

# RAINBOW TASMANIA TOURISM ACCREDITATION



RAINBOW  W  
TASMANIA  
TOURISM ACCREDITATION

## **INTRODUCTION - RAINBOW TASMANIA TOURISM ACCREDITATION**

Tourism Industry Council Tasmania, in consultation with Rainbow Communities Tasmania Inc and, Coming Out Proud Program Community Liaison Committee, have developed Rainbow Tasmania Tourism Accreditation for industry.

The Australian Tourism Accreditation Program (ATAP) Rainbow Tasmania Tourism Accreditation is for operators who want to truly become a Lesbian, Gay, Bisexual, Transgender or Intersex (LGBTI) friendly business.

All tourism businesses, no matter where they are located or how small they are, are likely to receive enquiries and bookings from members of the LGBTI community.

The Rainbow Tasmania Tourism Accreditation provides the opportunity for operators to show that their business treats all people in the same non-discriminatory manner and provide a safe and comfortable environment for their LGBTI clients.

## **WHAT ARE THE BENEFITS?**

The Rainbow Tasmania Tourism Accreditation provides tourism businesses with:

- The authorisation to display the Rainbow Tasmania Tourism Accreditation logo at point of business and on all promotional and advertising material;
- The confidence you and your staff need to deal with LGBTI clientele effectively;
- Greater LGBTI client satisfaction;
- Assurance that your business is compliant with the Anti-Discrimination Act 1998 (Tas);
- A marketing edge when communicating with this group.

## **WHO SHOULD APPLY?**

This Accreditation is designed for tourism accredited businesses of all sizes and types interested in delivering LGBTI tourism services.

## **HOW MUCH DOES IT COST?**

The Rainbow Tasmania Tourism Accreditation is free of charge until December 31 2013. Cost of the program will be reviewed at that time.

## HOW TO APPLY

Simply complete answers to the criteria and submit to [info@tict.com.au](mailto:info@tict.com.au) for assessment. We encourage you to provide any supporting information with your application.

## DESK TOP ASSESSMENT

Operators are required to submit written evidence that they comply with the program criteria. The submission will be reviewed against the program criteria by the Accreditation Consultant assigned to your business.

If, as a result of the desktop assessment, it is found that additional information is required, the Accreditation Consultant will contact you to discuss how to develop any further information and request to submit this to complete the desktop assessment.

Once the desktop assessment is complete you will be issued with the Rainbow Tasmania Tourism Accreditation logo for your marketing.

## ONSITE VERIFICATION

Within twelve months of your desktop assessment, an on-site verification visit will be conducted. The Accreditation Consultant will be looking for conformity to the requirements in the Program and also check to ensure that you are actually doing what you told us you were doing in the written evidence.

Once the initial on-site verification is undertaken, TICT conducts reviews every two years to ensure ongoing compliance.

## **ADDITIONAL INFORMATION AND INSTRUCTIONS**

### **CONFIDENTIALITY**

All information and documentation supplied by your business will be treated as strictly confidential and will only be reviewed as part of the Accreditation Program process.

### **TIME LIMIT**

There is no time restriction for completing the requirements.

### **DEVELOPING THE REQUIRED DOCUMENTATION**

Use existing material if you have it in place – do not reinvent the wheel. Keep the material simple. The relevant items in this module can be incorporated into your systems free of charge.

Information should be provided as applicable to the size and nature of the business. All staff in the business should be involved in the development of these processes and understand them.

### **HOW LONG WILL IT TAKE TO COMPLETE?**

The amount of time needed to complete the documentation and achieve Accreditation will depend largely on the nature, size and preparedness of the business. Many businesses already have some of the documentation in place. For most businesses the biggest challenge is dedicating the time to sit down to provide written evidence of business practices. This is an opportunity for you to work on your business rather than in it, so treat the time spent as an investment in your future.

The sooner you work through the Program, the sooner your business can promote to the LGBTI community and customers that your business is LGBTI-friendly.

## **ADMINISTRATION OF THE RAINBOW TASMANIA TOURISM ACCREDITATION**

Rainbow Tasmania Tourism Accreditation is administered by Tourism Industry Council Tasmania.

