

Directions

... Tour Guiding Issues and Activities!

A Word From the Chair: Rob Johnston



Here we are in the very pleasant Australian winter with everything from superb skiing snow in the Alps to the sunshine of the north. There is nothing like Australia but what a pity some visitors leave our shores with a very different impression because of their tour experience. There are still too many people trying to pretend they can take a group of visitors around their own city or countryside without any tour guide training or any perception of what a professional

tour guide looks or sounds like. In most tourism-oriented countries

around the world, tour guides have to complete a rigorous training course to be licensed and there are significant penalties for guiding without a licence.

GOA has developed the Guides of Australia accreditation program and is dedicated to persuading all guides of all types and locations to recognise the value of completing the nationally accredited tour guide training course and then seeking the Guides of Australia badge to declare their commitment to delivering a professional and interesting visitor experience. We are recognised in the competency requirements for the "Work as a Guide" module of the national course which includes in the required knowledge:

- roles and services provided to guides by peak body Guiding Organisations of Australia (GOA) and industry associations.
- contents of various guiding codes of conduct or practice (e.g. GOA and Ecotourism Association of Australia) and the impacts of compliance and non-compliance

The highest priority for GOA therefore is to promote the Guides of Australia accreditation not only to all guides but to their operator employers. We need to persuade them of the enhancement accredited professional guides bring to their product. The many and varied wonderful features that make it possible to assert that "There is nothing like Australia" will only be properly presented by accredited professional guides.

GUIDING ORGANISATIONS AUSTRALIA

GOA has a long-term commitment to identifying required standards, encouraging training, promoting best practice and reducing unethical guiding practices. Its vision is:

To develop a universal and cooperative Tour Guiding network and standard in Australia that will be world's best practice.

By establishing Guides of Australia as a National Accreditation Program for all Tour Guides, Guiding Organisations Australia will be better able to achieve its objectives, to:

- Provide a national forum to develop best practice and promote a high degree of professionalism for Tour Guides.
- Raise private, public and government awareness, locally and nationally, of the importance of the Tour Guide's role.
- Maintain cooperative relationships with related national, international, State and Territory tourism industry organisations.

Inside this issue:

Letter from the Chair	1
ATE	2
Captain Cook's Anniversary	3
Vict. Tourism Conf.	4
Around Australia	6
New Product	8
Coming Events	9
Product story	10
GOA's Contacts	12

29 May 2010

AUSTRALIAN TOURISM'S GLOBAL SALE AT AUSTRALIAN TOURISM EXCHANGE

The Minister for Tourism, the Hon. Martin Ferguson AM MP has today opened the 24th Australian Tourism Exchange in Adelaide.

Australia will be looking to grow its \$25 billion tourism export industry during the next seven days when it goes on show to 600 tourism companies from around 40 countries at the largest travel trade event in the Southern Hemisphere.

Minister Ferguson said, "ATE is the industry's opportunity to pitch Australia's unique natural landscapes, our indigenous heritage, our vibrant cities and regional centres and many other tourism experiences to the world's travel buyers. There's nothing like a commercial market place of experience seekers to sell Australia.

"Tourism is a \$25 billion export industry for Australia and is 10 percent of our exports. ATE supports the growth of the industry by creating a market place for current buyers to be updated with new products and experiences and new buyers to be sold the benefits of an Australian travel experience.

"During the coming week, 1,700 representatives from across Australia have scheduled over 43,000 fifteen minute business appointments with 600 buyers. This major business event is expected to inject almost \$10 million into the South Australian economy.

Minister Ferguson said: "Although overseas buyers have been coming to an Australian trade event since 1979, this year's ATE is especially important to show the world the resilience of the industry and their readiness to write future business. Last year, while global travel declined by four percent, Australia's international arrivals remained steady at 5.6 million, which is an outstanding result.

"We stood by the international travel trade by maintaining our presence in international markets during the industry's toughest year. Our strategy worked and now we are seeing positive results - year to date international visitor figures are up six per cent on the same period last year. We have seen strong growth in some of our key markets - seven per cent growth out of China, nine per cent growth out of India, three per cent out of New Zealand and 15 per cent out of Korea. We have seen a small resurgence in the Japanese market of three per cent for the first time since the first quarter in 2005.

