, induction for all new staff, staff communication, and regular review of staff roles, satisfaction, and training needs. There should also be, at a minimum, a basic summary of all roles, including their responsibilities, reporting lines (who they

		<p>report to and who reports to them), and any required skills or competencies.</p> <p>A staff roster must also be maintained (unless all staff are salaried and work the same hours) and communicated to all employees.</p> <p>The organisational structure must be clearly understood by staff.</p>
	The business complies with employment legislation including the Fair Work Act 2009, Workplace Gender Equality Act 2012, and any other relevant legislation for your state/territory?	Mandatory requirement, must agree to comply
Customer Service		
	Do you have a Customer Service Procedures Manual?	<p>At a minimum, a business should have documentation outlining how it responds to customer queries, its complaint handling procedure, feedback process, and cancellation policy.</p> <p>This documentation should also detail how staff greet customers, respond to questions, communicate effectively, assist customers with special needs, and the ongoing training provided to staff.</p>
	Where is your Cancellation Policy available for visitors to view?	The cancellation policy must be available prior to any booking made e.g. on website, quote, information pack etc.
	How do you inform a customer on how to find you?	At a minimum, a business must provide at least one source of information to help guests locate them. For tour operators, this may include a designated pick-up location or meeting point. This requirement does not apply to online-only businesses.
	How do you cater to those with Specific Needs?	At a minimum, a business must have considered whether their product is suitable or not for a wider market.
	Is your business accessible to those in the accessible tourism market?	At a minimum, a business must have conducted an assessment to determine whether its product or service is accessible to people with accessibility requirements.

	Does your business understand and adhere to consumer law, including the Australian Human Rights Commission Act 1986?	Mandatory requirement, must agree to comply
Business Operating Systems		
	Does your business have an Operations Manual?	At a minimum, the business must have a system in place to ensure that tasks are carried out consistently, efficiently, and safely. This includes opening and closing procedures (if applicable), procedures for receiving payments, daily and weekly task lists, and any other relevant policies. These may be documented as daily procedures, booking process steps, or similar operational guidelines.
	What are your cleaning and maintenance procedures? Please choose either:	At a minimum, there must be a weekly cleaning schedule. For accommodation providers, cleaning must occur at a minimum after each guest checks out. For tour operators, cleaning must be conducted after each tour where a vehicle is used. In addition, a maintenance schedule must be in place for all major assets (e.g. motor vehicles).
	Do you handle, serve or prepare food for visitors?	If the business handles, serves or prepares food, then they must comply with state rules
	Do you ensure compliance with local and state safe handling rules?	
	Have you notified your local Government?	The business must have advised local Government
	What are your procedures to ensure safe food handling and preparation?	The business must provide documentation outlining how it ensures safe food handling and preparation. This must include, at a minimum: storage, thawing, preparation, cooling and freezing, reheating, displaying, and packaging of food on-site. If food is taken off-site, procedures for safe handling during transport must also be included.
	What are your procedures for ordering and purchasing?	The business must have documentation that describes their purchasing procedure, and the records kept to ensure food is within 'use by', and equipment meets Australian standards

	Do you have a list of preferred suppliers/contractors available to staff at all times?	At a minimum, a list of preferred suppliers must be available
	How do you ensure contractors/suppliers have the appropriate licences/permits/insurances/qualifications.	At a minimum, contractors who provide high-risk supplies or services must demonstrate that they hold the appropriate licences, permits, insurance, and qualifications.
	What are your scheduled equipment maintenance records?	At a minimum, documentation on major maintenance activities undertaken should be available. This can be weekly, seasonal, annual
	What is your procedure for handling and storage of chemicals?	At a minimum, the business must have a documented process that describes how substances and chemicals are handled, used, and stored to ensure safe use by staff and to prevent access by customers.
Risk Management		
	What is the business' Risk Management Statement/Risk Management Policy?	Mandatory requirement
	My business has an OH&S policy that ensures all needs for staff and contractors are met as per State authority's requirements.	
	Does the business have a Risk Management Plan?	<p>The business must have a risk management plan or supporting documentation that demonstrates the following:</p> <ul style="list-style-type: none"> - Risks associated with the business have been assessed - Steps are in place to minimise these risks - Individuals responsible for managing risks have been identified - A recovery or contingency plan is in place should any of the identified risks occur
	What are the business' Emergency and Evacuation Procedures?	At a minimum, the business must have documented procedures for emergency situations and evacuations. These procedures must be accessible to customers and clearly understood by all staff.