### **COMPLIANCE**

Accredited businesses have made an ethical and professional commitment to maintain a level of standard, conduct and performance, as set out in the Program. Businesses that do not abide by these conditions may have their Accreditation status revoked.

Reasons may include:

- Inability to meet and maintain the requirements set out in Rainbow Tasmania Tourism Accreditation.
- A substantiated complaint reflecting a serious breach of Rainbow Tasmania Tourism Accreditation requirements.
- Substantiated or repeated feedback resulting from a breach of Rainbow Tasmania Tourism Accreditation requirements.

If, during the course of an on-site visit, or as a result of a Substantiated or repeated customer complaint made to the Accreditation Body, a non-compliance is identified, then you will be given an opportunity to demonstrate to your Accreditation Consultant that the non compliance is rectified. If the non compliance has not been rectified within a mutually agreeable time frame your Rainbow Tasmania Tourism Accreditation status will be removed.

Where Accreditation has been removed, a business must immediately cease to represent the business as being Rainbow Tasmania Tourism Accredited by removing the Rainbow Tasmania Tourism Accreditation logo from their marketing collateral, website and premises.

### **RAINBOW TASMANIA TOURISM ACCREDITATION LOGO**

Businesses are encouraged to utilise the logo in all facets of promotion and marketing – on the premises, on stationery, brochures, websites and advertisements. The logo is available electronically from TICT.

### **SALE OF A BUSINESS**

If you sell your business the Rainbow Tasmania Tourism Accreditation is not transferable. It is the duty of the vendor to notify TICT. New owners must re-apply.

## **TO GAIN RAINBOW TASMANIA TOURISM ACCREDITATION YOU ARE REQUIRED TO DEMONSTRATE:**

1. That you, your members, officers, employees and agents are aware of the Anti-Discrimination Act and prohibitive conduct to which this relates;
2. Your business is taking reasonable steps to ensure the workplace is free from harassment and discrimination. There are a number of steps your business can take and these are suggested in the link **Obligations of Organisations**. Steps that you introduce will need to be relevant to the size and nature of your business;
3. Your business has, or is developing LGBTI Cultural Awareness; and
4. Your business provides, or intends to provide, information for LGBTI tourists about LGBTI support and services that are locally available.

To help you to comply with Rainbow Tasmania Tourism Accreditation please read on.

### **RAINBOW TASMANIA TOURISM ACCREDITATION**

Rainbow Tasmania Tourism Accreditation provides you with links to the Anti-Discrimination Act 1998 (Tas), which will inform you of your responsibilities as an organisation, employer or business owner, and suggestions on what reasonable steps you can take to ensure your business and employees comply with the Anti-Discrimination Act 1998 (Tas).

All Tasmanians are required to comply with the Act. This module helps you go further and become a truly LGBTI-Friendly business, rather than merely compliant.

By completing Rainbow Tasmania Tourism Accreditation you will earn the right to use and display the Rainbow Tasmania Tourism Accreditation logo on your marketing collateral signalling to Lesbian Gay Bisexual Transgender and Intersex (LGBTI) consumers that you deliver LGBTI- Friendly services.

## THE ANTI-DISCRIMINATION ACT 1998 (TAS)

Click on the links below to be aware of the Anti-Discrimination Act 1998 (Tas) , and to learn about the different types of discrimination.

[The Anti-Discrimination Act 1998 \(Tas\)](#)

[Direct and indirect discrimination](#)

[Workplace Bullying](#)

[Prohibitive Conduct](#)

[Exceptions and exemptions](#)

It is essential that Tasmanian employers and employees are, **aware of**, and **understand** their **rights** and **responsibilities** under the Tasmanian Anti-Discrimination Act, which is much broader than Federal anti-discrimination legislation. Click on the link below to learn about employers responsibilities.

[Employers Responsibilities](#)

Click on the link below to learn what **reasonable steps** you can take to ensure your business and employees do not engage in discriminative conduct.

[Obligations of Organisations Section 104](#)   [PDF Document](#)

## SERVICE PROVIDER RESPONSIBILITIES

Though not specifically mentioned in the legislation, all guests, clients, passengers and customers should be provided the same level of non-discrimination as employees and colleagues. All tourism operations are workplaces, so are covered by the legislation and by this Accreditation module.