"ATE will provide a platform for the industry to build on the support by the Australian Government. In March I launched the new \$150 million Tourism Australia global marketing campaign 'There's Nothing Like Australia.' The initial campaign phase saw Australians loading 30,000 images and stories to the web of their favourite holiday experiences. The second phase of the campaign will be launched by Tourism Australia on Monday."

ATE 2010 will run from 29 May to 4 June at the Adelaide Convention Centre. The event is divided into two modules – Eastern and Western – based upon the hemisphere of origin of the international buyer.

The Eastern Hemisphere (Japan, Asia and the Gulf countries) module takes place from 29 May to 31 May 2010 while the Western Hemisphere module (Europe, the Americas, Gulf Countries, Africa, New Zealand and the South Pacific) takes place from 31 May to 4 June 2010. Source: Bindi Gove 0406 644 913

Guides of Australia



Guides of Australia accreditation provides tourists with an assurance that the guide has met industry specific requirements and has a commitment to best practice standards, ongoing professional development and the Australian Tour Guides' Code of Guiding Practice.

The accreditation is industry driven and run by the major tour guiding organisations around Australia. It is suitable for all tour guides in all sectors of the tourism industry and provides industry recognition for guides and encourages training in the necessary skills of a tour guide.

Details of the *Guides of Australia* criteria and Application Kit are available at GOA's website, www.goa.org.au or you can order brochures for distribution in your business by emailing goa@goa.org.au.

Directions Newsletter

Subscription - The GOA Directions Newsletter is published every 3 months. If you don't normally receive this newsletter then register and subscribe at the GOA website.

Articles - Because of the scope of tour guiding in Australia we endeavour to cover a multitude of subjects, but if you know of something interesting in your area, please let us know. We accept articles, advertisements and employment opportunities.

April 21st 2010 marked the centenary of the death of Samuel Langhorne Clements, better known to the world as Mark Twain.

Not only was Mark Twain known for his wonderful stories of the Mississippi - Tom Sawyer and Huckleberry Finn – but he was also known for his humorous travel stories.

During a lecture tour to Australia in 1895-96 his lectures were full of drama and humour that made the people laugh. He travelled by train to reach each of his destinations. Here is an amusing article he wrote from his observations on those journeys.

And there were little villages, with neat stations well placarded with showy advertisements – mainly of almost too self-righteous brands of 'sheep dip'. If that is the name – and I think it is. It is a stuff like tar, and is dabbed on to places where the shearer clips a piece out of the sheep. It bars out the flies, and has healing properties, and a nip to it which makes the sheep skip like cattle on a thousand hills. It is not good to eat. That is, it is not good to eat except when mixed with railroad coffee. It improves the railroad coffee. Without it railroad coffee is too vague. But with it, it is quite assertive and enthusiastic. By itself railroad coffee is too passive; but sheep-dip makes it wake up and get down to business. I wonder where they get railroad coffee?

I wonder did he ever try it!?

Icon Captain Cook Cruises celebrates 40th anniversary: Source, Extracts from e_Travel Blackboard

On May 5th 2010 Andrew Hayworth, Managing Director Sydney Harbour, welcomed guests, at a cocktail party aboard their vessel, *Sydney 2000*.

Founded on Australia Day in 1970 Captain Trevor Haworth started the business operating five-dollar-a-head coffee cruises plying the beautiful Sydney harbour. Today Captain Cook Cruises operate 24 vessels in Sydney, the Murray River and in Fiji.

Captain Haworth remarked “The Sea is at the heart of this business. It's been a labour of love from the beginning and has all happened because of my darling wife Geraldine who over the years has supported me and the family. Captain Cook Cruises is privileged and proud to take Australia's number one attraction, Sydney harbour, and package and present it to the world said Captain Haworth”

Anthony Haworth said my father, Trevor, founder of this business had a passion and tonight our 40th Anniversary is real family event.

Nick Hortle CEO said “What the Haworth family have built over the years is truly as one of Australia's great icons”.

Joke:

Two fish swim into a concrete wall. One turns to the other and says, ' Dam !'

