



National Tour Guide Accreditation Program

Application Kit

Application available from the GOA website - www.goa.org.au

Acknowledgements

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What is Guides of Australia [GoA]?

Who is the Tour Guide?

Guides work in a variety of areas (cities, regional and remote), work in any number of natural, historical and culturally significant environments and conduct tours of varying length from 30 minutes to over 30 days. There is a range of tour guide titles throughout Australia (and the world) - City Sights Guide, Meet and Greet Guide, Driver Guide, Tour Guide, Tourist Guide, Tour Manager and Tour Director (to name a few).

With each role the target markets vary, the transport varies, the tour content varies, the length of time spent with clients varies and our attitudes vary; but we all have a similar job in the Tourism Industry – we all conduct tours with tourists. In order to be effective in our roles we all require a similar set of basic skills. The Guides of Australia accreditation uses the term Tour Guide to mean any person who leads or presents to a group of tourists on an organised tour or activity, of any length, regardless of their employment status.

Who can achieve Guides of Australia accreditation?

Guides of Australia is a national accreditation program providing a skills benchmark for all Tour Guides in Australia, it is managed by Guiding Organisations Australia and its network of guiding organisation members. It provides accreditation for all types of Tour Guides located anywhere in Australia and engaged in any sector of the Tourism industry.

In order to achieve Guides of Australia accreditation you must have sufficient experience in working as a Tour Guide, being either:

- 200 days experience as a Tour Guide over the guides career (or 100 days in the past year), OR
- A Certificate III in Tourism (Guiding) issued by a Registered Training Organisation, plus 30 days experience as a Tour Guide in the past year.

You must also meet the following:

- Hold a current First Aid Certificate and current CPR
- Provide a positive reference from you employer or client
- Successfully demonstrate your guiding skills and knowledge to an independent evaluator during a Field Evaluation for which you must provide a written plan
- Agree to abide by the Australian Tour Guides Code of Practice
- Agree to abide by the Guide of Australia Accreditation Rules including ongoing professional development requirements

Who manages Guides of Australia?

Guides of Australia accreditation program is owned and maintained by Guiding Organisations Australia (GOA). GOA is recognised by the Australian Government and by industry as the national organisation representing the interests of Australian Tour Guides. It is the peak body for tour guides and an umbrella organisation made up of the leading Tour Guide Organisations and Associations throughout 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.*

Information on becoming a Full Member or an Associate Member of Guiding Organisations Australia can be obtained through the GOA website.

Benefits of Guides of Australia Accreditation Program

Many stakeholders including Guides, Tour Operators, Tourism Commissions, Industry Organisations, training organisations and tourists will benefit.

Benefits to the Tour Guide are to:

- be nationally recognised of your practical skills and professionalism as a Tour Guide
- gain a pathway to national qualifications – Certificate III in Tourism (Guiding)
- gain a competitive edge for jobs
- gain access to professional development opportunities
- be identified as a professional Tour Guide
- be listed on the National Register of Accredited Tour Guides, accessed by prospective employers
- receive regular news updates from GOA and access to the GOA website

Benefits to the Tourism Industry include to:

- standardise skills recognition and provide a benchmark for Tour Guides
- improve ethics and safety in operations
- improve standards and professionalism in the industry
- improve customer service by Tour Guides
- be used as an incentive for remuneration or a basis of employment

Benefits to Stakeholders include to:

- provide benchmarks for protected area or site access arrangements
- establish easily recognisable benchmarks of Tour Guiding skills
- improve professionalism within the Tourism Industry

Benefits to the Tourist include to:

- provide reassurance that the Tour Guide meets Australian standards of guiding and operation
- improve standard of professionalism by Australian Tour Guides

Application and Accreditation Requirements

(i) Complete and provide the following **Application Documentation**:

- *Application Form* – provided in Appendix 1.
- *Resume* – a template is provided in Appendix 1 as an example of the preferred layout and may be used for this application.
- *2 Employer Reference Checks* - the required checklists are provided in Appendix 1. One Referee must be your current employer or most recent contracting company. Both Referees should be persons in a senior position that immediately supervises your work. You will need to provide each Referee with the Introduction and the Checklist for completion prior to submitting your Application, or your Referee can complete the Checklist online.
- *Certified Copy of current Senior First Aid (or equivalent) and current CPR Certificates.*
- *Certified Copy of relevant Tour Guiding Qualifications, if applicable* – as per criterion (i).
- *Passport sized Photo for ID Card – preferably digital. This photo will be used for your ID card so please make sure it reflects your image when acting as a guide. Do not send photos where your eyes are covered by sunglasses.*
- *Application Fee – cheques payable to Guiding Organisations Australia Inc.*

(ii) Successfully complete a **Tour/Activity Field Evaluation and a relevant Tour/Activity Plan**. The Field Evaluation forms have been provided in Appendix 2 for your perusal, along with a template for your Tour/Activity Plan. You should be familiar with the criteria the Evaluator will be looking for. A relevant Tour/Activity Plan should be submitted to your Evaluator before the Field Evaluation.

