



# MEDIA RELEASE

**MARTIN FERGUSON**

Minister for Resources and Energy  
Minister for Tourism

**SENATOR NICK SHERRY**

Minister for Small Business  
Minister Assisting on Deregulation and  
Public Sector Superannuation  
Minister Assisting on Tourism

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## NEW ADDITIONS TO NATIONAL TOURISM ACCREDITATION

Two-and-a-half thousand more accredited tourism businesses have joined the 10,000 accredited businesses that have the opportunity to identify themselves as quality operators by carrying the T-QUAL tick.

The T-QUAL tick, launched in May 2010, is a recognisable symbol of quality, allowing consumers to make better-informed choices when selecting tourism products and services.

The 2,500 businesses are part of three tourism accreditation programs which have now joined the T-QUAL national accreditation scheme:

- **EC3 Global's EarthCheck Certified Program** which helps travel and tourism operators give guests the best possible experiences while minimising their environmental footprint.
- **Caravan, RV and Accommodation Industry of Australia's National Accreditation Program** which reassures consumers that a caravan park operator is committed to quality and professionalism.
- **Restaurant and Catering's Savour Australia Plate Rating Scheme** which offers customers a guide to some of Australia's best dining experiences.

The Minister for Tourism, Martin Ferguson AM MP, applauded all three accreditation programs for their commitment to quality and welcomed them into the T-QUAL family.

"A national brand of quality will enable consumers to recognise, and engage with, quality tourism products and services," Minister Ferguson said.

"By raising and standardising quality among all types of tourism enterprises in Australia, consumers can have confidence in the tourism products that are displaying this accreditation symbol."

Minister Assisting on Tourism, Senator Nick Sherry, said the recognition provided by accreditation was vital in a competitive marketplace.

"T-QUAL accredited operators commit themselves to offering quality, reliability and good customer service," Senator Sherry said.

'T-QUAL's recognition of this commitment to professionalism allows accredited operators to differentiate themselves to customers.

"Programs that haven't applied to join up should seriously consider doing so, for the sake of their members and the competitiveness of the Australian tourism industry as a whole."

The Australian Government has committed \$5.5 million to T-QUAL Accreditation over four years.

T-QUAL does not replace existing schemes. Tourism businesses can apply to use the T-QUAL tick through a number of existing accreditation programs. The Tourism Quality Council of Australia will ensure accredited programs uphold the principles of quality and accountability.

More information on the application process is at [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

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