

An aerial photograph of a large, dark-colored motorboat docked at a long, narrow wooden pier extending into a calm blue lake. The pier is surrounded by lush green forested hills. In the background, a range of mountains is visible under a clear sky. The water reflects the boat and the surrounding landscape.

AUSTRALIA
4KIDSTM

4Kids Australia Certification
TASMANIA



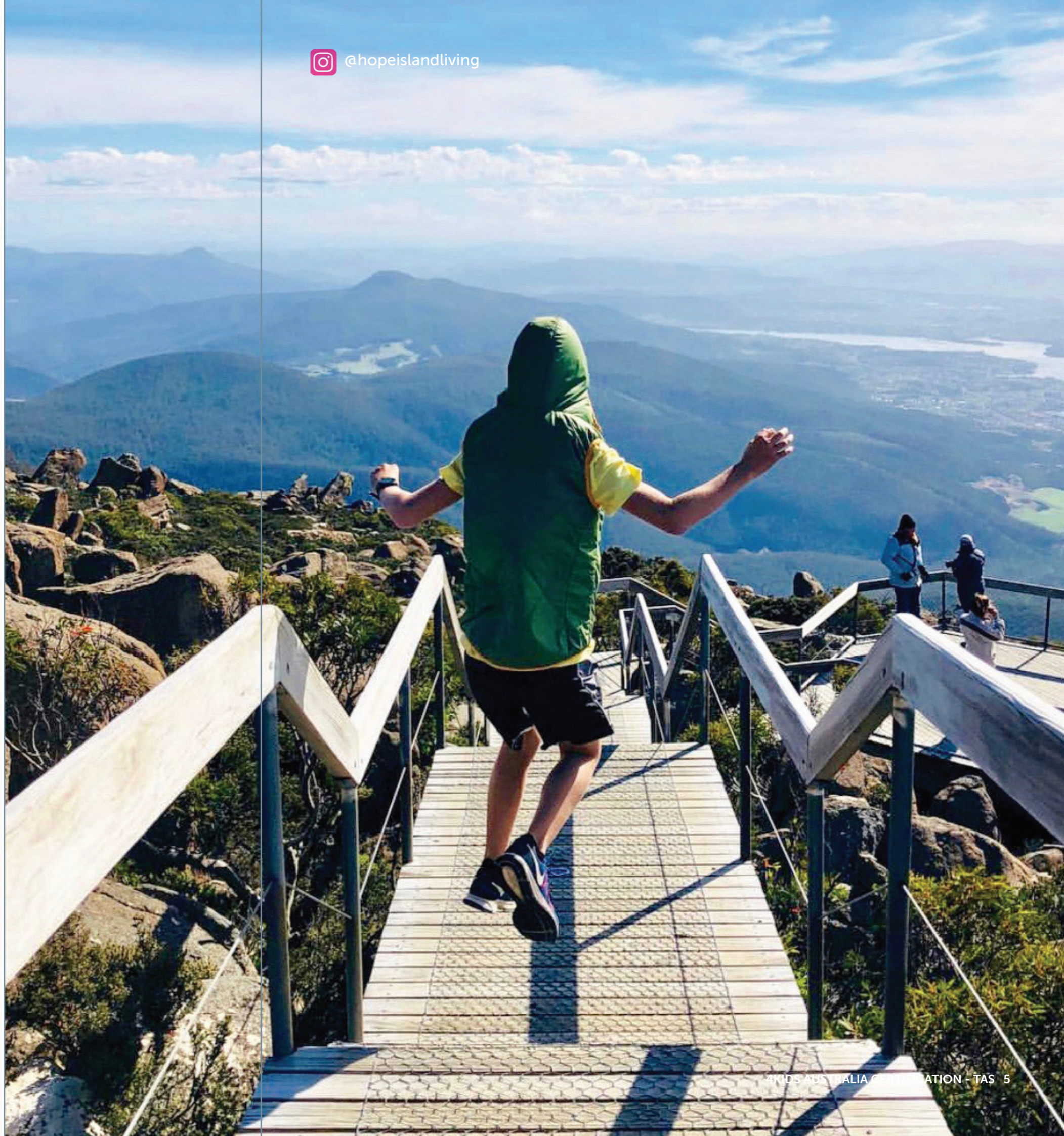
**“We do not remember days,
we remember moments”
– Cesare Pavese**

Do you remember school holidays and long weekends spent at the beach? We do. Winter or summer, it didn't matter. We'd explore the shoreline, clamber over the rocks finding tiny shelters and rock pools full of crabs. We'd swim for hours, leaving the water with our fingers and toes all wrinkly. We didn't mind, though.