## **LGBTI CULTURAL AWARENESS**

Acknowledging and valuing diversity is a positive way to address discrimination or harassment. Workplaces which affirm sexual diversity have the potential to affect the social interaction, participation, and quality of life of LGBTI people.

Every person in the workplace has the right to be open about their sexual identity without fear of discrimination. It is the responsibility of everyone present in the workplace—regardless of their professional role or sexual orientation—to actively work towards this ideal.

## **IDENTITY DEFINITIONS AND BEHAVIOURS**

Visitor attributes and identities you may encounter as a tourism operator and some behaviours that could be discriminatory against these attributes.

### **Sexual Orientation**

The nature of a person's basic sexual attraction to other people, e.g. straight, lesbian, gay, bisexual, homosexual, heterosexual.

### **Gender identity**

Refers to a person's internal, deeply felt sense of being male, female, something other, or, in between. Everyone has a gender identity.

### **Intersex people**

Intersex people are individuals born with anatomy or physiology, which differs from cultural and/or medical ideals of male and female.

### **Transsexual**

Transsexual means a person of one sex who -

- Assumes the bodily characteristics of the other sex by medical or other means; or
- Identifies himself or herself as a member of the other sex; or
- Lives or seeks to live as a member of the other sex

### **Heterosexism**

Is the assumption held by some heterosexuals that heterosexuality is the only natural and normal sexual orientation.

### Homophobia

Is any action, attitude, or behaviour that has the potential to limit same sex attracted people because of their sexuality.

### Transphobia

Is any action, attitude, or behaviour that has the potential to limit people because of their gender identity.

Some common problems and how to avoid them:

Example badly handled situation	Possible better handled situation
Two women arrive to check into a room that has been allocated as a double. Receptionist says, "Oh, I'm sorry, We have you booked into a double room. I'll change it to a twin" (The receptionist assumed a problem when there was none)	"We have you booked into a nice second floor room with a queen bed and ensuite. Here is your key, please let us know if you need anything." (Don't assume there is a problem unless the guest states there is a problem)
Guest question, "Can you tell me where the local Gay and Lesbian night club is please?"  Receptionist response, "We don't have places like that around here."	"I'm afraid that our town isn't quite big enough to have a specialised LGBTI night spot but we do have several restaurants nearby that are Rainbow Tasmania accredited."

## PROFESSIONAL TRAINING - CULTURAL DIVERSITY AND ANTI-DISCRIMINATION AWARENESS

The training team of the [Office of the Anti-Discrimination Commissioner](#) provide a range of training and information sessions relating to equal opportunity and promoting non-discriminatory practices. Visit the [training calendar](#) for further information and course descriptors.

Please refer to Rainbow Tasmania Tourism Accreditation Criteria to submit your answers.

## RAINBOW TASMANIA TOURISM ACCREDITATION CRITERIA



RAINBOW  
TASMANIA  
TOURISM ACCREDITATION

### BUSINESS DETAILS

Registered Business Name \_\_\_\_\_

Person Responsible for Accreditation \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Mobile \_\_\_\_\_ Email \_\_\_\_\_

Postal Address \_\_\_\_\_

State \_\_\_\_\_ Post Code \_\_\_\_\_

Current Accreditation Program: *(please circle)*

ATAP    AAA    CVRA    ECO Certification    Other: \_\_\_\_\_



### **Checklist for Operators**

1. Please list how your business and its employees are made aware of the Anti-Discrimination Act 1998; and prohibitive conduct to which the Act relates. You may attach supporting information with your answers below.



2. List the reasonable steps your business is taking to ensure the workplace is free from harassment and discrimination. You may attach supporting information.



3. Explain and/or list methods your business is taking to develop LGBTI Cultural Awareness within your business, specifically how do you make your LGBTI customers feel welcome and what do you do that makes your business LGBTI friendly?



4. List information you provide, or intend to provide for LGBTI tourists about LGBTI support and services that are locally available.

I certify that the information contained in this application or otherwise supplied is complete and accurate and constitutes an honest and reasonable assessment of performance levels by the business.

SIGNED: \_\_\_\_\_ Date: \_\_\_\_\_