

AUSTRALIA
4Kids™

4Kids Australia Certification

TASMANIA



AUSTRALIA
4kids



**"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?





THE HEART AND SOUL OF FAMILY TRAVEL

We like to think of ourselves as nostalgic storytellers.

Sharers of tales that remind us of special moments and memories. Tales that create excitement, emotions and inspire people to come together.

We're investing in the magical stories of Tasmania in a different way to any other travel site in Australia, for within each tale is an underlying message - the importance of reconnection.

We created 4Kids Australia to inspire families to come together. To explore the best our country has to offer with their loved ones. Think back to your own childhood. Which family trips were most memorable for you? What made them memorable?

We believe family trips are without question one of the single most important parenting activities. They create opportunities to bond with each other that would not occur otherwise and by taking our kids on trips we are demonstrating directly to them just how important they are in our lives.

Through our platforms, we aim to take your mind back to the places you hold dear in your heart. As storytellers, that means reconnecting with what we all hold dear; our memories, moments and that special childhood magic. 4Kids Australia's not like any other membership program.

We would love for you to join us. United, we can bring those fond memories to life and inspire new family experiences across Australia.

We'd love to hear about your special memories, too.

Amy Joseph

Chief Storyteller

ITS NOT ABOUT THE MONEY.

We have kids. We know people who have kids. And what do we all have in common? We are all so busy. Time is precious so when we go on a holiday or even a weekend away, we want value. We need a purpose driven experience.

RISE IN FAMILY TRAVEL

Accounting for around 34% of the leisure travel market, Family holidays now play an integral role in the tourism industry. With 3 in 4 preferring experiences over goods (Airbnb 2018), it is no surprise that 91% of traveling families are attracted to destinations where they can unplug from the hustle and bustle of routine, work and school life (Family Travel Association, 2018).

So what do families look for when they book a holiday? Over two years of research has identified the following five main areas:

1. **Family friendly facilities:** Wifi, a bath? Kids menu? High chair?
2. **Meeting the kids needs:** nighttime activities for kids, instaworthy?
3. **Accessible services:** descriptions on family services, fast response time, social media, mobile payments
4. **Safety:** standard of accommodation, fine print, Eco friendly.
5. **Purposeful experiences:** revisit childhood destinations, educational, sustainable, unique experiences and personal stories.

POINT OF DIFFERENCE

So, becoming a 4Kids Australia member doesn't mean you're justifying your purpose or business. Its not about that. We focus on what makes your business unique, how you cater to families, what services you offer and the environmentally sustainable practices you have in place.

A reference point of assurance for all, our Certification Program highlights all the hard work you've put in. We promote all of the great features your experiences offers on our website. You can see these features on the final pages of this document.

Therefore, the price or a room or tour is not the point of difference. The point of difference is the difference.

Quality. Trust. Respect.

The logo is a magenta square containing the text 'AUSTRALIA' in small white capital letters at the top. Below it is '4Kids' in large, bold, white letters, with the '4' being significantly larger than the 'Kids'. At the bottom, the word 'CERTIFIED' is written in white capital letters.

AUSTRALIA™
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CERTIFIED





AUSTRALIA
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WHO DO WE TARGET?

Lets get specific! Made of up educated part-time working females aged between 30 and 42 years, our primary market values quality products, trusted brands and is happy to pay more for meaningful experiences.

PRIMARY: CONVENTIONAL MILLENNIAL'S

| | |
|---------------|--|
| AGE | Parents aged 26- 39 |
| GENDER | 70% Females. |
| PROFESSION | Educated. |
| FAMILY STATUS | Averaging 2 - 3 kids often married or long term defacto. |
| INCOME | \$80k to \$150k per annum. One full-time income earner and one part-time. |
| TRIPS | 2 x trips a year / 4 - 7 days - more than any other demographic group. Made up 36% of visitors in 2018. |
| HOBBIES | Purpose driven value seekers. Travel, good food and spending time with friends and family. 44% revisit favorite childhood family holiday destinations, often taking their parents. |
| SOCIAL MEDIA | Digitally Savvy. Online media drives choice of destinations and brands. |

SECONDARY: TRADITIONAL GEN X

| | |
|---------------|--|
| AGE | Parents & Grandparents aged 40 - 54 years |
| GENDER | Both |
| PROFESSION | Educated, management level positions if not retired |
| FAMILY STATUS | 60% have kids at home |
| INCOME | \$100k + or super funded. Reigning big spender when it comes to travel |
| TRIPS | 1-2 x trips a year. Hotels over holiday homes. Made up 27% of visitors in 2018. |
| HOBBIES | Value seekers. Travel, good food and spending time with friends, family and grandkids. |
| SOCIAL MEDIA | Mostly digital savvy, and prefer uncomplicated travel bookings |

FAMILIES AND TASMANIA

Last year, over 1.30 million visitors came to Tasmania, of which 32% were on holiday and/or visiting friends and relatives (YE DEC 2019).