(iii) It is a condition of Guides of Australia Accreditation Program that you sign and abide by the **Australian Tour Guides' Code of Guiding Practice** and undertake ongoing professional development annually

All necessary Application documentation can be found in Appendix 1 and is available for download from the GOA website.

If you are unable to complete the written documentation, another person may assist, or you may phone Guiding Organisations Australia to arrange for assistance.

The Accreditation Process and Checklist

This checklist will lead you through the application manual and help you to prepare all the necessary details for your submission.

What to Do?	Refer to	Completed (✓)
Eligibility		
1. Read through this kit in full		
2. Ensure you are eligible for accreditation	Application and Accreditation Requirements	
Application		
3. Read and sign that you abide by the Australian Tour Guides Code of Guiding Practice	Appendix 2	
4. Approach your employer/contractor referees (use the reference template provided) and have them completed	Appendix 1	
5. Prepare the application submission and send to GOA: <input type="checkbox"/> Application Form <input type="checkbox"/> Current Resume <input type="checkbox"/> 2x references as per (4) above <input type="checkbox"/> Certified copy of current First Aid Certificate <input type="checkbox"/> Certified copy of current CPR Certificate <input type="checkbox"/> Certified copy of Tour Guiding Qualification (if applicable) <input type="checkbox"/> Passport sized photo <input type="checkbox"/> Application Fee – cheque/money order/direct debit	Appendix 1	
Evaluation and Contact by a GOA representative		
6. Complete a Tour/Activity Plan for your Field Evaluation	Appendix 2	
7. An Evaluator will contact you to arrange a time for your Field Evaluation	Evaluator	
8. Complete the Field Evaluation	Evaluator	
9. Provide a passport sized digital image or photo of yourself for your Photo ID Card	Evaluator	

Guides of Australia and Tour Guiding Qualifications

GOA accreditation makes use of the National Tourism Training Package, which includes competency standards and national qualifications for Guides. In the Tour Guiding field there are three relevant certificates:

- Certificate III in Tourism (Guiding)
- Certificate IV in Tourism (Guiding)
- Certificate IV in Tourism (Natural and Cultural Heritage)

GOA supports Registered Training Organisations in the training of Tour Guides to achieve the Certificate III in Tourism (Guiding) and encourages them to obtain Guides of Australia Mapping Documentation to assist with Recognition of Prior Learning for Accredited Tour Guides.

Relationship to Tour Guide Organisations

Australia is home to at least four existing Tour Guide Accreditation Programs that have processes, assessments and standards that meet the requirements of Guides of Australia. If you are already accredited with another Tour Guide program you may be eligible for fast tracking. Below is a list of organisations and exemptions that may be possible. Please contact your organisation for further details.

- Ecotourism Australia (EcoGuide program)
- Institute of Australian Tourist Guides
- International Association of Tour Managers
- Interpretation Association of Australia
- Professional Tour Guide Association of Australia Inc
- Savannah Guides Limited
- South Australian Tour Guide Association
- Tour Guides Western Australia

Your Field Evaluation

As a part of the accreditation process, you will undertake a Field Evaluation of your tour or activity. This consists of 2 elements – the ‘Plan’ and the ‘Evaluation’.

(i) *Tour/Activity Plan*

As a part of the Evaluation process you will need to submit a Plan for the tour or activity that you will be conducting. A Plan helps you to establish what you will talk about, when, and what props you will need along the way. It also helps you to tailor the Tour or Activity to the expected customer group.

The template provided in Appendix 2 allows you to show your planning for the Evaluation tour or activity and provides room for you to conduct a self-evaluation afterwards. Your Evaluator will discuss the Plan with you before the Evaluation and will need to see your completed Plan before the tour or activity. Immediately following the Evaluation you will need to complete the Self-Evaluation section and discuss your performance with your Evaluator.

(ii) *Evaluation*

The tour or activity Field Evaluation should be no less than 1 hour or an equivalent make up, to allow sufficient time to show your skills. It is recommended that your tour or activity be conducted in a real on the job situation with no less than 2 customers plus the Evaluator. If this is not possible, a simulated tour or activity reflecting real circumstances may be evaluated.

The Evaluation can only be conducted by a GOA approved Evaluator (see below). The Evaluator will contact you to organise a date and time for your Evaluation.

Also note that it is at this stage that you should submit a passport sized photograph of yourself that will be used for the Photo ID Card (see below).

Your Evaluator

An Evaluator will be assigned to you once your application is received and will contact you within 30 days. This Evaluator will guide you through the Accreditation process, take fees payment, arrange a time and conduct the Field Evaluation, and sign off on your accreditation.

All Evaluators are senior Tour Guides with one of Guiding Organisations Australia member organisations, or an accepted external specialist, with an equivalent of 5 years experience as a Tour Guide, knowledge of tourism qualification requirements and experience in Tour Guide assessment.

Your Evaluator should be a person from outside of the tour operation/company at which you are employed/contracted.

Appeals

You can appeal the accreditation decision if you feel you have been treated unfairly or are not happy with the outcome. You should make a formal appeal in writing to Guiding Organisations Australia within 14 days of the decision or event.