Victorian Tourism Conference

»*Progress is impossible without change*»

Location: MCEC

Date: 20 May, 2010

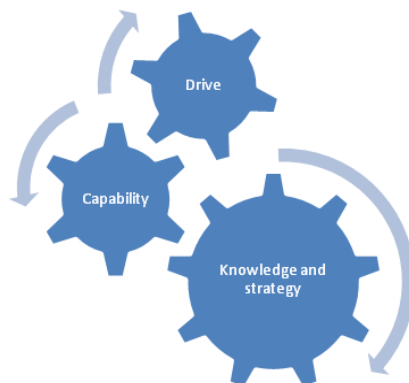
Session: *Effective intercultural customer service – engaging new cultures*

Guest speaker: Kees Hoefsloot – partner of Culture Resource Centre, Sydney

Background: Kees, a Dutch national, has facilitated the Intercultural Readiness Check (IBI, the Netherlands), and is certified by ICCP in executive coaching. He is also responsible for GlobeSmart Australia; a web-based country knowledge management tools to assist professionals in their on-going intercultural learning. He has trained many, including Qantas staff and Federal police.

Keypoints of his speech:

- ❖ Intercultural learning goes beyond cultural awareness or merely recognising cultural differences
- ❖ **Cross cultural awareness** is being sensitive to the fact that people from different backgrounds act the way they do. Start with having an awareness of your own cultural identity (eg Australians have a direct culture where the 'I' is important, they use lots of slang, are very informal and have a larrikin , humorous attitude whereas Asian cultures – in general terms – are known as an indirect culture: more respectful of elders, group oriented in tourism. Loss of face is paramount. Indians for example are very direct when communicating to the tour leader and are very proud people, some because of their cast system where they have many servants ruling their lives).
- ❖ **Cultural competence:** be mindful of the other culture, be flexible, spend time with the other culture and be patient.



Drive to want to understand the cultures

Knowledge and strategy to recognise cultural situations

Capability to act in agreement with knowledge and motivation

- ❖ In tourism's customer service, observe:
 - Who is your customer? Everyone from the person at the airport through the MD of a 5 star hotel. (Sydney airport rated worst Australian experience to Chinese travellers)
 - What is good customer service? It is not what you provide but how you provide it.
 - How does one size fit all? It doesn't because it is the customer who decides what good service is.
- ❖ Techniques:
 - Be aware of your customer's needs and interests
 - Listen to understand
 - Ask questions to obtain information
 - Acknowledge when things go wrong
 - Appreciate the customers
 - Serve all customers as you would wish to be served



<http://www.cultureresourcecentre.com.au>

<http://www.ibinet.nl/assessment.htm>

Additional notes by Brigitta:

- the Chinese and the Indians are the two large upcoming markets and we need to understand them better.

From memory; some good points the guest speaker made re Chinese were

- Don't expect eye contact as it is rude to do so in their culture
- Always put the tour leader aside as his culture often does not allow him to say NO (although this may result in the tour being compromised). It is easier for that tour leader To lose face in front of you; the local tourguide, than in front of a whole group.
- No often means yes, I hear you; not yes, I agree.
- If you really don't know whether to bow, call him by first or last name, wait for them to give you the example and follow suit. In this way, you cannot insult them.

More importantly; don't forget what we stand for and don't expect them to like what it is. They are the customer. Definitely don't stereotype and put all Chinese in one basket.

That's all,

Birgitta March

PTGAA

QUESTIONS THAT HAUNT ME:

1. Why is it that people say they 'slept like a baby' when babies wake up every two hours?
2. Why do people pay to go up tall buildings and then put money in binoculars to look at things on the ground?
3. If corn oil is made from corn, and vegetable oil is made from vegetables, what is baby oil made from?



To find out more about Associate Membership and advertising opportunities with GOA that reach over 500 guides and even more organisations, visit the website - www.goa.org.au

1. Melbourne has managed to surpass the Gold Coast in the popularity stakes, with more Aussies saying they'd prefer a domestic holiday in the Victorian city. A recent study by Roy Morgan Research shows that **Melbourne is a clear front runner**, ahead of the Gold Coast, Sunshine Coast and Sydney, as the most preferred domestic holiday destination. In March 2009, Melbourne and the Gold Coast were equally popular with Australians, but as of March this year, 21% of Australians said they would like to holiday in Melbourne in the next two years compared to only 19% in the Gold Coast.

The Sunshine Coast also continued to lose popularity, despite recording a few spikes in 2008, with 13 percent of votes.

However, Sydney was at the bottom of the list with only 12 percent of votes. This was already an increase from the 10 percent experienced between 2007 to late last year.