- 78% of visiting families are Australian
- 51% of families are visiting for the first time
- + 6.24% in travel with children
- + 7.24% in travel with younger children
- + 4.06% in travel with older children
- 56% increase in families coming to Tasmania since 2015
- 41% increase in families VFR since 2015

12 MONTH INSIGHTS

Launching in October 2018 and Commencing in Tasmania through www.tassie4kids.com.au our insights to date are impressive.

- 50,005 visits (4,167 per month, 961 per week)
- 17,232 Unique Visitors
- 15,851 New Users
- 38,164 Pager Views
- 79.19% are new sessions
- 89.6% are Australia
- 6,764 Followers
- \$57,000 in bespoke package income direct to members

PROMOTION AND DISTRIBUTION

BENEFITS OF JOINING

Once a part of our Program you'll join us in setting the standard for family travel across Australia, and receive the following:

- 4KidsAustralia Certified Businesses Database listing on both national and state/ Territory Websites.
- A REAL TIME bookable listing on our website (State/Territory specific), using Bookeasy (15% commission) or Enquiries (8% commission).
- Inclusion on both digital and printed* versions of the Family Travel Map.*
- Free article submissions to promote your activities across our mediums. Just provide the content and we will publish it for you!
- Access to the 4Kids Australia and Tassie4Kids Corporate Facebook Groups
- Inclusion in marketing campaigns**

MEDIUMS

Other than our website, we use the following mediums to promote our members:

- 4Kids Australia Database
- Tasmanian Travel Map
- Facebook Business
- Facebook Groups
- Instagram Business
- Pinterest Business
- Google Business
- Mail chimp
- Linked-In Business
- Vimeo
- You tube
- Twitter

PARTNERSHIPS

We have the following TASMANIAN partnerships to promote members, and the visitor experiences in each region:







AUSTRALIA
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BECOMING CERTIFIED

Becoming certified is a simple process and open to all Australian business that offer a service or experience to families.

HOW TO APPLY

STEP 1 Choose your category and complete the checklist.

STEP 2 Complete the application form and sign the declaration.

STEP 3 Return your completed application for review via email or Australia Post:

4Kids Australia Certification Program
PO BOX 210, Strahan TAS 7468

Email: bookings@tassie4kids.com

CATEGORIES

ACCOMMODATION

Open to all Accommodation types including AirBnB.

Required criteria: 24 out of 45

TOURS/EXPERIENCES/DESTINATIONS

Open to any kind of tour, activity and experience offering.

Required criteria: 15 out of 24

EATERIES

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

Required criteria: 17 out of 35

REVIEW PROCESS

Once your application has been received we will go over your criteria. We'll be in touch to discuss your listing and how best to promote your awesome offerings to families.

APPROVAL

Once ticked off you'll be issued an invoice of \$99.00. This is our **annual membership fee** ensuring there is a standard within all businesses across Australia as well as contributing to administration costs. You'll also be required to host a site visit by a 4KidsAustralia Representative.

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

Whilst it is not a prerequisite, we encourage all businesses to become members of the Quality Tourism Accreditation Program (QTAP).