An independent Evaluator will then be assigned to consult with you and the initial Evaluator. The independent Evaluator may need to conduct a second Field Evaluation.

Guides of Australia would like to encourage you to provide feedback on the accreditation process. If you have any feedback please contact Guiding Organisations Australia.

Photo ID Card

Upon successful completion of all accreditation requirements, a Photo ID Card will be produced to identify you as an Accredited Tour Guide with Guides of Australia. At your Field Evaluation you should supply your Evaluator with a photograph of yourself for this purpose.

It is preferable that photo be a passport sized digital image saved to a disc or emailed to the Secretariat. Where this is not possible, a passport sized photograph should be supplied, or arrangements made with the Evaluator for a digital image to be taken. This photograph should be reflective of your image when acting as a tour guide and your eyes should not be covered by sunglasses.

Once you receive your Photo ID Card keep it in your wallet or in a prominent place so that others can identify you as Accredited, particularly customers and others in the industry. If your ID card is stolen, lost or in disrepair, please contact Guiding Organisations Australia.



Continuing Professional Development

In order to maintain your accreditation you must undertake professional development annually. Guiding Organisations Australia has established a database of relevant courses, workbooks and qualifications to which you will have access and you will be regularly updated on upcoming courses and events through the GOA Directions Newsletter.

The GOA Professional Development Database gives examples of activities around Australia. If you have an additional activity please contact GOA direct. In addition, GOA member organisations also hold professional development opportunities for their members. Contact details for these organisations are provided in Appendix 4 for your convenience.

Professional Development Requirements

- Each year a Tour Guide must obtain 4 points by undertaking professional development as per the table below. This should be documented to GOA annually with your annual registration fee.
- Any one type of professional development activity may be used a maximum of twice in point accumulation.
- To qualify a Tour Guide must participate in sufficient relevant industry experience as stated in the table below.

ACTIVITY	POINTS
Industry Experience - compulsory	
Industry Experience – at least 30 days a year	1
Formal and Industry Based Training	
Tertiary Education completion (minimum of Certificate III)	2
Short Course completion	1
Workshop completion / industry lecture / conference attendance	1 per 8hrs
Trainer and Assessor experience	
Delivery of accredited training and assessment for Tour Guides	2
Mentoring/on the job training of a new Tour Guide	1
Evaluator role in Guides of Australia accreditation	1
Membership and Familiarisations	
Membership of a Tour Guiding Organisation	1
Membership of a professional or industry organisation	1
Familiarisation Tour	1 per 2 days
Relevant Subscriptions	
Subscription to a professional or educational magazine/journal	1

Fees

Guides of Australia is designed to be affordable to all Tour Guides on an ongoing basis. The initial accreditation fee includes accreditation, the first years annual registration fee, a photo ID card, GOA news updates, notification of professional development opportunities and optional listing on the National Register of Accredited Tour Guides.

The below table distinguishes those guides who currently have membership with a GOA member organisation – with and without assessment/evaluation – and those guides who are not members of a GOA member organisation. The fee structure allows for the current professional development that is associated with these organisations.

All Prices include GST	Guides who are not members of a Tour Guiding Organisation	Members of an organisation not providing assessment or evaluation	Members of an organisation that currently provides assessment or evaluation
On Application (sent in with your application submission)	\$220	\$90	\$66
On Evaluation (payable to the Evaluator)	\$175	\$75*	\$75*
Total Fee for initial accreditation (including the first years annual fee)	\$395	\$165	\$141
Annual registration fee for successive years	\$77	\$30.00	\$30.00

Additional travel costs for the Evaluator will need to be covered by you as the Applicant. For this reason we encourage you to team up with other Applicants in your area or organisation - the more Applicants you team up with the cheaper the individual travel cost becomes. In all cases an Evaluator from the nearest location available will be assigned to you.

Payment can be made by Cheque or Money Order (made out in full to Guiding Organisations Australia Inc) or via Direct Deposit (contact the GOA Secretariat for account details).

*Those guides who are members of an organisation that currently provides assessment or evaluation may be exempt from an evaluation fee. Please consult your organisation for more details.

Possible Exemptions

Application detail	Exemption details
Application Form	No exemptions
Resume	No exemptions
Current First Aid and current CPR	No exemptions. Certificate and CPR must be current. Senior First Aid is required; Remote Area First Aid will be accepted.
Employer Reference Checks	Those with current accreditation through an existing program. Please see your organisation for further details.
Tour/Activity Field Evaluation	Those with current accreditation/assessment through an existing program. Where no assessment has been conducted, a structured interview may be conducted. Please see your organisation for further details.
Code of Conduct/Code of Guiding Practice	No exemptions.

The Board of Guiding Organisations Australia will consider applications for exemptions from Guides of Australia accreditation criteria where exceptional circumstances exist. Please contact GOA for further advice.

