



# NEWSFLASH

## White Flag Excellence

### Application deadline 1<sup>st</sup> March 2012

Applications are now open for the new White Flag Excellence programme.....but hurry! The deadline for receiving all applications is the **1<sup>st</sup> March 2012**.

#### What's New This Year?

The new White Flag Excellence is a three-tier continuous improvement programme, with three standards of achievement possible:

**White Flag Excellence – Bronze Standard**

**White Flag Excellence – Silver Standard**

**White Flag Excellence – Gold Standard**

It's so easy to apply! We have a new look application form and audit/assessment form, which are user friendly and so much easier to fill in.

There are TWO audit cycles this year:

- **Cycle 1 audits will take place between March and May**
- **Cycle 2 audits will take place between July and September (slightly earlier than planned)**

However, **we can only audit a maximum of 40 facilities in Cycle 2 this year** (to allow processing in time for the ILAM Annual Conference). The first 40 applicants for cycle 2 this year will get these places, so make sure you get your application in on time!



## How Do I Apply?

It's easy – once you are an ILAM member all you have to do is:

1. Download the application form from the member's area on the ILAM website, [www.ilam.ie](http://www.ilam.ie), fill it in, sign it, send it to us by post and also e-mail it to: [whiteflag@ilam.ie](mailto:whiteflag@ilam.ie) as soon as possible. Please note that all fees **MUST** be received by application deadline.
2. Complete the audit/assessment form on line and send to us by email please to: [whiteflag@ilam.ie](mailto:whiteflag@ilam.ie) before the **1<sup>st</sup> March 2012**.

**Don't forget to select your preferred audit cycle on your application form.**

## How Much Does it Cost This Year?

The fee for 2012 is €995. This includes a review of your application and assessment forms, an onsite audit, the audit report and one free place at the **White Flag Gala Awards Dinner** in October 2012, which takes place at the ILAM annual Conference.

## Where Can I Get More Information and Support?

We have a team of experts who are happy to talk to you on the phone, or visit your facility to guide you through the process. If this is your first time to apply for White Flag please contact us for details of our Mentoring and Consultancy supports. ILAM also offer a range of professional training courses, developed by industry experts specifically for the Leisure Industry.

For more information please visit our website [www.ilam.ie](http://www.ilam.ie) or [www.whiteflag.ie](http://www.whiteflag.ie)

**Call us on 045 859950**  
**or**  
**email [whiteflag@ilam.ie](mailto:whiteflag@ilam.ie)**