The beach, to us, was about feeling. The feeling of the sea air in our lungs. The feeling of diving under the water for the first time. The feeling of the sand between our toes. We didn't know it then, but all those feelings we loved represented something special. They represented our freedom. Our freedom to be kids. Unbiased. Uncomplicated. Unforgettable.

Have you ever wanted to go back to those childhood days? Not to change anything, just to relive those feelings and to pretend you were young again? Let's go back to those moments. Let's pretend we are young again. Let's go and dive right in.

Coming?



INCREASE IN FAMILY TRAVEL

Family travel is now considered to play an integral role in the tourism industry. Accounting for around 34% of the leisure travel market, this figure is estimated to rise by another 14% in 2018/2019

You don't need to have kids to understand why family travel is on the rise. Our lives are busy. We all struggle to switch off, living a repetitive cycle of work, eat and sleep.

For our target market the process of choosing a destination often has little to do with cheap deals or coupons. They want value; genuine experiences with opportunities to escape their busy lives. Places that have come recommended, have all the services and facilities needed for traveling with kids, and are authentic family destinations perfect for reconnecting.

We've looked back over the past four years for evidence of this rise of family travel. Tasmania is consistent with this growth. Last year, 1.30 million visitors came to Tasmania, of which 32% were on holiday and/or visiting friends and relatives (YE June 2018). There was also an increase of:

- 6.24% in travel with children
- 7.24% in travel with younger children
- 4.06% in travel with older children

A significant indication that family travel is a key market to be captured, how can you tap into this growing market? What's going to make a family choose your business over 'Jo's Place' down the road?

That's where we come in.



BRAND ALIGNMENT

At 4KidsAustralia we are passionate about highlighting the best of our great Country, partnering with businesses to encourage visitation growth through unique experiences and giving back to the communities in which we all work.

Tasmanian owned and operated, the 4KidsAustralia brand stands for more than a logo or family travel service. It is individualism. Quality over progressiveness and price expectations. It's about investing in helping people connect; inspiring families to enjoy life and relax. We also like to think of ourselves as nostalgic storytellers. Sharers of tales that remind us of special moments and memories, creating excitement, emotions and in essence, reconnection.

Our target market consists of conventional and traditional families. As such, the importance of going on trips with our kids is without question one of the single most important parenting activities. It creates opportunities to bond with each other that would not occur otherwise and, most importantly, by taking our kids on trips we demonstrate directly to them just how important they are in our lives.

4KidsAustralia is at the heart of creating a connection of place and a lifetime of memories for all.

Think back to your own childhood. Which family trips were most memorable for you? What made them memorable? Did you ever think 'when I grow up I'm going to do this with my kids, too'? We did. We are bringing those fond memories to life by inspiring new shared family experiences.

Our values make us different to other travel resources. It is why we have community and business partnerships with brands that align with our key objectives. It is important that these partnerships place value on contributing to continuous growth within the family travel sector and are supportive local businesses and their regional communities.

If your Brand aligns with ours we encourage you to become a member of 4KidsAustralia.

WHY BECOME CERTIFIED?

The 4KidsAustralia Certification Program is new. It's exciting and it's heartfelt. Setting a standard for family travel in Australia, no other programs similar to this, exist.

Launched in Tasmania in 2017, Tassie4Kids is the pioneering website of its kind in Australia, and the first to be launched under our national Brand. No other family travel website uses a certification program to verify businesses before listing, making us unique.

For families, our Certification Program provides a level of assurance that businesses and reference information promoted within Tassie4Kids meets certain standards and have specific services and facilities. As a result, we are perceived as excellent value. Our prices don't become our point of difference. The point of difference is the difference; knowing all promoted businesses carry 4KidsAustralia Certification.

The aim carrying a 4KidsAustralia Certification is not a means to justify that you are catering for families at your business.

Rather, it should be interpreted as a target orientated marketing platform for your business to be promoted through.

