

Media Alert: 27 February 2017

Star Ratings Australia Announces Closure

Star Ratings Australia has announced it will cease to operate as of 30 June, 2017.

The scheme, which is owned by the Australian Motoring Clubs, including NRMA, RACV, RACQ, RAA, RAC, RACT and AANT, has proudly been in operation since the 1950s and holds a long and distinguished history as Australia's only independent, accredited accommodation scheme.

Michael Reed, CEO of the Australian Motoring Services said, "The Australian Auto Clubs are proud to have provided its members with a valuable and respected scheme that has enabled them to book their holiday or business accommodation with confidence."

"At the height of Star Ratings Australia's success there were 15,000 Star Rated properties across Australia. Being star rated meant that consumers would always know what to expect from the accommodation they booked. We were always true to our message - the accommodation you expect should be the accommodation you get."

Mr Reed explained, "In a digital world, where consumers can provide online reviews, and with more accommodation providers choosing to self-rate, the Star Ratings scheme has found its independent review model increasingly unsustainable."

- Ends -

For media enquiries please contact: Tegan Brown at Horizon Communication Group

Tegan@horizoncg.com.au / 0431 248 967 or (02) 8572 5600

Frequently asked questions

1. My property is currently Star Rated. What does this mean for me?

You have to stop using and displaying the current Star Rating and the equivalent star logo as of 30 June 2017 unless your agreement with SRA ends earlier.

2. Will all licensee benefits be fulfilled?

Licence fees are paid on an annual basis. The 2016/17 licensee benefits will be fulfilled in their entirety.

3. Do I need to return anything to Star Ratings?

No, you do not need to return any materials to Star Ratings Australia.

4. Can accommodation providers still promote the Star Rating they were awarded under the scheme?

Yes, but only until 30 June 2017. After this time, there will no longer be an official Star Rating system.

5. Do I have to take down my certificates?

You may continue to display certificates that display the year you were Star Rated (even if the certificate has club logos on it).

6. Do I need to remove any Star Ratings branding? If so, when?

On 30 June 2017, you will need to remove any materials that contain the Club brand's logos as displayed below. This includes any branding that may be displayed inside your business, on your marketing materials (brochures signs) or on your website or social media.

Star Ratings Australia has allowed a six-month grace period (until the 31 December 2017) to allow you time to update your signage and materials and remove any reference to Club branding and logos.



7. I still want to be reviewed. What can I do?

If your review is due and you would still like it to be conducted please contact the Star Ratings office with your name, property name and when your last review was conducted and a member of the Star Ratings team will be in touch with more information.

8. Who can I contact for more information?

You can contact a member of the Star Ratings team on info@starratings.com.au or by calling [\(03\) 9601 3325](tel:0396013325)