



COOK ISLANDS QUALITY ASSURED STANDARDS & GUIDELINES



TRANSPORT SECTOR

SUB-SECTOR | TRANSFERS & BUSES

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
Your business complies with all Licence conditions of the Ministry of Transport	Yes	No
All annual licenses and warrant of fitness required by law are clearly posted	Yes	No
Vehicles are to be smoke free environments	Yes	No
All drivers have a current valid D drivers license and appropriate grade for vehicle type	Yes	No
Operators carrying passengers must have a valid transport license and passenger service license	Yes	No
All vehicles have minimum 3rd Party Insurance with Passenger Risk Liability	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 visual	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 Enuā' 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 position description	Yes	No
Staff engagement and satisfaction should be measured 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

All rubbish is collected, separated and correctly recycled	Yes	No
All organic waste is composted (not burned)	Guideline	
Electric vehicle (EV) options are available	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
High standards of safety, cleanliness and hygiene is observed within all vehicles	Yes	No

- FIRE, SAFETY & EMERGENCY PROCEDURES

First Aid Kit and up to date Fire Extinguisher available within all vehicles	Yes	No
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CUSTOMER SERVICE

Manager or staff member available for contact during hours of service	Yes	No
Staff in all areas are clean and tidy in appearance	Yes	No
High standards of service to customers, fulfilling contracts and agreements	Yes	No
Establish and maintain a positive and ethical track record in the marketplace	Guideline	
Ensure all staff complete the Kia Orana Customer Service course	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.