As a member of 4KidsAustralia your accommodation, tours, activities and or services will be bookable on the Tassie4Kids website. As a result, you'll directly contribute to Tasmania's economic growth within our local and regional communities. How? The last twelve months has seen the use of smart devices to book accommodation and activities whilst traveling in Tasmania grow a staggering 51.6%; a figure which parallels our strong growth rates and award winning success as a 100% mobile responsive, easily accessible on-line Brand; 74% of our views come through a smart device.

MEMBER BENEFITS

Once certified, you will receive:

- a unique listing on the Tassie4Kids Family Travel Map distributed throughout Tasmania.
- a listing on the 4KidsAustralia Certified Businesses Database,
- a publication of a Behind the Scenes feature article featuring how your business started and what makes it unique,
- a full page booking listing + thumbnail image on category searches,
- access to the 4KidsAustralia Corporate Social Group on Facebook, and,
- inclusion in marketing campaigns (Gold Members).



Apartment on Fraser Bicheno
- Two Bedroom Apartment



ELIGIBILITY – WHO CAN JOIN?

By becoming a 4KidsAustralia Certified Member you'll be demonstrating you're a friendly business that provides a range of services, facilities and benefits to families who visit you.

To be eligible, business must:

- Be Tasmanian operated
- Have been in operation for 12 months at the end of 2018 FY
- Hold Public Liability insurance
- Hold valid licenses for working with children (if applicable)
- Meet the required number of criteria within a category.

It is also expected that all members:

- Provide great customer service,
- Greet and engage families with professionalism and a warm inviting manner (you are also representing the Tasmanian Brand),
- Provide reliable and safe recommendations,
- Be respectful of family dynamics and children with specific needs,
- Be understanding and respectful of cultural differences and barriers.

CATEGORIES

1. ACCOMMODATION

Open to all Accommodation types including AirBnB.

Required criteria: 20 out of 42

2. TOURS AND EXPERIENCES

Open to any kind of tour, activity and experience offering

Required criteria: 8 out of 22

3. EATERIES

Open to all cafe's, restaurants, providore or local produce provider.

Required criteria: 12 out of 30

THE APPLICATION PROCESS

Our level of assessment begins with the on-line application. The application can be found on the following pages.

Complete the checklist applicable to your business category. Sign the declaration at the end of this document.

Return your completed application to for review via email or Australia Post:

Tassie4Kids
PO BOX 210,
Strahan TAS 7468
Email: bookings@tassie4kids.com

Once your application has been received we'll be in touch to discuss your listing.

Within six months of approval you'll host a site visit by a 4KidsAustralia Representative.

To ensure there is a standard within all businesses who hold memberships across Australia, there is an **annual fee of \$99.00**

Each Certified business receives a membership logo file, widow decal and certificate to display.

Whilst there is no sign-up fee to list on our booking platform, successful bookings are charged a commission. We use Bookeasy through a partnership with the West Coast Visitor Information Centre, which charge 15% per booking and our own 24 hr Enquiry Reservation System, at 8% per booking.

Should you have any questions, or need clarification, please send an email to bookings@tassie4kids.com

Whilst it is not a prerequisite, we encourage all businesses to become members of the Australian Tourism Certification Program (ATAP).

TASSIE4KIDS TASMANIAN TRAVEL MAP

The Tassie4Kids Map is more than just a travel map. Designed to be a unique and special keepsake, the map becomes a keeper of fond memories and moments past; from a time spent exploring and connecting with those closest to our hearts: our friends and family.

ARTIST

Hand illustrated by Tasmanian Artist Aurore McLeod, the combination of watercolors, pencil and ink have created a beautiful, original piece of Tasmanian Art. Measuring 594mm x 841mm in size (A1), the attention to detail is unmistakable.

Until now, a map made specifically for families traveling in Tasmania did not exist. Featuring information on distances, routes, highlights and attractions, the map, as mentioned references certified businesses that value the overall family experience.

An additional 73 individually hand illustrated icons highlighting Tasmania's architecture, landmarks, flora, fauna, activities, produce and places of cultural significance, is digitally overlaid onto the map.



PRODUCTION

Digitising, design and preparation for print is managed by the award winning Creative Media Agency S. Group. A website version is available and updated on-line. Northern Tasmanian printers Foot and Playstead produce minimum runs of 10,000 copies every six to twelve months.