"Melbourne is the exception, having lifted its preference level over the past decade. Melbourne is renowned for its events; cultural attractions; shopping; café society; and fine dining. However the recent lift in preference indicates that Sydney's latest marketing campaign has been successful." Extracts from the source= e-Travel Blackboard: J.L
2. **Sustainable tourism program to create 'guilt free' holidays in Agnes Water and the Town of 1770.** Tourism operators in Agnes Water/Town of 1770 are being invited to "go green", after the region was chosen to take part in Tourism Queensland's landmark Sustainable Regions Project. The pilot project was an Australian first and has already been successfully run in five other Queensland regions. The Sustainable Regions Project is the first statewide sustainable tourism project in Australia. The Agnes Water/Town of 1770 region aims to reduce the environmental impact of tourism to encourage visitors to view the region and eventually Queensland, as a sustainable tourism destination.
3. **Passionate UK passenger flies to WA ahead of taxi ride:**

Joe Senior from the United Kingdom, the winner of the final leg of the *Extraordinary Taxi Ride* in June, is so passionate about WA that he's taken it upon himself to fly out from the UK this week to retrace the footsteps of the *Extraordinary Taxi Ride* so far - before his official involvement in the campaign begins. After following the journey online and hearing about what Doug Slater and the passengers had been up to on the first few legs of the journey, Joe booked himself and his brother to come to WA early and they will spend the next three weeks travelling around the State in a Winnebago visiting York, Wave Rock, Esperance, Albany, Walpole, Pemberton, Margaret River, Perth and Monkey Mia. He'll then fly back to the UK to spend some time with his family, before heading back to WA to be the leg 11 passenger where he'll get to explore the amazing Kimberley and Broome.
4. **Extraordinary Taxi Ride showing early success signs:** To date, the Extraordinary Taxi Ride has reached an estimated international audience of around 40 million, with hundreds of media articles worth around \$1.8 million. Online news websites such as *The Guardian*, *Washington Post* and *China Times* have featured the campaign, with winning cabbie Doug Slater also interviewed by radio stations in Moscow, Mexico and Germany and locally, the campaign has received excellent regional media coverage.
5. **Spotlight on Sydnicity:** Sydney is one of the most beautiful cities in the world. The harbour with its ferries, the dramatic silhouette of the Sydney Opera House and the arch of the Sydney Harbour Bridge are all characteristics that make the city a desired travel destination for international and domestic travellers alike. Research found there wasn't just one word that could accurately sum up what makes Sydney, so Sydney. To overcome this, Tourism NSW has devised a new word, '**Sydnicity**', to encapsulate the qualities unique to Sydney. The new campaign focuses on showcasing the rich range of Sydney experiences including fabulous food and wine, city and beach lifestyle, arts and culture, fashion and design and the great outdoors.
6. **Pinctada Cable Beach WA joins Virtuoso's prestigious global network:**

Broome's award-winning five-star spa resort, has become one of only 20 Australian hotels to be included in the prestigious Virtuoso Hotels and Resorts Program,

the industry's leading luxury travel network. Acceptance into Virtuoso's by-invitation-only global network will see Pinctada Cable Beach supported by more than 300 leading travel agencies in 22 countries, including the USA, Canada, Australia and New Zealand, as well as South American and Caribbean nations.