	This business has prominently displayed emergency evacuation procedure guides.	Mandatory requirement
	The business' emergency management fighting appliances and equipment are appropriately maintained.	Mandatory requirement
	There is a list of emergency contact numbers that is easily accessible to staff and guests.	Mandatory requirement
	Please provide an example of your business's incident report form template.	The business must have a form that records any injury or incident that occurs in association with their business/product/service.
	Do you have a first aid kit that is appropriately maintained?	Mandatory requirement
	How do you ensure it is appropriately stocked?	At a minimum a yearly stock check should be made on first aid kits
	How do you maintain your first aid kits?	
	At least one staff member is always trained in first aid and available.	This is a compulsory requirement, unless a valid reason is provided e.g. They are a digital service provider with no staff
Environmental, Social & Cultural Responsibility		
	We are committed to reducing the environmental impact of our business. Our commitment includes the integration of sound environmental practices into our business decisions, policies and procedures.	Mandatory requirement, must agree to comply
	Do you have an Environmental Management plan that includes policies and procedures for: Environmental sustainability contribution, Indigenous interaction, Local community contribution?	The business must have at a minimum, documentation that demonstrates how they minimise their impact on the environment and how they communicate accurate information to guests.
	How does the business ensure they impart accurate information to their guests?	The business must outline how they provide information to guests that is accurate.
	What is the message you want to convey to your customers?	The business must identify what sustainability message they want to convey to customers
	Does your message to customers promote responsible travel?	Mandatory requirement, must agree to comply
	Do you operate on Parks Land?	If a business operates on Parks land, then they must have documentation that outlines

Environmental Protection		how they minimise their own and guest impact on the environment and cultural sites, they must have steps to minimise waste, pollution and energy use, provide conservation and land management messages. If the business delivers messages about indigenous culture, this information must have the consent of the relevant indigenous community
	Does your business measure emissions or have you used a service to calculate your carbon footprint?	It is not essential for the business to select “Yes” Participating in the Tourism Emission Reduction Program is a recommendation that can be made to the business.
	Please explain how you measure emissions or name the service used to calculate your carbon footprint	If the business measures emissions, it must explain the methods used and/or the service provider engaged to carry out the measurement.
	What practices are currently in place to reduce your emissions?	The business must have processes in place for how they minimise their environmental impact
	How does your business work towards increasing energy efficiency?	The business must identify at least 2 activities they take to be energy efficient
	What are your current waste management practices?	The business must identify at least 2 activities they take to minimise waste
	What Steps do you take to minimise visitor impact to the flora and fauna?	The business must identify at least 2 activities they take to minimise their impact on flora and fauna
	Do you have any building infrastructure that aids in producing resources for the business? Please explain (e.g. grey water captured and used for all garden/landscape maintenance)	The business must identify at least 1 activity they take to aid in producing resources.
	Do you operate tours or transport as part of your business?	The business must identify at least 2 activities they take to minimise their impact as a Tour or Transport Operator
	What strategies are in place to minimise operational resources and environmental impacts?	
	Does your business have swimming pools or spas?	If “Yes” to having pools or spas the business should select “Yes” to 2 or more of the suggested strategies

