



Media Release

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New National Tour Guide Accreditation

Guiding Organisations Australia (GOA) has launched a new national tour guide accreditation to provide a benchmark for tour guides Australia wide.

“The launch of our National Tour Guide Accreditation Program is a very important step in ensuring that all of our tourists get the very best possible experience they can have.” Minister for Small Business and Tourism, Fran Bailey said.

There is a “need for professional guides and for there to be not just a standard in individual areas but a national standard of excellence for professional tour guides and guides everywhere.”

The new accreditation, *Guides of Australia*, 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.

The program was developed through funding from the Australian Government and cements GOA as the peak industry body for tour guides in Australia.

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