ACCOMMODATION

| KNOWLEDGE AND WELCOME | | Please Tick |
|--------------------------------|--|-------------|
| 1 | We are aware of the needs of families and can confidentially assist with information on in-house and local services. | |
| 2 | Members of our staff have their own families. | |
| 4 | We welcome multilingual speaking families (members of your staff speak languages other than English). | |
| 4 | Stock resources such as travel guides, books and brochures should they be needed. | |
| 5 | We welcome families with infant children. | |
| 6 | Online presence - Facebook and /or Instagram Business Profiles. | |
| PROPERTY FEATURES | | |
| 7 | Quality Tourism Accredited Business. | |
| 8 | Tasmanian Hospitality Association Member. | |
| 9 | Bike Friendly Business. | |
| 10 | Rainbow Accredited. | |
| 11 | Children's University Member - Learning Destination | |
| 12 | WIFI. | |
| 13 | Mobility Friendly (wheelchair friendly, disabled access, ramps etc MUST include rooms). | |
| 14 | On-site laundry. | |
| 15 | On-site parking. | |
| 16 | Babysitting services. | |
| 17 | BBQ area. | |
| 18 | On-site playground. | |
| 19 | Children's activities (DVDs, drawing, craft, TV, games room etc.). | |
| 20 | Swimming pool. | |
| 21 | Recreation equipment (Bicycles, sand boards, cricket sets etc). | |
| 22 | On-site restaurant/cafe. | |
| 23 | On-site breakfast. | |
| 24 | On-site tours. | |
| 25 | Walking distance to local eateries and shopping centres. | |
| 26 | Provide transport to and/or from departure/arrival points. | |
| 27 | Pet friendly. | |
| ROOM FEATURES | | |
| 28 | Multiple bedrooms or adjoining rooms. | |
| 29 | Queen-sized bed or bigger. | |
| 30 | Single beds and/or a bunk beds. | |
| 31 | Sofa bed. | |
| 32 | Porta-Cot with linen. | |
| 33 | Standard size bathtub. | |
| 34 | High chair. | |
| 35 | Self contained cooking facilities. | |
| 36 | Full/medium sized refrigerator. | |
| 37 | Microwave. | |
| 38 | Safe/suitable for infants/toddlers (no fine china, loose power cords, sharp objects, unsecured windows etc). | |
| 39 | A secure, fenced outdoor area. | |
| 40 | Air conditioning / reverse cycle heat pump. | |
| 41 | Netflix, Foxtel or Digital TV (ABC Kids or ABC Me). | |
| REDUCING YOUR CARBON FOOTPRINT | | |
| 42 | We are actively working towards reducing our Carbon Footprint. | |
| 43 | We have sustainability principles in place or are actively working towards developing them. | |
| 44 | We use Biodegradable products (hygiene, cleaning, straws, cups etc) wherever possible. | |
| 45 | We practice water efficiency and conservation. | |
| 46 | We recycle. | |

TOURS & ACTIVITIES

| KNOWLEDGE AND WELCOME | | Please Tick |
|--------------------------------|--|-------------|
| 1 | We are aware of the needs of families and can confidentially assist with information on in-house and local services. | |
| 2 | Members of our staff have their own families. | |
| 4 | We welcome multilingual speaking families (members of your staff speak languages other than English). | |
| 4 | We stock resources such as travel guides, books and brochures should they be needed. | |
| 5 | We welcome families with infant children. | |
| 6 | We welcome larger families (five people plus). | |
| 7 | Online presence - Facebook and /or Instagram Business Profiles. | |
| PROPERTY / SITE FEATURES | | |
| 8 | Quality Tourism Accredited Business. | |
| 9 | Eco Certified Business. | |
| 10 | Bike Friendly Business. | |
| 11 | Rainbow Accredited. | |
| 12 | Children's University Member - Learning Destination | |
| 13 | Mobility friendly (wheelchair friendly, disabled access, ramps etc) | |
| 14 | On-site parking. | |
| 15 | Provide transport to and/or from departure/arrival points. | |
| 16 | Bathroom with a change table. | |
| 17 | Parenting room. | |
| 18 | Pram friendly. | |
| 19 | Licensed venue. | |
| 20 | On-site restaurant/cafe. | |
| 21 | Within walking distance to local cafe's, restaurants or supermarkets. | |
| 22 | WIFI. | |
| TOUR / ACTIVITY FEATURES | | |
| 23 | Promotes Tasmania. | |
| 24 | Suitable for children with special needs. | |
| 25 | Interactive experiences for children. | |
| 26 | Suitable for infants. | |
| 27 | Suitable for children under 12. | |
| 28 | Suitable for Teenagers. | |
| 29 | We cater for larger families (five people plus). | |
| 30 | Food and beverages available on tour / activities. | |
| REDUCING YOUR CARBON FOOTPRINT | | |
| 31 | We are actively working towards reducing our Carbon Footprint. | |
| 32 | We have sustainability principles in place or are actively working towards developing them. | |
| 33 | We use Biodegradable products (hygiene, cleaning, straws, cups etc) wherever possible. | |
| 34 | We practice water efficiency and conservation. | |
| 35 | We recycle. | |

TOTAL CRITERIA MET:

Minimum 16 out of 35

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 welcome multilingual speaking families (members of your staff speak languages other than English) | |
| 4 | We stock resources such as travel guides, books and brochures should they be needed. | |
| 5 | We welcome families with infant children | |
| 6 | We welcome larger families (five people plus) | |
| 7 | We have an active and engaging online presence - Facebook and /or Instagram Business Profiles | |
| PROPERTY / SITE FEATURES | | |
| 8 | Quality Tourism Accredited Business. | |
| 9 | Tasmanian Hospitality Association Member. | |
| 10 | Bike Friendly Business. | |
| 11 | Rainbow Accredited. | |
| 12 | Children's University Member - Learning Destination | |
| 13 | Mobility friendly (wheelchair friendly, disabled access, ramps etc). | |
| 14 | On-site parking. | |
| 15 | We are pram friendly. | |
| 16 | Bathroom with a change table. | |
| 17 | Parenting room. | |
| 18 | Pram friendly. | |
| 19 | On-site playground. | |
| 20 | Children's activities (playground, drawing, craft, games room etc.). | |
| 21 | Cater for family functions. | |
| 22 | WIFI. | |
| RESTAURANT / CAFÉ / EATERY FEATURES | | |
| 23 | Cater to dietaries (Vegetarian, Vegan, Gluten, Lactose, Celiac etc). | |
| 24 | Use locally grown produce. | |
| 25 | Open for Breakfast. | |
| 26 | Open for Lunch. | |
| 27 | Open for Dinner. | |
| 28 | Kid's menu. | |
| 29 | Takeaway menu. | |
| 30 | Licensed venue. | |
| 31 | Outdoor eating area. | |
| REDUCING YOUR CARBON FOOTPRINT | | |
| 32 | We are actively working towards reducing our Carbon Footprint. | |
| 33 | We have sustainability principles in place or are actively working towards developing them. | |
| 34 | We use Biodegradable products (hygiene, cleaning, straws, cups etc) wherever possible. | |
| 35 | We practice water efficiency and conservation. | |
| 36 | We recycle. | |

TOTAL CRITERIA MET:

Minimum 17 out of 36

TERMS AND CONDITIONS

Tasmanian Eligibility

To be eligible for 4Kids Australia Certification program your business must:

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

Membership Terms and Conditions

- 4Kids Australia has the right to reject any application if deemed inappropriate.
- Memberships are valid for 12 months from date of approval.
- You must pay the Certification Fee and any applicable GST charges with Australian Dollars and provide a logo image (in the format required), hero images, descriptions and booking engine details to Tassie4Kids within 10 days of receipt of membership acceptance.
- Membership cannot go live on the Tassie4Kids without payment.
- Membership fee is non refundable.
- 4Kids Australia has the right to cancel any membership if a business becomes unsuitable, including if it a) endangers child and family safety online and on-site; b) promotes sexually explicit materials; c) promotes violence; d) promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age; e) promotes illegal activities; f) incorporates any materials which infringe or aid others to infringe on any copyright, trademark or other intellectual property rights or to violate the law; g) is otherwise in any way unlawful, harmful, threatening, defamatory, obscene, harassing, or racially, ethnically or otherwise objectionable to us, our members or affiliates in our sole discretion.
- As a member you give permission for to use your provided media for advertising and promotion.
- You agree to promote your 4KACP membership by displaying your window decal in a visible area and placing your membership logo on your website.
- In line with Privacy Permissions, 4Kids Australia and Tassie4Kids do not provide copies of images, names, contact details or relevant marketing material used within our media platforms or member database without written permission from said owner.
- 4Kids Australia, its members, owners and associated businesses are indemnified and harmless from any claims, liabilities, losses, damages, demands, actions, judgments, settlements, costs and expenses that arise out of your use of the 4Kids Australia Certification Logo or association with 4Kids Australia or Tassie4Kids. This includes copyright, trade-name, service mark, license, intellectual property or other propriety right of any third party, of which their content has been provided to us, through you.
- 4Kids Australia has developed and delivers the 4Kids Australia Certification Program (4KACP); a national quality assurance program and is the registered owner of the 4KACP logo.