The final product is a double sided, full colour A2 sheet of 115GSM Satin paper, folded into a 100 x 210mm take home, pocket sized map.

DISTRIBUTION

As our main marketing collateral, the map is distributed through the following channels:

- Key Tasmanian Visitor Information Centers
- Tourism Brochure Exchanges
- Hobart International Airport
- Launceston International Airport
- Spirit of Tasmania - on board / Terminals
- Attended events
- Tassie4Kids website
- Social media (links)
- Email marketing (links)



Artist Aurore McLeod



ACCOMMODATION

KNOWLEDGE AND WELCOME		Please Tick
1	We are aware of the needs of families, and can confidentially assist parents/guardians with information on in-house and local services	
2	Members of our staff have their own families	
4	We are always warm welcoming towards families and encourage families to visit us.	
4	We stock resources such as travel guides, books and brochures should they be needed.	
GUEST SERVICES		
5	We have an on-site laundry	
6	We have a bathroom with a change table	
7	We have a parenting room	
8	Our parking is on-site	
9	We are pram friendly	
10	We cater for families with infant children	
11	We cater for families with children under 12	
12	We cater for families with teenage children under 18	
13	We have Wi-Fi	
14	We can organise babysitting	
GUEST SERVICES		
15	We offer an outdoor BBQ area	
16	We offer an on-site playground	
17	We offer children's activities (DVDs, drawing, craft, TV, games room etc)	
18	We offer a pool	
19	Recreation equipment is available for hire (Bicycles, sand boards, cricket sets etc)	
20	We have an on-site restaurant/cafe	
21	We offer a kids menu	
22	We cater for larger families (five people plus)	
23	We are within walking distance to local cafe's, restaurants or supermarkets.	
GUEST SERVICES		
24	Our accommodation has two rooms or more	
25	Our accommodation has a Queen-sized bed or bigger	
26	Our accommodation has a single bed and/or a bunk bed available	
27	Our accommodation has either a trundle, fold out bed or sofa bed available for additional family members	
28	Our accommodation has a Porta-Cot with linen provided	
29	Our accommodation has a bathtub	
30	Our accommodation has a stove top and/or ovens	
31	Our accommodation has a microwave	
32	Our accommodation has a refrigerator	
33	Our accommodation has a high chair	
34	Our accommodation has an outdoor area	
35	Our accommodation has air conditioning / reverse cycle heat pump	
GUEST SERVICES		
36	We are actively working towards reducing our Carbon Footprint	
37	We have sustainability principles in place or are actively working towards developing them.	
38	We use Biodegradable products such as shampoos and cleaning chemicals wherever possible	
39	We have information cards in our bathrooms to encourage water conservation	
40	We practice water efficiency and conservation	
41	We have a garden (s)	
42	We recycle	

TOTAL CRITERIA MET:

Minimum 20 out of 42

TOURS

KNOWLEDGE AND WELCOME		Please Tick
1	We are aware of the needs of families, and can confidentially assist parents/guardians with information on in-house and local services	
2	Members of our staff have their own families	
4	We are always warm welcoming towards families and encourage families to visit us.	
4	Our tour desk/reception stocks resources such as travel guides, books and brochures should they be needed.	
GUEST SERVICES		
5	We have a bathroom with a change table	
6	We have a parenting room	
7	Our parking is on-site	
8	We are pram friendly	
9	We are a licensed venue	
RESTAURANT / CAFE FEATURES		
11	We provide food and beverages on tour	
12	We provide transport to and/or from departure/arrival points	
13	We offer interactive experiences for children	
14	Our tours promote Tasmania	
15	Our tours are suitable for children under 12	
16	Our tours are suitable for Teenagers	
17	We cater for larger families (five people plus)	
REDUCING YOUR CARBON FOOTPRINT		
19	We are actively working towards reducing our Carbon Footprint	
20	We have sustainability principles in place or are actively working towards developing them.	
21	We use biodegradable products such as cleaning chemicals wherever possible	
22	We practice water efficiency and conservation	
23	We recycle	

TOTAL CRITERIA MET:

