



## Preparing for your Qualmark Evaluation

The following information is designed to help you understand the Qualmark evaluation process, what's required of you and what you can expect from your Qualmark Specialist.

### The Process

#### Before your evaluation

Prior to an evaluation taking place, you will be required to complete a pre-evaluation form that captures information to allow our Qualmark Specialists to prepare for an evaluation and understand your business in more detail.

The Qualmark Specialist assigned to your business will contact you to schedule a meeting, outline what will happen on the day and answer any questions you may have around the preparation.

We encourage you to have all relevant documentation outlined in our preparation checklist and examples of business activity related to the five key areas of our criteria ready for the evaluation.

#### During your evaluation

You will need to demonstrate to your Qualmark Specialist how your business activity and achievements align across the five key areas of the criteria. Your Qualmark Specialist will ask questions to understand to gain an understanding of how you are benchmarking within the five key areas, across the grading below.

#### Expected Standards

The minimum requirements have been met to an acceptable level.

Opportunities for improvement of the essential functions and systems are likely.

#### Good Business Practices

Excellent practices are in place.

Industry norms and expectations are often exceeded.

Focus on sustainability.

#### Best Practice

A best-in-class sustainable tourism business.

Leads by example with exceptional service and sustainability.

Has systems for continuous improvement.

## The Sustainable Tourism Business Criteria

The Sustainable Tourism Business (STB) criteria covers five areas. Your Qualmark Specialist needs to understand how you are performing in each area. You can find a more in-depth breakdown of the criteria on our [website](#).

### Business System

- Business Plan
- Policies & Procedures
- Marketing & Branding
- Channel Strategies & Execution
- Business Improvement Processes
- Risk Management & Mitigation

### Health & Safety

- Leadership
- Risk Identification & Mitigation
- Emergency Management Procedures
- Investigating & Improving
- Worker Engagement, Participation & Training
- Worker Wellness & Wellbeing

### Community & Culture

- Great Hospitality
- Customer Values & Education
- Hosting
- Local Knowledge & Products
- Community Support

### People

- Caring for Employees
- Staff Training
- Staff Acknowledgement & Satisfaction

### Environment

- Managing Energy & Resources
- Waste Management & Pollution
- Restoring Nature

## Sector Specific Criteria

Businesses will also be assessed against sector-specific criteria. Whether you are a hotel, backpacker, kayak, bike or bus operator, industry-specific criteria will be relevant to the type of business you operate. It is important that you can demonstrate appropriate actions and provide evidence of compliance to ensure a smooth and valuable evaluation process.

# The Outcome - What do the accreditations and ratings mean?

Your Qualmark Specialist will send you a report with their findings. The report will include opportunities to enhance your business. Qualmark looks to recognise businesses that are delivering a holistically sustainable experience. Once the minimum requirements for each of the criteria are met, your business will be awarded a Bronze, Silver or Gold Sustainable Tourism Business Accreditation that reflects your business's performance and the standards achieved.



## Bronze Sustainable Tourism Business Accreditation

A Bronze business must meet all Qualmark's expected standards in the Sustainable Tourism criteria. It identifies a business with high professionalism, an awareness of its impact on the environment and a customer-centric approach.



## Silver Sustainable Tourism Business Accreditation

A Silver business is a sophisticated tourism business that consistently exceeds visitor expectations. Proactive leadership and management ensure a high-performance culture is evident throughout the business. The business will continuously improve its economic, social and environmental performance to ensure the tourism product they deliver is a genuine, sustainable experience.



## Gold Sustainable Tourism Business Accreditation

A Gold business is a best-in-class sustainable tourism business in New Zealand, delivering exceptional customer experiences, an integral part of everything they do. A Gold Sustainable Tourism Accreditation identifies those businesses leading the way in making the New Zealand tourism industry a world-class sustainable visitor destination.

## The Star Rating Criteria

Accommodation operators will also receive a star rating as part of their accreditation. If your business has multiple operations (e.g., you have a bed and breakfast but also offer kayaking trips), you will be assessed for your accommodation and activity. You will receive an award for each.

Your Qualmark Specialist will assess the property based on industry-specific norms and expectations and award an official star rating that denotes the quality of the facilities on offer.

The result will be a rating from one to five stars.



Facilities and service meets customers' minimum requirements

Exceeds customers' minimum requirements

Good to excellent facilities and services

Consistently high-quality levels of facilities and service

Facilities and services amongst the best on offer in New Zealand

To help travellers understand the breadth and depth of what Qualmark stands for, we have highlighted the three key pillars of our story



**Light Footprint**

An environmentally friendly and holistically sustainable experience



**Safe & Sound**

Where safe principles and practices are part of every experience



**Warm Welcome**

Where you will always find a genuine welcome and true New Zealand hospitality

## Preparation Checklist

You can use the following list as a guide for the types of evidence/documents your Qualmark Specialist may want to see. There may be things unique to your business that are not listed here that you may need to provide evidence of.

<b>Business System</b>	<b>Tick</b>
Business plan	
Operations manual and standard operating procedures	
Sales and marketing plan and collateral	
Reservation procedures, processes and cancellation policies	
Statutory requirements (licences, endorsements, certificates, WOFs)	
Feedback mechanisms, surveys and data, complaint handling procedures	
Compliance documentation	
<b>Health, Safety &amp; Wellness</b>	
Risk register (can be App/System based)	
Emergency management procedures	
Accident/Incident/Near miss records	
Evidence of worker induction/training and engagement	
Wellness/wellbeing plan	
Appropriate staff have first aid certificate – Level 1 with CPR	
Public Liability Insurance – minimum NZ\$1 million dollars	
<b>Environment</b>	
Resource use and waste management plans	
Environmental initiatives and sustainability plan/policy	
Procurement policies	
<b>People</b>	
Examples of employment contracts	
Training schedules	
Staff satisfaction surveys	
<b>Community &amp; Culture</b>	
Service standards expectations	
Customer education plan	
Local knowledge & cultural interpretation documents	
Accessibility plan for guest with different abilities	
Evidence of community support	