- 7. Arkaba Station: South Australia:**The recently redeveloped Flinders Ranges and Outback tourism property, Arkaba Station has been named one of the world's best hotels by influential international travel magazine, Conde Nast Traveller UK. Naming Arkaba Station as one of its Hot List Hotels 2010, the UK edition describes the property as a, "one of Australia's most beautiful Outback stations," with a focus on "immersing guests in the surrounding environment", and "an insight to life on a 60,000 acre (24,300 ha) working sheep station." The UK edition goes on to describe Arkaba Station – one of only two Australian resorts to make the exclusive list – as offering "touches of luxury including supremely comfortable beds; fine dining, with meals prepared by the in-house chef – and some down-to-earth country hospitality."
- 8. Daylesford Vict massages its way into Guinness World Records**
Daylesford, Australia's spa-capital in Victoria has smashed the world record for the largest ever simultaneous massage. The new world record was set this morning Tuesday 30 March at Daylesford's Massage en Masse, with 263 qualified massage therapists and 263 volunteer 'massagees' taking part in a history-making event at Lavandula Lavender Farm. Guinness Book of Records adjudicator Mr Chris Sheedy said the event was an historic moment for Daylesford with abundant enthusiasm from local spa and massage therapists. "I've seen a whole lot of wonderful events around the world, but during the past decade I have never seen such a beautiful record attempt," Mr Sheedy said. Tourism Victoria's Marketing Director Don Richter said setting the new world record confirms that Daylesford is the nation's leading spa and wellbeing destination. Daylesford broke the record by 96. The previous record for the largest ever simultaneous massage was 167 people, set in 2009 in Washington D.C, USA.
- 9. TripAdvisor announces Byron Bay NSW as top destination.** Byron Bay is listed as the number one 'Destination in the World' among European travellers based on comments, favourite places, and destination popularity on US-based site TripAdvisor.com.
- 10. Moto Grand Prix still calls Phillip Island home:** Victoria remains the home of the world's premier class of motorcycle racing, with the Australian Motorcycle Grand Prix to stay at Phillip Island until at least 2016. Tourism and Major Events Minister Tim Holding said the Motorcycle Grand Prix is a great event whose rightful home was in Victoria. "Victorians love their sport and securing the Australian Motorcycle Grand Prix confirms Melbourne's status as the sporting capital of the world," Mr Holding said. The signing of the MotoGP agreement is another coup for the state's motor events crown, with the Formula One Grand Prix and Superbikes World Championship also signed to long-term contracts in Victoria: This year marks the 16th running at the Phillip Island circuit, which will take place on 15–17 October. The MotoGP attracted more than 105,000 people in 2009 and is one of Australia's largest major regional sporting events.
- 11. Monkey Mia WA Dolphin interaction times temporarily changed:**The Department of Environment and Conservation has temporarily limited dolphin interaction times in Monkey Mia. Interaction with dolphins will be reduced from a maximum 40 minutes a day to each interaction being completed in 10-15 minutes. DEC has been testing bacteria levels in the area after a minor sewage spill from Monkey Mia Resort's treatment system. While there are no bacteria near the dolphin feeding area and there is no risk to public health, DEC is taking precautionary measures by restricting dolphin interaction. The Resort is carrying out engineering works to repair the leak and has advised Tourism WA they do not expect disruption to guests.
- 12. \$750,000 to upgrade the Old Beechy Rail Trail Vic** will turn the Old Beechy Rail Trail into an iconic tourist destination, boosting tourism and encouraging business growth in south-west Victoria. The upgraded trail will comprise 45 kilometres of off-road walking and cycling track from Colac, to Beech Forest and to Gellibrand for local residents and tourists. It will be linked to nearby tourist attractions and increase the range

of activities for visitors to the region, in particular the Great Ocean Road's hinterland region. Project improvements include new off-road sections along the trail and from Colac railway station, signage, boardwalks, and trail infrastructure such as shelters and bike racks

13. Great Australian Outback Cattle Drive: Boss Drover Bill Willoughby will share his love of cattle mustering along with his expertise on this year's Great Australian Outback Cattle Drive. It's his job to put riders at ease as they drove 500 cattle through South Australia's Outback. Bill travels widely around Australia, competing professionally at campdrafting (Australia's own unique sport with horses and cattle) and team roping at rodeos. He has also choreographed horse scenes for Australian films 'The Light Horseman' and 'The Man From Snowy River' and was Horse Master for 'McLeod's Daughters'

14. International drivers boost the Gold Coast's SuperCarnivale's global appeal: International drivers will boost the appeal of the inaugural Gold Coast SuperCarnivale at Surfers Paradise in October. The official launch for the international line-up of the V8 Gold Coast SuperCarnivale at Broadwater Park was held 22 April. The field of 18 international drivers, pulled together by V8 Supercars, included French driver Sebastien Bourdais, Scotland's Dario Franchitti and Jacques Villeneuve from Canada, and is a major coup for Queensland. With a new format and different attractions, the Gold Coast SuperCarnivale will be a huge motor-racing and tourism drawcard for the region. The Gold Coast SuperCarnivale event will be held from Friday 22 - Sunday 24 October.

