



ORGANISATION;

NAME;

POSITION;

DATE;

SIGNED;



Quality Assessment for Activity Operators (Qualmark)

Strengths Weaknesses Opportunities and Threats Analysis

| Section A: Direction | | S | W | O | T |
|---|---|---|---|---|---|
| 1 | Do you have a clear vision of where your business is heading? | | | | |
| | Comments: | | | | |
| 2 | Has the business clearly defined its activity? | | | | |
| | Comments: | | | | |
| <p>On a scale of 1-10 please rate the clarity of your business vision (1 being poor and 10 being excellent)</p> <hr/> | | | | | |
| Section B: Business Planning | | S | W | O | T |
| 3 | Does the business have a strategic plan? | | | | |
| | Comments: | | | | |
| 4 | Do you have a written business plan? | | | | |
| | Comments: | | | | |

| | | | | | |
|------------------|---|----------|----------|----------|----------|
| 5 | | S | W | O | T |
| | Are they active documents – Are they re-assessed regularly? | | | | |
| Comments: | | | | | |
| 6 | | S | W | O | T |
| | From either plan, have measurable goals and objectives been set? | | | | |
| Comments: | | | | | |
| 7 | | S | W | O | T |
| | Do the plans cover a period which meets the business needs? | | | | |
| Comments: | | | | | |
| 8 | | S | W | O | T |
| | Is the business plan reviewed on a regular basis by management and updated to reflect change? | | | | |
| Comments: | | | | | |
| 9 | | S | W | O | T |
| | Has the business been meeting its objectives in past 2 years? | | | | |
| Comments: | | | | | |
| 10 | | S | W | O | T |
| | Is there an opportunity for growth in the business and how do you know? | | | | |
| Comments: | | | | | |

| On a scale of 1-10 please rate your business planning (1 being poor and 10 being excellent) | | | | | |
|--|--|---|---|---|---|
| Section C: Marketing/Sales & Market Research and Planning | | S | W | O | T |
| 11 | Do you have a marketing plan? | | | | |
| | Comments: | | | | |
| 12 | Do you have a customer database? | | | | |
| | Comments: | | | | |
| 13 | Does the business know the size of its target market and its market share? | | | | |
| | Comments: | | | | |
| 14 | Have any customer surveys been undertaken? | | | | |
| | Comments: | | | | |
| 15 | Do you have a marketing budget? | | | | |
| | Comments: | | | | |
| On a scale of 1-10 please rate your current marketing research and marketing activities. (1 being poor and 10 being excellent) | | | | | |

| Section D: Quality Monitoring and Operations Practices | | S | W | O | T |
|--|--|---|---|---|---|
| 16 | Do you consider your business to be a nature/eco tourism attraction? Comments: | | | | |
| 17 | Are there key products/services provided by your organisation for which you would NOT be seeking Qualmark endorsement? Comments: | S | W | O | T |
| 18 | Describe your organisations ability to handle a serious incident/injury, including any procedures you have in place to deal with such events (Fire Safety and OSH compliance, Staff with First Aid Certification, Full Crisis Plan)? Comments: | S | W | O | T |
| 19 | Does your operation have a written Health & Safety Plan? Comments: | S | W | O | T |
| 20 | Does your organisation operate in an environmentally or culturally sensitive location (National Park, Maori Owned Land)? Comments: | S | W | O | T |

| | | | | | |
|----|---|-------------|-----|-----|------|
| 21 | Please indicate the degree to which you aware of, and addressing, your legal obligations in the following areas; | 25% | 50% | 75% | 100% |
| | Customer Service Legislation (Customer Guarentees Act, Fair Trading Act, Privacy Act) | | | | |
| | Business Operations Legislation (Employment Relations Act, Holidays Act, Human Rights, Sale of Liquor, Taxation related) | | | | |
| | Environmental – related legislation (Resource Management Act, Marine Reserves Act, | | | | |
| | Safety - related legislation (Health & Safety, Accident Insurance, Building Act, Health Act, Food Hygiene, Animal Welfare Act. | | | | |
| 22 | Does the business have: | S | W | O | T |
| | (a) An accountant? | | | | |
| | (b) A lawyer? | | | | |
| | (c) A mentor? | | | | |
| | Comments: | | | | |
| 23 | Is your organisation the subject of any pending legal action or has it been subject to such legislation in the past? | YES | | NO | |
| | Comments: | | | | |
| 29 | What type of Insurance does your organisation carry | Please Tick | | | |
| | Material Damage | | | | |
| | Directors and Officers Liability | | | | |
| | Loss of Profits | | | | |
| | Public Liability | | | | |
| | Punitive and Exemplary Damages Extension | | | | |
| | Other (please state) | | | | |

Privacy Statement

Collection:

Venture Taranaki Trust ("VTT", "Trust") gathers various information about clients and other users of Venture Taranaki Services, This information covers:

- (a). personal information, provided through voluntary applications;
- (b). personal information, provided to us by you through any other method (including, without limitation, correspondence and discussions);
- (c). aggregated data,

Purposes:

The personal information you provide will be used for the following purposes:

- (a). verification of your identity ;
- (b). to assist in providing services;
- (c). for future marketing, promotional and publicity purposes;
- (e). for any other use that you authorise.

Consequences of non-provision of information:

Failure to provide necessary information requested may result in certain services not being offered and/or provided to you.

Disclosure of Information:

Venture Taranaki Trust may disclose all of the aggregated information that it collects to mentors and sponsors. Additionally, Venture Taranaki Trust may disclose to third parties:

- (a). aggregate tracking information and other information that does not personally identify you;
- (b). your personal information, provided Venture Taranaki Trust has your prior authorisation, which Venture Taranaki Trust will usually obtain at the time of collecting the information from you.

Holding, Correcting and Updating:

Any personal information that you provide to Venture Taranaki Trust will be collected and held by the Trust at its official place of business in New Zealand. If you are an individual, under the Privacy Act 1993 you have rights of access to and correction of the personal information held by us. Venture Taranaki Trust offers the ability to access, correct and/or change the information collected at any time and as often as necessary by.