Annual Renewal

Your Guides of Australia accreditation will need to be renewed annually. In July of each year an invoice will be sent to your contact postal address held by GOA and should be paid within 30 days. Upon invoice you will also be asked to provide proof of professional development throughout that year and evidence of current first aid and CPR certificates.

To ensure continuation of your registration you should keep your contact details held by GOA as current as possible.

Appendix 1 - Application Documentation

Provided here for your convenience are:

- Application Form
 - Include a copy of all relevant First Aid, CPR and Tour Guiding certificates
- Resume
 - A template is provided for your convenience
- Employer Reference Checks – Copy and pass to two Employer/Referees for completion

These documents can be downloaded from the GOA website.

Application Form

Personal Details

Full Name: _____

Postal Address: _____

State: _____ Postcode: _____

Daytime Phone: _____ Fax: _____

Mobile Phone: _____

Email: _____

Guides of Australia Accreditation Eligibility

On what basis are you applying for National Tour Guide Accreditation (please tick):

- 200 days experience as a Tour Guide over the guides career (or 100 days in the past year), OR
- a Certificate III in Tourism (Guiding) issued by a Registered Training Organisation, plus 30 days experience as a Tour Guide in the past year.

First Aid

- Do you hold a current Senior First Aid Certificate? **YES / NO**
- Is your CPR current? **YES / NO**

Do you hold current insurance? YES / NO

If yes what cover do you have? _____

Please provide a copy of all relevant certificates and a Resume with your employment details as per the GOA Application Kit

Experience

How long have you been a tour guide? _____ years _____ months

Other Existing Accreditation - Do you hold current membership/accreditation from an Australian Tour Guiding Organisation? YES / NO

Which Organisation? _____

Referees – Provide contact details of your referees for this application

1 - Current Employer/Contractor: _____

Contact Name (Supervisor or Manager): _____

Postal Address: _____

State: _____ Postcode: _____

Daytime Phone: _____ Fax: _____

Mobile Phone: _____

Email: _____

Have you contacted this referee and supplied them with the Referee Forms? **YES / NO**

2 – Company Name: _____

Contact Name (Supervisor or Manager): _____

Postal Address: _____

State: _____ Postcode: _____

Daytime Phone: _____ Fax: _____

Mobile Phone: _____

Email: _____

Have you contacted this referee and supplied them with the Referee Forms? **YES / NO**

Terms and Condition of Accreditation and Declaration

1. I warrant that I have supplied true and correct information for this application to Guides of Australia and I have not omitted any relevant or pertinent information.
2. I will supply additional true and accurate information as may be requested by Guiding Organisations Australia during my accreditation or renewal.
3. I have attached the necessary documents with this application – namely a resume, copies of Certificates, a signed Code of Conduct.
4. I give permission and consent for my detail to be listed on the National Database of Accredited Tour Guide once I successfully complete the accreditation process and I agree to notify Guides of Australia should my circumstance or contact details change for updating of the National Database.
5. I agree to abide by the Australia Tour Guide’s Code of Guiding Practice issued from time to time by Guide of Australia.
6. I agree to keep my First Aid certificate and CPR certificate current at all times during my accreditation.
7. I agree to keep my insurance current at all times during my accreditation.
8. Any incorrect/misleading information or failure to provide information as set out in the Guides of Australia or breach of these terms and conditions or failing to comply with the Australian Tour Guides’ Code of Guiding Practice issued from time to time may lead to refusal to grant/renew accreditation or its withdrawal.
9. I acknowledge and agree that Guides of Australia Board can refuse to grant or continue accreditation on the giving of 14 days notice.
10. I acknowledge that if, in Guide of Australia absolute discretion, I do not meet the specified criteria as set down in the Application Kit, Guides of Australia may refuse to offer a Field Evaluation or accreditation opportunities.
11. A fee will be charged for accreditation upon application and upon first contact with an Evaluator. This fee may change given circumstances and travel costs. I agree to pay all fees and charges within 14 days of invoice.
12. I acknowledge and agree that Guides of Australia accepts no liability for any information, recommendation or advice provided to me and I agree to seek independent specialist advice before relying upon any information, recommendation or advice provided to me by Guides of Australia or its employees, agents or contractors.

Guides of Australia - National Tour Guide Accreditation

13. I agree to be liable for and indemnify Guides of Australia, its employees, agents and contractors from and against all claims, actions, demands, liability, damages (including personal injury including death) and expense (including legal costs on an indemnity basis) with Guides of Australia, its employees, agents and contractors my sustain or incur, which may be brought or made by any person, arising out of or in connection with:

- a) Any wilful, unlawful or negligent act or omission by me;
- b) Any breach of any warranty, term and condition or accreditation;
- c) Any representation made by me.