	<ul style="list-style-type: none"> - Do you use recycled water / rain water to top up water levels? - Do you use LED lighting instead of halogen globes? - Is a thermal pool cover/ spa cover used to reduce the need to use powered heating? - Is solar power used for heating? 	
Social Responsibility	Do you use local suppliers?	Using local suppliers is a mandatory requirement. If local suppliers are not used, a valid reason must be provided.
	What element of your business are local suppliers used for? E.g stock, bathroom supplies, maintenance	The business must identify how local suppliers are used in the supply chain of their business operations
	Do you hire your staff locally?	The majority of staff should be local to the area in which the business operates. If the business selects "No," a valid reason must be provided.
	What percentage of your staff are local?	The majority of staff should be local to the area the business operates in
	How is your business involved in the community? Please explain e.g. donation of product or service, Participation in clean up day	At minimum the business should list one way in which they are involved/ add benefit their local community
Cultural Protection	How does the business minimise the visitor impact on cultural sites and landscapes?	The business must identify ways they minimise visitor impact.
	What are the site characteristics and constraints where your business operates?	The business must have identified site characteristics and constraints
Environmental & Cultural Understanding	Demonstrate how the business delivers conservation and land management messages.	The business must identify how they provide messages on conservation and land management
	How does the business deliver messages about indigenous culture?	The business must identify how they provide messages on indigenous culture.
	Has the business sought approval/involvement of relevant communities?	Mandatory requirement
	Do you represent or engage with your local indigenous groups?	Mandatory requirement

	Have you met with your local indigenous group to ensure that your representation is accurate and endorsed?	Mandatory requirement
	The business acquires entry permits for entry onto and through Aboriginal Lands where required by the Aboriginal Affairs Planning Authority Act 1972?	If the business enters Aboriginal land, they must have the required entry permits (refer back to licence and permits)
Australian Tourism Data Warehouse (ATDW)		
	Are you currently listed on the Australian Tourism Data Warehouse (ATDW) through your State/Territory Tourism Organisation? (Please note not all businesses are eligible).	This is not a compulsory national requirement; however, some states and territories have made it mandatory for businesses seeking a listing on trustthetick.com.
	Listing on ATDW is the quickest way that you can be listed on our website trustthetick.com.au. Would you like details of how to get listed on ATDW? (Eligibility conditions apply)	
	I agree to the Australian Tourism Data Warehouse (ATDW) terms and conditions and authorise Tourism Council WA to register me for a FREE ATDW listing.	
	Have you updated your ATDW listing within the last 12 months?	
	It is recommended that you check and update your ATDW listing information at least every 12 months.	
Terms and Conditions		
	I have read and agree with the QTF Licence Agreement and Declaration.	Mandatory requirement, must agree to comply
	I have read and agree to abide by the QTF Code of Practice.	Mandatory requirement, must agree to comply

Appendix 1. Licences and Permits

Below is a list of the typical licences and permits required to operate various sectors within the Australian tourism industry. Please note that requirements can vary by state, territory, and local council, so it's essential to consult the relevant authorities for specific regulations in your area.

For detailed information tailored to a specific business and location, the Australian Business Licence and Information Service (ABLIS) is an excellent resource. It provides a comprehensive database of licences, permits, and regulations applicable across different states and territories.

1. Accommodation Providers

Examples: Hotels, motels, bed & breakfasts, hostels, caravan parks, short-term rentals (e.g., Airbnb).

Common Licences & Permits:

- **Business Registration:** Register business name with the Australian Securities and Investments Commission (ASIC).
- **Development and Planning Approvals:** Obtain necessary approvals from local councils for building or renovating premises.
- **Health and Safety Compliance:** Ensure compliance with state or territory health regulations, including fire safety and sanitation standards.
- **Food Business Licence:** Required if providing meals to guests.
- **Liquor Licence:** Necessary if serving alcohol on the premises.
- **Signage Permits:** For displaying business signs externally.
- **Waste Disposal Permits:** Adhere to local regulations for waste management.
- **Short-Term Rental Registration:** In some states, like New South Wales, short-term rental accommodations must be registered

2. Tour and Transport Operators

Examples: Guided tours, adventure tours, wildlife tours, bus charters, boat cruises.

