

COVID-19 BUSINESS RECOVERY MODULE

Dear Industry Colleagues,

The coronavirus pandemic has affected our industry on an unprecedented level, forcing tourism businesses to rapidly adapt product where possible, or close due to the restrictions in place to minimise the spread of COVID-19.

While the process for how restrictions may be lifted is still unclear at this point, this time can be used to plan for recovery, ensuring your business is sustained and ready to welcome visitors when restrictions are lifted.

To assist with your recovery planning during this challenging time, the [Australian Tourism Industry Council](#) has developed a business recovery module, now available in the online Quality Tourism Framework program. The National Capital Attractions Association are pleased to offer this support at no charge to you.

Available to all businesses, the module takes you through a questionnaire designed to support you to undertake critical thinking on your current situation as well as to identify strategies you will use as the various stages of travel restrictions are lifted.

Businesses are also encouraged to complete Stage 1 of the Tourism Accreditation process. Accreditation is suitable for all tourism businesses. It allows you to update your businesses policies and procedures, but it provides you with valuable business development tools, templates, and examples. More details can be found [here](#).

The Tourism Accreditation 'tick' highlights tourism businesses that are endorsed by the tourism industry as quality assured. Likewise, accredited tourism businesses are recognised as professional, ethical, and reliable operators, which deliver high quality tourism experiences.

For businesses that entered the Canberra Region Tourism Awards in 2019 you were required to complete the 'Business Standards' as part of your submission. This is most of the Accreditation modules already completed. If you login you will be able to access your business under the Accreditation section on the portal which will allow you to finalise a few questions and submit your finalised Accreditation for approval.

The National Capital Attractions Association through the Canberra Region Tourism Industry Council would like to offer all businesses a waiver of Tourism Accreditation fees for a period of 6 months from 1 July 2020 to 31 December 2020 to assist in your business accreditation. If you become accredited during this period, the CRTIC will invoice you in January 2021 for a 6-month period only.

The COVID-19 module is divided into key sections of your recovery planning:

- Assess your current situation
- Business continuity actions
- Staff management
- Financial analysis
- Operational recovery
- Marketing and communications

Your answers will be exported to provide you with a continuity plan for the coming months. You can access the module at any time and update your planning as needed. Log in to your QTF account and select 'COVID-19 Business Recovery' at the bottom of the dashboard.

Any queries please contact debra@nationalattractions.com.au