Signature: _____

Name: _____ Date: _____

I have included the following with my Application Form:

- Referee Reports x2
- Current Resume
- First Aid Certificate
- Other relevant certificates
- A signed Tour Guides Code of Guiding Practice
- Passport sized photo – digital
- Application Fee
- Other relevant information

Send your application to:
GOA Secretariat
PO Box 153
The Gap QLD 4061

Resume Guidelines

Personal Details

Full Name: _____

Postal Address: _____

State: _____ Postcode: _____

Daytime Phone: _____ Fax: _____

Mobile Phone: _____

Email: _____

Professional Education and Training

List all relevant Tourism or Industry Qualifications and provide a copy of certificate/s:

- **First Aid Qualification:** _____

Institute/Training Organisation name: _____

Awarded in (Month/Year): _____

CPR current until (Month/Year): _____

- Name of Qualification: _____

Institute/Training Organisation name: _____

Awarded in or continuing (Month/Year): _____

Tour Guiding Experience – Provide a tour/information brochure from each Employer/Contractor

Date From/To (start date and finish date)

Position

Employer/Contractor name

Location

Duties:

-
-
-
-
-



PO Box 153
The Gap QLD 4061

Dear Referee,

Guides of Australia is a national accreditation program providing a skills benchmark for all Tour Guides in Australia, it is managed by Guiding Organisations Australia. It has been established as a National Tour Guide Accreditation suitable for all Tour Guides in all sectors of the Tourism Industry.

Guides of Australia represents a coordinated effort to foster the growing culture of professional development amongst Tour Guides and consequent improvements in guiding practices throughout Australia.

As a part of the application process, the Tour Guide is required to provide GOA with the necessary Application Documents including two Employer Reference Checks. As the recipient of this letter, you have been identified by a Tour Guide to undertake this step in the process for them.

The Referee report is designed to identify the Tour Guide's consistent work performance over the period he/she has been working with you. It also serves to identify any areas of professional development that the Tour Guide may need to undertake.

As a Referee, you should be the Tour Guide's immediate Senior Supervisor, have day-to-day operational knowledge of the Tour Guide's work performance and his/her ability to meet the criteria set out in the following checklist.

The Referee process has been simplified for your convenience into a series of Yes/No/Not Applicable answers with room for further comments. We ask you to read each criterion carefully before giving an honest answer about the Tour Guides performance.

If you have any questions regarding this process please do not hesitate to contact GOA at goa@goa.org.au or via telephone on 1300 558 105

Yours sincerely

Rob Johnston
President
Guiding Organisations Australia

Employer Reference Checklist

Guides Name: _____

Guides period of Employment with your Company (estimated number of hours worked): _____

Company Name: _____

Your Name: _____

Contact Phone: _____

Email: _____

Please tick the appropriate Yes/No/NA in answer to the following questions about the Guides Work Performance and provide a comment where possible:

Does the Guide consistently ...?:		Yes	No	N/A	Comments
Customer Service	Recognise cultural and social differences in verbal and nonverbal communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Obtain assistance with culture/language - if required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Show respect and sensitivity to cultural and social differences of the customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Maintain friendly but professional interactions with customers at all times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Identify customer expectations and meet or exceed them where possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Identify and provide for special needs of customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Recognise customer dissatisfaction and take appropriate action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Maintain a positive, cooperative and professional manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Maintain high standards of presentation in accordance with operator requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Maintain safe and hygienic presentation appropriate to tour and environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Does the Guide consistently ...?:		Yes	No	N/A	Comments
Ethical and Legal Considerations	Refrain from soliciting tips or kick backs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Minimise negative impacts on social and natural environments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Carry necessary permits and have knowledge of their requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Adhere to permit times – as applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Provide all tour requirements as per tour schedule and within specified time frame	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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Safety Considerations	Does the Guide consistently ...?:	Yes	No	N/A	Comments
	Acknowledge and refer to operators risk management policy for the activity/tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Assess and reassess risks during the activity/tour and take appropriate action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Follow operators health and safety procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Follow security procedures appropriate to tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Identify breaches in health, safety and security procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Show awareness of duty of care to customers at all times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Tour Coordination	Does the Guide consistently ...?:	Yes	No	N/A	Comments
	Interpret operator documentation accurately – eg tour manifest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Maintain timely and appropriate contact with providers of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Liase with industry colleagues with regards tour requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Make accurate and timely forward confirmations and bookings with providers of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Notify colleagues of tour return in a timely manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Teamwork and communication with colleagues	Does the Guide consistently ...?:	Yes	No	N/A	Comments
	Demonstrate trust, support and respect to team members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Recognise cultural differences in the team and accommodate in the workplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Polite, friendly and professional communication with colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Communicate using commonly used English and industry terminology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Provide accurate information and explanations regarding customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Work effectively in a team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Conflict	Does the Guide ...?:	Yes	No	N/A	Comments
	Identify potential and existing conflicts within the group or involving external parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Seek solutions with regards any conflict	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Follow operator procedures to control alcohol and drug affected customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Handle customer complaints appropriately in accordance with operator guidelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Refer complaints to an appropriate person when beyond the individuals level of responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Post Tour Reporting	Does the Guide consistently ...?:	Yes	No	N/A	Comments
	Report faulty equipment or maintenance requirements – as required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Report breaches in health, safety and security procedures from tour – as required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Complete incident reports – as required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Complete tour reports as required by operator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Please provide some general comments on the Tour Guide’s work performance:

Declaration

As the immediate supervisor/manager, I have direct knowledge of the day-to-day operation and performance of the Tour Guide. The above report is, therefore, a true and accurate reflection of the Tour Guide’s abilities and performance under my supervision.