Privacy Policy - <https://tassie4kids.com.au/privacy-policy>

Business Terms of Service - <https://tassie4kids.com.au/terms-of-service>

4Kids Australia ABN: 37 182 646 394

MEMBERSHIP REGISTRATION



BUSINESS DETAILS

| | | |
|--|------------------------------------|------------|
| BUSINESS NAME: | | |
| CONTACT PERSON (PRINTED): | ROLE: | |
| BEST CONTACT EMAIL: | BEST CONTACT NUMBER: | |
| ABN/ ACN: | OTHER MEMBERSHIPS (IF APPLICABLE): | |
| PROPERTY ADDRESS: | | |
| SUBURB: | TAS | POST CODE: |
| POSTAL ADDRESS: | | |
| SUBURB: | TAS | POST CODE |
| BOOKINGS EMAIL: | BOOKINGS PHONE: | |
| WEBSITE: | | |
| FACEBOOK: | INSTAGRAM: | |
| WOULD YOU LIKE TO KNOW MORE ABOUT BECOMING A LEARNING DESTINATION FOR CHILDREN'S UNIVERSITY: Y N | | |

RECEIVING BOOKINGS (please circle)

BOOEASY (LIVE/GOLD ONLY) 15% commission (complete bookings form)

4HR ENQUIRE NOW 10% commission (complete bookings form)

NO BOOKINGS - CERTIFICATION ONLY

BOOEASY - LIVE LISTING DETAILS

| | |
|--|--|
| Booeasy account number: | Are you listed as a GOLD member? Y / N |
| Visitor Information Centre you are listed with?: | |
| Remittance to be paid to (Account Name): | |
| BSB: | ACC: |

Please be aware it is your responsibility to make sure that ALL content within your Booeasy Console is up to date. Failure to do so will result in the same incorrect information displayed within your Tassie4Kids listing. WE CAN NOT update any of the following information to your listing. Should you require assistance please contact your local registered Visitor Information Centre.

- | | |
|---|--|
| <ul style="list-style-type: none">Recent images. High resolutionUp to date property descriptionRates are current and loaded for upcoming seasonsInventory is correct | <ul style="list-style-type: none">Directions to our property - clear and directRoom/tour/menu details are up to dateHours of operation / check in or out timesTerms & Conditions, Cancellations and policies up to date |
|---|--|

DECLARATION

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

- List my business on the 4Kids Australia and Tassie4Kids Websites.
- Cross reference my business name and page through in-text hyper links, image links and promotional mediums within the 4Kids Australia and Tassie4Kids websites.
- Use the content (logos, images etc) provided by me in marketing mediums/collateral to promote my business and membership.

AND, IF USING BOOKING OPTIONS:

- Connect my Booeasy Account through the Tasmanian Visitor Information Network to the Tassie4Kids website with a 'Book Now' button; syncing my property details, rates, inventory, images and descriptions, and,
- Charge a commission rate of 15% per 'Booeasy' Booking, administered through the Tasmanian Visitor Information Network at the end of each month, OR
- Create a unique listing with an 'Enquire to Book' button on the Tassie4Kids website using ALL current content provided by me: property details, rates, inventory, images and descriptions. You will provide updates as changes occur, and,
- Charge a commission rate of 10% per 'Enquire to Book' booking, administered through Tassie4Kids at the end of each month.
- Provide remittance at the end of each month. Remittance received will be the total owing from each confirmed booking, minus commission payable.
- Process cancellations or refunds through either Tassie4Kids or the Tasmanian Visitor Information Network Booeasy Platforms; with remittance payable to me, minus any applicable processing and administration fees as per Booking Terms and Conditions.

Signed:

Name Printed:

Date:

Position :



ENQUIRE NOW LISTING DETAILS

Contact person for booking enquiries:

Preferred Contact Method:

Remittance to be paid to (Account Name):

BSB: ACC

ENQUIRE NOW CHECKLIST

Sky is the limit with enquiry custom listings. Add as much detail as you like: dot points, in-text images - what ever you want to say we can add! It is your responsibility to contact us with rate and content updates, we will not be held responsible for out of date information. Please provide the following information to list your business adequately.

Short Description (1 sentence)

Business Description (100 words)

Open/Close or Check In/Check Out times:

Property Address (for Google maps reference):

Directions to property:

8 x JPEG or PNG Images

2 x Hero Images Awards

Logo File

Rooms, Tours, Eateries/Destinations - please add all below that applies to your listings:

- | | |
|--|--|
| <ul style="list-style-type: none"> • name • description • rates and inventory • bedding configurations • location (tours, eateries, pickup/drop offs etc) | <ul style="list-style-type: none"> • minimum ages, • requirements, • awards, • reviews (keep them short) • any other relevant info |
|--|--|



Tassie4Kids Tasmanian Travel Site
PO BOX 210
Strahan
Tasmania 7468



Cover photo by:
Gordon River Cruises