New Product

- 1. Lands Walk celebrates community on the Central Coast NSW** connects five beaches with a spectacular coastal walking route and celebrates local communities with regular events, free cultural activities and an Aboriginal program led by the local Indigenous community and the Darkinjung Local Aboriginal Land Council. The next event will be held Saturday 3 July.
- 2. A New High Country Lodges at Snowy Wilderness** has opened two new High Country Lodges within its holiday resort near Jindabyne featuring luxury ensembles, a fireplace, kitchen, wide verandah and floor to ceiling windows to enjoy the amazing views of the surrounding wilderness.
- 3. Sunrise Walks on the Illawarra Fly:** Watch the sun rise over the Illawarra escarpment from the beauty of the rainforest, with the new guided **Sunrise Walks**. Taking place on the second Saturday of every month from 6am to 9am, each tour allows visitors to enjoy the dawn wake up call of the local birds and wildlife, followed by a hot buffet breakfast at the on-site Café 106. Bookings are essential.
- 4. Melbourne's newest hotel, Crown Metropol opens:** Crown's third hotel – the \$300 million Crown Metropol – opened on Wednesday 21 April. The property is poised to attract international leisure guests and cater for global convention and conference delegates, boasting 579 hotel rooms, 34 studios, 12 spa accommodation rooms, 32 lofts and one apartment-style residence. The architecturally striking design includes a stunning, futuristic podium entry, a day spa, a sky bar and terrace, four meeting rooms and a retail precinct showcasing brands previously unavailable in Australia. Specially commissioned Australian artwork and Victorian materials also feature prominently throughout the hotel. Gordon Ramsay's first two Australian restaurants, Maze and Maze Grill are located on site, with Ramsay and his chef de cuisine, Josh Emett, also responsible for the hotel's room service offering and spa cuisine.
- 5. Kangaroo Island Estate Wine Club:** South Australia is known as the home of Australian wine, and Kangaroo Island is now on its way to being recognised as a premium wine producing region alongside the likes of the Barossa, McLaren Vale and Coonawarra. Kangaroo Island Estate has recently launched a wine club offering discounts with five of the 18 boutique producers on the island, as well as special deals on accommodation, adventure tours and hospitality. Members receive regular shipments of KI wine, newsletters and an invitation to the annual wine club dinner.

What do you call a fish with no eyes? A fsh.

Coming Events

- **Second International Research Forum on Guided Tours, Plymouth, April 2011:**

CALL FOR PAPERS

For many, a guided tour is a 'natural' and often keenly sought after feature of their touristic experiences. In the last half century, training for and licensing of tour-guiding has greatly increased. Yet, there is no single model for the guided tour; and any tour can be made up from numerous, sometimes incongruous elements: signposting, interpretation, entertainment, cultural-brokerage, aesthetics, even subversion. Tours take place in a wide range of contexts. They emerge from divergent traditions. The motivations and qualifications of guides and guiding organisations are diverse, and as a metaphor, the guided tour has been used to explore ideas across a wide range of disciplinary and theoretical perspectives. Papers concerning guiding, being guided, co-guiding, touring, giving tours, producing and consuming tours, and papers addressing the relation between guided tours and theories of place and space, literature and art, and business and management, are all welcome. We particularly invite papers that take an interdisciplinary approach to tour guiding.

Possible themes are (but not limited to):

- Guiding as organising place and space
- The labour and commerce of guiding and being guided
- Emotion and business in guided tours
- Customer, tourist and the guided audience
- Sustainable tours
- History and responsibility in tour guiding
- Alternative tours
- Image and substance in guided tours
- The politics of guided tours
- The economics of guided tours
- The guided tour as a collective act
- Conquering place through guided tours
- Rewriting space through guided tours
- Fact and fiction in guided tours
- The guided tour and the senses
- Mediating place through the guided tour's uses of new technology

Deadline:

Submission of abstracts by 31st October 2010. Please send your abstract of 500 words (maximum), plus a brief biographical statement (250 words) to

irfgt2011@gri.gu.se

For more information please see:

<http://www.gri.gu.se/guidedtours2011/>

- **Interpretation Australia's Annual National Symposium**

Call for Presenters

You are invited to present at IA's 18th National Symposium, *Peeling back the layers*, in Launceston, Tasmania, from 10 – 12 November 2010.

Staged on the Apple Isle, our theme *Peeling back the layers* will get 'right to the core of what matters' in natural and cultural heritage interpretation — to delve into a range of 'juicy' topics that promise to reveal exciting and fresh new insights for professionals and new comers alike!

The Symposium will provoke fresh thinking that peels back the layers in our natural and cultural heritage interpretation within the following challenge views:

- Under the skin* – Interpreting difficult stories
- Fresh fruit* – Interpreting for audiences of the coming decade
- Best of the crop* – Inspiring interpretive excellence
- New varieties* – New technologies.