Name: _____

Signature: _____ Date: _____

Thank you for your time!

Appendix 2 – Field Evaluation Documentation

Tour/Activity Field Evaluation

This is the actual form that the Assessor will use during your Field Evaluation. Further clarification of requirements is provided in the Field Evaluation Clarification document.

Field Evaluation Clarification

The following Evaluation Criteria are those that will be used by your Assessor during your Field Evaluation. Each criterion has been elaborated so you better understand what is required of you and what the Assessor will be marking against.

Tour/Activity Plan Guidelines and Template

As a part of your Field Evaluation you are required to provide a Tour/Activity Plan.

Code of Guiding Practice

Upon your successful completion of the Accreditation this should be signed to acknowledge that you will continue to abide by its content.

Tour/Activity Field Evaluation

Guide's Name: _____

Location: _____

Preparation – Does the Guide have ...?:	Yes	No	N/A	Comments
Equipment and props ready				
Access to a First Aid Kit				
Appropriate professional personal presentation				
A Tour Plan				
Manifest/Activity Numbers				
Introduction – Does the Guide ...?:	Yes	No	N/A	
Gain the attention of the group				
Use an effective introduction				
Inform group of health and safety issues				
Commentary and Interpretive Techniques Does the guide ...?:	Yes	No	N/A	
Have a logical order/flow to commentary				
Use current, accurate, relevant information				
Consider the site's cultural and social attributes				
Use effective themes				
Hold the group's attention				
Use props appropriately				
Demonstrate effective body language				
Demonstrate effective use of voice				
Use appropriate vocabulary				
Use appropriate humour				
Maintain eye contact				
Encourage customer participation				
Remain flexible				
Encourage questions from group				
Answer questions appropriately				
Customer Service and Communication Does the Guide ...?:	Yes	No	N/A	
Maintain friendly yet professional interactions				
Use active listening				
Consider customer body language				
Recognise cultural and social differences				

Overcome language barriers				
Provide for special needs of customer				
Meet customer expectations				
Action customer dissatisfaction				
Have effective communication with colleagues				
Have effective communication with service providers				
Customer Management				
Does the Guide ...?:	Yes	No	N/A	
Lead and control the customer				
Ensure customer numbers				
Relay tour itinerary/schedule to customer				
Respond to group/individual needs				
Encourage group cohesion				
Encourage minimal impact				
Safety – Does the Guide ...?:	Yes	No	N/A	
Assess, reassess and action risks				
Show his/her duty of care at all times				
Follow health, safety and security proc.				
Ethics – Does the Guide ...?:	Yes	No	N/A	
Refrain from soliciting tips or kick backs				
Minimise negative impacts				
Provide accurate and current information				
Legal Issues – Does the Guide ...?:	Yes	No	N/A	
Provide all tour requirements				
Have all permits and license requirements				
Conclusion – Does the Guide ...?:	Yes	No	N/A	
Wind the tour up effectively				
Encourage questions and feedback				
Post tour – Does the Guide ...?:	Yes	No	N/A	
Notify colleagues of return				
Follow up unanswered questions				
Return equipment				
Complete required reporting				
Conduct evaluations				

I have sighted the above Field Evaluation and the attached Evaluator’s Recommendation Sheet:

Guide’s Signature: _____

Date: _____

Assessor’s Signature: _____

Date: _____

Evaluator's Recommendation Sheet

Guides Name: _____

Application Information – tick if received

- Application Form
- Resume
- Referee Report 1 _____
- Referee Report 2 _____
- Current First Aid Certificate
- Current CPR Certificate
- Tour Guiding Qualification – if applicable

Activity Field Evaluation

Date of Field Evaluation: _____

Location of Tour/Activity: _____

Tour/Activity Type: _____

Number of Customers: _____

Special Circumstances: _____

How did the Tour Guide show care for the safety of others? _____

How did the Tour Guide show ethical behaviour? _____

Additional Assessor's Comments: _____

Does the Tour Guide meet all required elements of the Field Evaluation? YES / NO

Has the Guide provided an Activity/Tour Plan? YES / NO

Recommendation

Has the Tour Guide met all the required criteria for Guides of Australia and is therefore recommended for Guides of Australia Accreditation? **YES / NO**

