

On the TICK - Newsletter

The South Australian Tourism Accreditation Board Inc.

Welcome to the 2007/08 Summer Newsletter...

NEW- Dynamic Tick!

An effective website is a fundamental requirement for any tourism business.

The South Australian Tourism Accreditation Board has released a new *Dynamic Tick*, which will add power to the 'Tick' on your own website.

By downloading the new *Dynamic Tick* to your website, consumers will be able to click on the tick and a “pop-up box” will appear, highlighting the virtues of choosing your accredited business.

There is no navigation away from this pop-up box and the visitor will only be able to return to your own website.

Click here for your copy of the *Dynamic Tick!*

NEW- Online Customer Feedback!

An exciting feature of the *Dynamic Tick* is the ability for consumers to provide online feedback about their experience with you.

This on-line feedback system is not only a valuable business development tool, but also demonstrates to consumers that you are confident in your product and you value your customer's opinion.

Customer satisfaction is at the heart of Tourism Accreditation.

For customer feedback to go from interesting reading to a useful management tool it must be continual, consistent and encouraged.

In order to provide the best service to all of your customers it is important to hear their feedback. Whether feedback is positive or negative, if handled appropriately it can be useful. Feedback is not about complaints (96% of people who have a negative experience won't complain).

It is often said that customer feedback has a negative bias as only unhappy people complain, the only way to overcome negative bias is to be proactive in your gathering of feedback to include more of your customers.

An easy to use excel workbook that allows you to measure your feedback results over time. Make sure you contact the Accreditation Office for your copy.

Complementary hardcopy versions of the customer feedback forms will also be available.

NEW - Trust the Tick!

The SATAB is excited to announce its latest marketing campaign, '**Trust the Tick!**'

'**Trust the Tick!**' encapsulates the role of Tourism Accreditation in providing a tool for consumers to find businesses they can trust to provide quality, reliability and professionalism.

The look and feel of '**Trust the Tick!**' is bright and fresh and moves away from the "Keep your Holiday Ticking along Nicely", which had been in place for many years and perhaps "holiday" was not relevant to a lot of our intrastate visitors.

'**Trust the Tick!**' is also being rolled out in the other State's and Territories Tourism Accreditation Programs for a nationwide profile.

Look for "**Trust the tick!**" advertising and promotion in:

- All Regional Visitor Guides (SATC)
- Brilliant Breaks (SATC)
- SA Motor
- Adelaide & Attractions guide
- Posters in Accredited Visitor Information Centers

Remember to use the 'Tick' in all your marketing!

Hello from Jade:

Well, it's taken a while (and most of you have probably heard from me at some stage...) but I just wanted to take this opportunity to say 'hello' and introduce myself to everyone.

I've been working as the Tourism Accreditation Coordinator since July this year. Prior to this I had been working here part time while studying.

I'm enjoying my position here and have already met and spoken to a lot of friendly Accredited operators! I look forward to continuing working with you all in the future!

If you have any questions or enquiries, feel free to contact me at anytime.

Bye for now... Jade

2007/08 South Australian Tourism Accreditation Board Members

The SATAB Board represents the diversity of the SA Tourism Industry...

Duncan MacKenzie Chairman: Bird's Australia Gluepot reserve
Andrew Brown Vice Chair: Zoo's SA

Michael Geddes: SATC
Mark Gleeson: Chef's Media
Gavin Dyer: Brownhill Creek Caravan Park
David Clayfield: Why Not Fishing Charters
Vicki Beard: Adventure Tours Australia
Shane Strudwick: Discover Murray
Ciaran Cryan: Bed & Breakfast and Farmstay SA

Accredited Tourism Businesses Shine at the 2007 SA Tourism Awards:

Accredited Tourism Businesses were outstanding at the 2007 SA Tourism Awards. Of the 27 categories; 16 Winners, 2 Gold Medals, 24 Silver Medals and 8 Bronze Medals were awarded to Accredited Tourism Businesses...

[Click here](#) for a complete list of Accredited winners and medallists.

Congratulations to all Tourism Award Winners and Medal Recipients!

Additional Products:

Tourism Accreditation is a quality management accreditation program not a product accreditation program.

Accredited Management can have more than one tourism product under its control.

The additional product can display the accreditation tick as long as it is clearly stated that it is managed by the accredited operator, is included in the Accreditation manual and is subjected to on-site audits as per accredited businesses.

You must advise Jade at the Tourism Accreditation office if you have any additional tourism operations that you would like to promote as accredited, this will avoid any embarrassment for you or us.

Visit www.tourismaccreditation.com.au to check your business details are correct.

Happy Holiday Season!

Entering the busy holiday season, we would like to wish you a happy and safe Christmas and a prosperous New Year!

From Ward, Jade and members of the SA Tourism Accreditation Board.