



Australian Government



T-QUAL Accreditation Fact Sheet Programme cessation

The National Tourism Accreditation Framework, known as T-QUAL Accreditation, will cease to operate from 30 June 2014.

This Fact Sheet is designed to inform users of the T-QUAL programme, including T-QUAL endorsed quality assurance schemes, and T-QUAL endorsed operators, about the cessation of the programme and the implications for their business.

It is important to note that the cessation of T-QUAL Accreditation does not affect the ongoing operation of quality accreditation schemes that were endorsed under the T-QUAL framework. These schemes will continue to support industry operators and will continue to provide consumers with guidance and assurance in making tourism product choices.

Why is the Government ceasing the T-QUAL Accreditation programme?

The Government committed before the 2013 federal election that it would transfer responsibility for T-QUAL Accreditation to industry through a tender process. The tender process found no industry-based organisation demonstrated an ongoing and long-term business model for T-QUAL Accreditation.

What does the cessation of T-QUAL Accreditation mean for T-QUAL endorsed quality assurance schemes?

Quality assurance schemes will continue to operate as normal and will continue to accept applications for new membership which will be assessed against their respective quality standards. However, from 30 June 2014, schemes will not be able to use the 'T-QUAL Tick' trademark, or refer to T-QUAL endorsement, in promotional material. Schemes must remove the T-QUAL Tick and references to T-QUAL from their online materials as soon as practicable. From 1 July schemes should not print the T-QUAL Tick on any promotional material, either on-line or hard copy.

Schemes must inform their members who have signed T-QUAL sub-licences that their sub-licences expire on 30 June 2014 and that they must remove references to T-QUAL Accreditation as referred to above.

What does the cessation of T-QUAL Accreditation mean for T-QUAL endorsed tourism operators?

T-QUAL endorsed tourism operators will maintain their accreditation status from the quality assurance scheme under which they are accredited - provided they continue to meet the quality standards set by that organisation.

However, operators will not be able to use the 'T-QUAL Tick' trademark or refer to T-QUAL endorsement in promotional material. With the cessation of T-QUAL Accreditation, tourism operators will no longer have access to T-QUAL 'preferential listing' on websites of state and territory tourism organisations.

What does the cessation of T-QUAL Accreditation mean for consumers?

Consumers can and do rely on a range of assistance mechanisms to make informed product choices, such as:

- Checking for membership or endorsement of a recognised quality assurance scheme.
- Conducting research to check an operator's credentials. For example if an operator has internal quality control systems, if they have won any industry service awards, or if they are recognised by a state, territory or regional tourism marketing authority.
- Using a reputable travel agent to provide product recommendations.

Where can I get more information?

For more information on the cessation T-QUAL Accreditation, you can contact your quality assurance scheme, or contact Austrade on:

E: ntaf@austrade.gov.au

T: (02) 6272 6966