If NO, further action to be taken: _____

Assessor's Name: _____ Signature: _____

Sighted by Tour Guide – Signature: _____

Activity Field Evaluation – Clarification

Preparation – Does the guide have ...?:	Clarification
Equipment and props ready	Microphone, AV equipment, food/drink requirements, reference books, support materials etc ready for use
Access to a First Aid Kit	Appropriate to tour, stocked and nearby if not carried
Professional personal presentation	Professional and considers customer expectations, safe and hygienic and appropriateness to tour. Consistent throughout tour
A Tour Plan	Written Tour Plan to be given to assessor before tour
Manifest/Activity Numbers	Obtained as appropriate
Introduction – Does the Guide ...?:	
Gain the attention of the group	Appropriate and professional – consistent throughout tour
Use an effective Introduction	Welcome, Positive, Tour Length and Route, Intro to topic
Inform group of health and safety issues	Tour practicalities and personal requirements
Commentary and Interpretive Techniques Does the Guide ...?:	
Have a logical order/flow to commentary	In Topics and Theme/s and smooth flow between
Use current, accurate, relevant information	Relevant to topic and to group – consider group demographics, time mgt, depth of knowledge
Consider the sites cultural and social attributes	Cultural and social differences
Use effective themes	Appropriate to group
Hold the groups attention	Also involves entire group
Use props appropriately	To environment and group
Demonstrate effective body language	Confident, enthusiastic, positive and professional
Demonstrate effective use of voice	Variety in pitch, appropriate speed, tone of voice, and voice projection
Use appropriate vocabulary	Not too technical, appropriate to group demographics
Use appropriate humour	Professional and not just jokes
Maintain eye contact	With entire group not just one individual
Encourage customer participation	In tour activities and use of senses
Remain flexible	Opportunities to incorporate customer knowledge and unforeseen experiences
Encourage questions from group	Asks if any questions
Answer questions appropriately	Courteous and correct, repeats to group if appropriate and offers to supply answer later if unknown
Customer Service and Communication Does the Guide ...?:	Clarification
Maintain friendly yet professional interactions	Between guide and group, positive and cooperative attitude
Use active listening	Acknowledge and respond to customer comments
Consider customer body language	Acknowledge and respond to individual and group
Recognise cultural and social differences	And consider in customer verbal and nonverbal comm. And treat with respect
Overcome language barriers if required	Use simple words and gestures, and obtain assistance
Provide for special needs of customer	Identify and consistently provide for and meet reasonable requests
Meet customer expectations	Identify and provide for customer needs

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Action customer dissatisfaction	Identify and promptly actioned
Have effective communication with colleagues	Polite, friendly and professional, and in common English and industry terminology
Have effective communication with service providers	Polite, timely and accurate - Forward confirmations, tour/customer requirements – provider of tour services
Group Management – Does the Guide ...?:	
	Clarification
Lead and control group	Displays leadership, effective instructions given and encourage clarification if required, leads group without being too far ahead or behind
Ensure group numbers	Consistently and accurately without being obvious
Relay to the group tour itinerary/schedule	Scheduled and updated if delayed
Respond to group/individual needs	Balanced, flexible
Encourage group cohesion	Appropriate interaction, team building, ice breakers
Encourage minimal impact	On social, cultural and natural environments
Safety – Does the Guide ...?:	
Assess, reassess and action risks	To operators risk management policy and unexpected situations on tour – to <u>customer, self and others</u>
Show his/her duty of care at all times	At all times – including carrying first aid for walks and consistently advising <u>group of health and safety issues</u>
Follow health, safety and security proc.	Appropriate procedures of operator and identify breaches
Ethics – Does the Guide ...?:	
Refrain from soliciting tips or kick backs	From customers or providers of service to tour
Minimise negative impacts	From activity and self – on social, cultural and natural environments
Provide accurate and current information	In all communication – including additional tour activities
Legal Issues – Does the Guide ...?:	
Provide all tour requirements	As per advertised activity and within specified time frame
Have all permits and license requirements	Acknowledge specific permit and license requirements, and carry a copy on hand
Conclusion – Does the Guide ...?:	
Wind the tour up effectively	Leave group with positive attitude, thank group, recap highlights, appropriate <u>on selling of products</u>
Encourage questions and feedback	Feedback forms or verbal feedback – as per operator, offer further assistance or source it
Post tour – Does the Guide ...?:	
Notify colleagues of return	Timely
Follow up unanswered questions	Research unanswered questions and notify customer
Return equipment	Clean and store, ready for next use
Complete required reporting	As appropriate - Tour Report, incident report, faulty equipment, health safety <u>and security breaches</u>
Conduct evaluations	Consider customer feedback and self evaluation for next tour

Tour / Activity Plan

As Tour Guides, we are required by law to ensure that we provide all activities and sites sold as a part of the tour by the Tour Operator. To help us prepare for this we develop a Tour Plan. This is essentially an overview of the tour that you intend to conduct, and helps you to plan your interpretation, use of props and time management and aids in your review afterwards.

For Accreditation, your Field Evaluation should be accompanied by a tour plan for that particular tour.

Further information on Tour Plans and Activity Planning can be found in the following references:

- Pastorelli, J. (2003) *An Interpretive Approach to Tour Guiding – Enriching the Experience*, Pearson Education Australia, NSW.
- Department of Conservation Western Australia (2000) *Developing Ecotours and Other Interpretive Activity Programs*, Gil Field and Lotte Lent, Department of Conservation Western Australia, Perth.
- Crabtree, A. (2000) *Plan and Develop Interpretive Activities*, South West Institute of TAFE, Vic.

