

Rainbow Tourism Accreditation Program

The Rainbow Tourism Accreditation Program will be administered by the Tourism Industry Council Tasmania and will be launched by the Minister for Tourism Scott Bacon at Corinda Cottages Glebe on 23 April 2013. The module has been developed over the last two years by TICT in collaboration with Tourism Tasmania and Rainbow Communities Tasmania Inc. The four regional Coming Out Proud (COPP) Community Liaison Committees will support the RTAP through four regional COPP Tourism Coordinators working in conjunction with Tourism Tasmania Officers and the Regional Tourism Committees. The Australian Tourism Accreditation Program (ATAP) Gay Friendly Module is for operators who want to deliver gay friendly tourism services.

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 community that are either gay, lesbian, bisexual, transgender or intersex (GLBTI). The Gay Friendly Module provides the opportunity for operators to show that their business treats all people in the same non-discriminatory manner and provides a safe and comfortable environment for their GLBTI clients.

The Gay Friendly Module provides tourism businesses with:

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

To gain Gay Friendly Tourism Accreditation operators are required to demonstrate that:

- § 1. You, your members, officers, employees and agents are made 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 GLBTI Cultural Awareness; and
- § 4. Your business provides, or intends to provide, information for GLBTI tourists about local support and services.

Interested Operators can contact TICT as below

Cameron Ward

Accreditation Program Manager

P: 03 6224 1930

E: cameron.ward@tict.com.au