Common Licences & Permits:

- **Tour Operator Licence:** Required in some states for conducting commercial tours, especially on public land.
- **Driver Accreditation:** For drivers transporting passengers commercially.
- **Vehicle Registration and Inspection:** Commercial vehicles must meet specific safety standards.
- **Marine Safety Certification:** For operators of boats and other watercraft.
- **Public Liability Insurance:** To cover potential claims from customers.

- **National Parks Permits:** If tours enter national parks or protected areas.
- **Wildlife Interaction Permits:** For activities like whale watching or wildlife feeding.
- **Fishing Tour Operator's Licence:** Required in some states for fishing tours.

3. Event Organisers

Examples: Festivals, conferences, exhibitions, sporting events.

Common Licences & Permits:

- **Event Permit:** Issued by local councils for public events.
- **Temporary Food Stall Licence:** For vendors selling food at events.
- **Liquor Licence:** If alcohol is served.
- **Noise Permit:** Required if the event exceeds standard noise levels.
- **Public Liability Insurance:** Mandatory for most public events.
- **Traffic Management Plan:** For events impacting local traffic.
- **Waste Management Plan:** Outlining how waste will be handled during and after the event.

4. Attractions and Activities

Examples: Theme parks, museums, zoos, adventure parks.

Common Licences & Permits:

- **Business Registration:** Register your business name with ASIC.
- **Development Approvals:** For constructing or modifying facilities.
- **Health and Safety Compliance:** Adhere to regulations ensuring visitor safety.
- **Animal Welfare Licences:** For attractions involving animals.
- **Food Business Licence:** If offering food services.
- **Liquor Licence:** If serving alcohol.
- **Signage Permits:** For external business signs.
- **Waste Disposal Permits:** Compliance with local waste management regulations.

5. Travel Agents and Booking Services

Examples: Travel agencies, online booking platforms.

Common Licences & Permits:

- **Business Registration:** Register your business name with ASIC.

- **Australian Consumer Law Compliance:** Ensure all services comply with consumer protection laws.
- **Trust Account Requirements:** Manage client funds appropriately, as required by law.
- **Professional Indemnity Insurance:** To protect against claims of professional negligence.
- **Membership with Industry Bodies:** Optional but can enhance credibility (e.g., Australian Federation of Travel Agents).

Additional Considerations Across All Sectors

- **Work Health and Safety (WHS):** Comply with national and state-specific WHS regulations to ensure the safety of employees and customers.
- **Environmental Regulations:** Adhere to laws protecting natural and cultural heritage sites.
- **Employment Laws:** Understand obligations under the Fair Work Act, including employee rights and employer responsibilities.
- **Insurance:** Consider additional insurance types such as property, vehicle, and business interruption insurance.

Appendix 2. Adventure Activity Standards

The **Australian Adventure Activity Standards (AAAS)** and their accompanying **Good Practice Guides (GPGs)** are national, voluntary guidelines that set out best practice for safely conducting outdoor adventure activities involving groups. They aim to support organisations, schools, community groups, and operators by providing clear, consistent advice on how to plan and deliver activities such as bushwalking, paddling, climbing, cycling, surfing, and more. While not legally enforceable, the standards are widely recognised across Australia and often used as a benchmark by insurers, regulators, and courts in assessing duty of care and risk management.

The core AAAS document outlines general principles covering all activities, such as leader competence, risk and emergency management, planning, environmental sustainability, and cultural respect. Each GPG then provides detailed, activity-specific guidance, including supervision ratios, equipment requirements, and conditions under which the activity can be safely delivered. The standards encourage safe, inclusive, and environmentally responsible participation in outdoor activities, helping operators to minimise risks and improve participant experiences while demonstrating professionalism and preparedness.

For more info go here - <https://australianaas.org.au/>