Tour/Activity Plan

Tour/Activity Name: _____

Location: _____

Length/Time of Day: _____

Expected Itinerary/Schedule *please provide an appropriate location map:*

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Time: _____ Location/Content: _____

Commentary Content – outline the content/major points that you will cover:

Method of group movement – eg foot, vehicle, static as applicable _____

Required equipment, props, resources and support materials: _____

Customer equipment requirements: _____

Expected Customer Demographics:

Age Group: _____

Nationality/s and Languages: _____

Other: _____

Activity/Tour Objectives – I would like the group to gain the following from my tour:

- _____
- _____
- _____
- _____

Theme/s or message – What would you like the group to understand? _____

Safety and Risk Management Issues

Does your employer/contractor have a Risk Assessment for this activity/tour? YES / NO

Are you aware of the Risk, Safety and Security procedures for this activity/tour? YES / NO

Are you aware of the current condition of all facilities and equipment to be used? YES / NO

Do you have contingency plans for the activity/tour in case of unusual events? YES / NO

Note: *Guides of Australia does not assess, consider or approve the appropriateness of any risk assessments or safety procedures of the application but merely ensures that applicants are aware of and have considered these issues when applying for accreditation. Guides of Australia accepts no liability regarding the appropriateness or otherwise of any risk assessment, safety or security procedures.*

Self-Assessment and Customer Feedback

Complete the following questions immediately after your tour/activity:

How many participants did you have? _____

Did the group respond positively to your commentary? YES / NO

What was the highlight of the tour/activity? _____

What interpretation worked well? Why? _____

What didn't work well? Why? _____

How did you show care for the safety of the group? _____

How did you show ethical behaviour? _____

How can you improve your activity/tour? _____

End of Tour Plan

Australian Tour Guides' Code of Guiding Practice

I agree to abide by the **Australian Tour Guides' Code of Guiding Practice** as set out below:

1. To provide a professional service to visitors - professional in care and commitment, and professional in providing an objective understanding of the place visited - free from prejudice or propaganda.
2. To ensure that every effort is made to present true and accurate facts and ensure that a clear distinction is made between this truth and stories, legends, traditions, or opinions.
3. To act honestly, fairly and professionally in all dealings with all those who engage the services of guides and with colleagues working in all aspects of tourism.
4. Ensure that guided groups treat with respect the natural, cultural and heritage environments, and minimise impacts on these at all times.
5. As representatives of Australia, to welcome visitors and act in such a way as to bring credit to the country and promote it as a tourist destination.
6. Regularly update and upgrade my guiding skills and knowledge through training and professional development activities.
7. Declare to customers any relevant personal commercial interests, including commissions, and never force visitor purchases or solicit tips.
8. Be mindful at all times of duty of care and other health and safety issues.
9. Provide all goods and services as presented in the tour itinerary and promotional material.
10. Abide by all national, state or territory legislation governing the operation and conduct of tours, tour operators and tour guides.

I will demonstrate the *Australian Tour Guides' Code of Guiding Practice* in my own actions and encourage its implementation across the industry through my interactions with tourism businesses, organisations and other Tour Guides.

Name: _____

Signed: _____ Date: _____

Appendix 3 – Guiding Organisations Australia Contacts

Guiding Organisations Australia

PO Box 153
The Gap Qld 4061
Phone: 1300 558 105
Email: goa@goa.org.au
Website: www.goa.org.au

Ecotourism Australia
PO Box 268
Brisbane Qld 4001
Phone: (07) 3229 5550
Email: mail@ecotourism.org.au
Website: www.ecotourism.org.au

Institute of Australian Tourist Guides
PO Box 446
Harbord NSW 2906
Phone: (02) 9939 4699
Email: guides@australiantouristguides.com.au
Website: www.australiantouristguides.com.au

*International Association of Tour Managers
Pacific Region*
GPO Box 312
Sydney NSW 2001
Website: www.iatm.co.uk

Interpretation Australia Association
PO Box 1231
Collingwood VIC 3066
Phone: (02) 4758 8643
Email: carolund@ironstonesoftware.com.au
Website: www.interpretationaustralia.asn.au

Queensland Tour Guides Association
PO Box 259
Banora Point NSW 2486
Phone: 0428 988 685
Email: qtga@stconsulting.com.au
Website: www.qtga.org.au

*Professional Tour Guide Association of
Australia Inc.*
PO Box 1252
Melbourne VIC 3001
Phone: (03) 8601 1124
Email: professionaltourguides@ptgaa.org
Website: www.tourguides.com.au

Savannah Guides Limited
PO Box 63
Georgetown Qld 4817
Phone: 07 4062 1057
Email: info@savannah-guides.com.au
Website: www.savannah-guides.com.au

South Australian Tour Guides Association
PO Box 801
Nth Adelaide SA 5006
Phone: (08) 8239 0363
Email: dmottera@bigpond.net.au
Website: www.goa.org.au

Tour Guides Western Australia
PO Box 1104
Subiaco WA 6904
Phone: 1800 688 644
Email: dotnrob@bigpond.net.au