

SECTOR - PROFESSIONAL SERVICES

GOVERNANCE, COMPLIANCE AND REGULATION

All Licences, Registrations and Certificates required by law are available on request	Yes	No
Your business complies with current accounting standards, is up to date with tax filing and record keeping	Yes	No
Sewerage system is compliant with the building code and all relevant legislation	Yes	No
Building constructed is compliant with the building code and all relevant legislation	Yes	No
Establishment promotes the smoke free regulations	Yes	No
Your business has a current Public Liability Insurance policy	Yes	No

CULTURE AND HERITAGE

Management and staff understand the Kia Orana Values and guiding principles to foster authentic Cook Islands experiences	Yes	No
Encourage visitors and guests to purchase locally made products in the Cook Islands	Guideline	
Showcase and promote Cook Islands culture and traditions by using one or more of the key components in your product or structures; artefacts, images, videos and	Guideline	
Management and staff use of 'Reo Maori' words to create awareness on the importance of the Cook Islands Maori language on the visitor experience	Guideline	
Implement a cultural or community initiative that engage local partners to be a part of your business	Guideline	
Promote the 'Pa Enea' experience and its distinctive features in upholding Cook Islands culture and heritage	Guideline	
Promote local gastronomy and culinary experiences	Guideline	
Promote historical and cultural events for guests and customers to appreciate Cook Islands social practices, rituals, traditions, music, dance and performing arts	Guideline	
Ensure cultural information provided to guests are well researched, appropriate and accurate	Guideline	
Emulate Cook Islands culture through attire or presentation where applicable e.g. Kia Orana wear	Guideline	

HUMAN RESOURCES

All human resource matters must comply with all related labour, gender, human rights and tax laws	Yes	No
Recruitment of new staff must have an employment agreement and a reasonable job description	Yes	No
Staff engagement and satisfaction should be measured regularly as part of the performance management system	Guideline	
Prioritise on the job training and development of staff to ensure the workforce is competently skilled	Guideline	
A performance management framework or an appraisal system is available for staff to identify areas of strength and areas for development	Guideline	

ENVIRONMENT

Energy conservation programme is in place and communicated to staff/ guests as required (e.g. turn lights/air conditioning off when not in use)	Yes	No
Water conservation programme is in place and communicated to staff/guests as required (e.g. reuse towels, dual flush toilets etc)	Yes	No
All rubbish is collected, separated and correctly recycled	Yes	No
All organic waste is composted/fed to livestock etc (not burned)	Guideline	
Local and organic produce is sourced	Guideline	
Business offers filtered drinking water Vs. single use plastic bottles	Guideline	
Single use plastics are avoided (e.g. straws, cups, etc.)	Guideline	

MARKETING AND PROMOTIONS

All marketing material is a true representation of the establishment and facilities offered	Yes	No
Establish a marketing plan or strategy to ensure products and services are communicated through various channels to your business partners and consumers	Guideline	
Foster business-to-business partnerships to build a strong supply chain	Guideline	
Develop business-to-consumer platforms such as website and social media to reach to your consumers effectively	Guideline	
Leverage media partners to create greater awareness for your business and should extend to non-traditional partners e.g. social influencers, bloggers, etc	Guideline	
Promotions should incorporate elements of Cook Islands culture and heritage	Guideline	

HEALTH, SAFETY AND SECURITY

- GENERAL		
High standards of safety, cleanliness and hygiene is observed in all areas	Yes	No
- FIRE, SAFETY & EMERGENCY PROCEDURES		
Extinguisher installed in an obvious place	Yes	No
Indoor venues must have functioning smoke detector(s)	Yes	No
First Aid Kit available	Yes	No
Employees have knowledge of fire equipment use, emergency and evacuation procedures and are able to communicate to customers	Yes	No

CUSTOMER SERVICE

Manager is able to be contacted during normal working hours	Yes	No
Staff in all areas are clean and tidy in appearance	Yes	No
Enquiries are responded to in a timely manner	Yes	No
Cancellation and refund policy is clearly stated	Yes	No
Receipt must be available on request	Yes	No
High standards of service to customers, fulfilling contracts and agreements	Yes	No
Clearly disclose the terms of contracts and agreements, including deadlines and payment schedules	Yes	No



COOK ISLANDS QUALITY ASSURED STANDARDS & GUIDELINES

PROFESSIONAL SERVICES



SECTOR - PROFESSIONAL SERVICES

Prompt responses to genuine complaints, making every effort to resolve disputes	Yes	No
Respect communication preferences and privacy concerns of customers	Yes	No
Approach business dealings, marketplace transactions and commitments with integrity	Yes	No
Enquiries, sales and bookings are responded to in a timely and professional manner	Yes	No
Ensure there is a platform that allows customers to provide feedback and reviews in order to continuously improve products and services	Yes	No
Ensure the information provided to customers is factual, accurate and informative	Yes	No
Understand privacy and using all information collected as it was intended	Yes	No
Requests are made to obtain permission for the use of land or relevant premises (where applicable)	Guideline	
Establish and maintain a positive and ethical track record in the marketplace	Guideline	
Ensure all staff complete the Kia Orana Customer Service course	Guideline	
Your business provides an EFTPOS terminal	Guideline	

LEGEND:

Standard refers to the **Yes | No** questions - These are compulsory standards and must be met to suffice accreditation.

Guideline - These are a guideline for best practices only (*you do not need to meet these but we would love for you to indicate whether you do or not*)

DISCLAIMER:

These Standards and Guidelines are effective from 01 January 2023. This document was updated on May 2023. For any updates or changes, please contact Cook Islands Tourism Corporation.