Peeling back the layers offers a dynamic and varied program. Presentations, workshops field trips and events at top natural and cultural interpretive sites will truly indulge our senses and creative spirit. Expect to be challenged and inspired! Distinguished keynote speakers from Australia and overseas will present daily.

Presentations include short papers in issue-related sessions, 1, 2 and 3-hour workshops, 5 minute "Pips" to the Symposium from performances to focussed idea presentations, and externally facilitated workshops toward resolving a Challenge that you, the potential delegates, have identified.

Our **Call for Presenters** is open now, and closes Monday 5 July 2010. Information can be downloaded at:

www.interpretationaustralia.asn.au/images/pdf/ia2010_call_presenters_launceston.pdf. The online submission forms will be posted by Monday 7 June 2010.

To register your interest and receive Symposium updates please email your details to Symposium Secretariat, Penny Archer <penny@cdesign.com.au>

Events

Is your guiding or tourism event, conference or workshop not listed here? Or do you know of one in your region not listed here? Let us know – email details to goa@goa.org.au & we will list it on our webpage.

Product Story

by Peter & Angelika Janes: crew for Outback Spirit tours/Albury.

An ABC Film Crew, including Paul Lockyer from Landline, filmed us from the air in their black helicopter as we started crossing the Cooper Creek as it has JUST started to flow onto the Birdsville Track and is on its way to Lake Eyre. We have been touring the region doing 6 day tours for Outback Spirit, since late April, and have been eagerly waiting for this moment. It was simply awesome, an unbelievably ecstatic and very special moment. Exciting to have the copter circle us; the photographer sitting out the side filming us.

This year ALL the river and creek systems in the Lake Eyre Basin/Catchment area have been activated. We have been waiting for this moment, unbeknown to us that a film crew would be here to capture the event. At 9.30 am this morning (on the 1st of June) it was trickling across the road when we drove north from Marree to Mungerannie and on to Cowarie Station and by 4.30pm on our return to Marree, it covered almost the entire length of the Cooper Creek - which crosses the Birdsville Track for approx. 2kms in length. The water was up to half a metre as we drove through it. Only 4WD & Heavy Vehicles can use the track now and it most probably will be closed very soon, if it's not already. **Stay tuned to Landline for the next few Sundays: 6th or 13th June.**



First Trickle 0930: Peter is here with a few pax. Everyone was gob-smacked and in awe! It was so wonderful.
Angelika



Angelika (LHS), (Pax = Bob Bradley in the centre) with Pam - Manageress from Mungerannie Hotel(RHS).

We drove from Marree to Cowarie Station, halfway up the Birdsville Track with 13 pax, half our group and had crossed the Cooper Creek where it flows across the track in a width of approx. 2kms.



The ABC Helicopter film crew filming us as we returned with our 2nd group of 13 pax from Cowarie Station back to Marree at 4.30pm - 7 hours Later.

One group flies from Marree: fly Marree over Lake Eyre to Cowarie Stn and touch down for a 15 min. break. Take off again and fly to Cooper Creek where it enters Lake HOPE

and then from Lake Hope it continues its path eventually to Lake EYRE, crossing the Birdsville Track enroute - and the creek is approx. 2 kms wide on the Birdsville track.

They fly back to Cowarie to be re-united with the other half of the group who drove the sector: Marree to Cowarie Stn.

Then both groups swap over: the morning flyers coach it back to Marree and the morning coach pax fly back to Marree in the afternoon.

We were so fortunate to be on the Track when it trickled and to see the speed the water was travelling at after a 7 hour period.

This would have to be the highlight of my tour guiding days/experiences. (started in 1995)

Angelika Janes

Contact information for GOA

- **Ecotourism Australia (EA)** - ecotourism.org.au
- **Institute of Australian Tour Guides (IATG)** – guides@australianourguides.com.au
- **Interpretation Australia Association (IAA)** - info@iaa-interpretation.asn.au
- **Tour Guides Western Australia Inc (TGWA)** - ellen.bradley@westnet.com.au
- **Savannah Guides Ltd.** – info@savannah-guides.com.au
- **International Association of Tour Managers (IATM) (Pacific Region)** – iatmpacific@yahoo.com
- **Professional Tour Guides Association of Australia Inc (PTGAA)** – professionalourguides@ptgaa.org.au
- **South Australian Tourist Guide Association (SATGA)** - jccole@ozemail.com.au

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