

APPROVED DESTINATION STATUS (ADS) SCHEME



INBOUND TOUR
OPERATORS

PRE-APPLICATION INFORMATION

Use this pack to decide if your business is ready to join the ADS scheme.

Before applying

You must ensure that your business:

- › Holds a valid ABN.
- › Holds an appropriate level of public liability and professional indemnity insurance.
- › Is a financial member of a national tourism industry association or State/Territory tourism industry council. A list of membership options is provided on Austrade's website.
- › Has at least one director who is capable of passing an English language test if directed by Austrade.

Obligations of the business's owners/directors

Before applying, the owners/directors of the business must:

- › Read and understand the ADS Code of Business Standards and Ethics.
- › Read and understand the deed of agreement to participate in the ADS scheme. If approved, your business will enter into this agreement with Austrade.

What information will applicants need to provide?

- › The contact details for an operational contact person who is able to speak English.
- › Each officer or director of your business must provide their contact details and fill in a declaration.
- › Each officer or director will need to provide a copy of their photo ID and a National Police Check. National Police Checks are available from the Australian Federal Police and take approximately 15 working days to process.

What evidence do applicants need to provide?

In your application, you will need to provide sufficient evidence to demonstrate your business is:

- › Committed to the China outbound tourism market including:
 - Contacts with approved ADS outbound tour operators;
 - An understanding of the Chinese consumer including their expectations and habits regarding travel, shopping, sightseeing and dining; and
 - A plan for conducting ADS tours within the next 12 months.
- › Committed to the Australian inbound tourism market including:
 - Any attendance at workshops, familiarisation tours or seminars in the last 12 months;
 - Relationships with relevant supplier and retailers; and
 - Relationships with reputable tour guides who can service ADS tour groups.
- › Committed to providing quality tourism products and services including:
 - Membership of a relevant quality accreditation scheme;
 - Customer reviews or feedback; and
 - Marketing collateral, websites or social media presence.
- › Committed to good business practices including:
 - Adequate staffing and staff skill levels;
 - Relationships with agents and associates; and
 - Having quality business systems such as procedure manuals and complaints handling procedures.

For more information:
email ads@austrade.gov.au
phone 1800 048 155
or visit austrade.gov.au

APPROVED DESTINATION STATUS (ADS) SCHEME



INBOUND TOUR
OPERATORS

PRE-APPLICATION INFORMATION

Financial viability

You will be required to provide sufficient evidence in your application to demonstrate your business is financial viable through one of the following:

- › Membership of an association or accreditation scheme that has as one of its requirements an annual certification of its member's financial viability and/or solvency.
- › Provision of an independently prepared audited financial report for the last financial year prepared by either:
 - a registered company auditor under the *Corporations Act 2001* (Cth);
 - a Certified Practising Accountant;
 - a member of the National Institute of Accountants; or
 - a member of the Institute of Chartered Accountants in Australia and who is not a principal, member, shareholder, officer or employee of the entity or a related body corporate.
- › A report from a financial examiner appointed by Austrade to investigate the financial viability of the entity (preparation of the report will be at the applicant's expense).

More information

- › For additional information on the ADS scheme, including a copy of the ADS Code of Business Standards and Ethics and the deed of agreement, please visit www.austrade.gov.au/ads.

For more information:
email ads@austrade.gov.au
phone 1800 048 155
or visit austrade.gov.au