Minimum 8 out of 22

EATERIES

KNOWLEDGE AND WELCOME		Please Tick
1	We are aware of the needs of families, and can confidentially assist parents/guardians with information on in-house and local services	
2	Members of our staff have their own families	
4	We are always warm welcoming towards families and encourage families to visit us.	
4	We stock resources such as travel guides, books and brochures should they be needed.	
GUEST SERVICES		
5	We have a bathroom with a change table	
6	We have a parenting room	
7	Our parking is on-site	
8	We are pram friendly	
9	We cater for larger families (five people plus)	
10	We have Wi-Fi	
11	We have a high chair	
12	We have an on-site playground	
13	We provide children's activities (drawing, games room etc)	
14	We have an outdoor eating area	
15	We cater for family functions	
16	We are within walking distance to parks, landmarks and places of interest.	
RESTAURANT /CAFÉ FEATURES		
17	We cater to dietaries requests	
18	We offer Breakfast	
19	We open for Lunch and/or Dinner	
20	We are open all day	
21	We offer a kid's menu	
22	We offer a Takeaway menu	
23	We are a Licensed venue	
REDUCING YOUR CARBON FOOTPRINT		
24	We are actively working towards reducing our Carbon Footprint	
25	We have sustainability principles in place or are actively working towards developing them.	
26	We use Biodegradable products such as shampoos and cleaning chemicals wherever possible	
27	We have information cards in our bathrooms to encourage water conservation	
28	We practice water efficiency and conservation	
29	We have a garden (s)	
30	We recycle	

TOTAL CRITERIA MET:

Minimum 20 out of 42

REGISTRATION FORM

BUSINESS DETAILS

Business Type:		
Business Name:		
Contact Person (printed):	Mobile:	
Best Contact Email:	ABN:	
TICT Accredited (Y/N):	ACN:	
THA Member (Y/N):	Other Memberships (if applicable):	
Property Address:		
Suburb:	TAS	Post Code:
Postal Address:		
Suburb:	TAS	Post Code
Bookings Email:	Bookings Phone:	
Business Website Address:		
Facebook:	Instagram:	
Other:		

RECEIVING BOOKINGS (please circle either Option 1 or 2)

OPTION 1 - 24 HR ENQUIRE NOW	
Ensure ALL information in the LISTING CHECKLIST section is provided. Failure to do so may result in discrepancies in you listing and confusion for families or a delay in going live with Tassie4Kids.	
OPTION -BOOEASY	
Booeasy Listing - Account (number):	Are you listed as a GOLD member? Y / N
Visitor Information Centre you are listed with?:	

REMITTANCE ACCOUNT DETAILS

Remittance to be paid to:	Account Name:
BSB:	ACC:

LISTING DETAILS - CHECKLIST

Please provide the following information to list your business adequately.

8 x JPEG or PNG Images	1 x Hero Image
Short Description (1 sentence)	Business Description (100 words)
Directions to property	Open/Close or Check In/Check Out times
Awards - JPEG or PNG Files	Logo File (transparent Background if possible)
Rooms - room names, type, and bedding configurations	Price per Twin, Price additional person
Tours - tour names, type, location, details, minimum ages, requirements, details	Price per tour/person/options

For an example of listings visit www.tassie4kids.com.au/book-now/

DECLARATION

By signing and returning this declaration, you give permission to 4KidsAustralia to:

- List my business to the Tassie4Kids Website, including connecting my Booeasy Account through the West Coast Visitor Information Centre (West Coast Council), if required.
- Use my property details, rates, inventory and descriptions within my Booeasy account or as provided by me within my listing.
- Provide remittance at the end of each month, and, remittance received will be the total owing from each confirmed booking, minus commission per booking. Commission is 8% enquiry bookings and 15% per Booeasy booking. Remittance for Booeasy will be administered through the West Coast Visitor Information Centre (West Coast Council) at the end of each month.
- Process cancellations or refunds through either Tassie4Kids or the West Coast Visitor Information Centre (West Coast Council) Booeasy Platform; with remittance payable to me, minus any applicable processing and administration fees as per Booking Terms and Conditions.
- Promote my business across a variety of Tassie4Kids mediums.

Signed:

Name Printed:

Date:

Position :



AUSTRALIA™
4KIDS
CERTIFIED

Tassie4Kids Tasmanian Travel Site
PO BOX 210
Strahan
Tasmania 7468



Cover photo by:
Gordon River Cruises