

Directions

... Tour Guiding Issues and Activities!

• National Tour Guide Accreditation Launch

Rob Johnston - Chairman of GOA:

The Honourable Fran Bailey MP, the Minister for Tourism and Small Business, Mrs Anne Bottomley, Treasurer of GOA, Mr Jeff Floyd, CEO of AAA Tourism, Miss Simone Fenech, Better Business Tourism Accreditation Scheme, Ms Kylie Whittard, Director of Commerce and Marketing for Zoos Victoria, Matt Vincent, Director of Healesville Sanctuary, Marj Hookey, representative of the Guides of Healesville Sanctuary, Members of PTGAA, and ladies and gentlemen, as Chair of GOA I am very pleased and proud to welcome you to this small ceremony to launch what is the culmination of a six-year campaign to establish a national umbrella organisation for tour guides and then to present a tour guide accreditation to the tourism industry of Australia.

Our accreditation programme has been framed with very broad consultation over the whole industry in all states - our previous chair, Russell Boswell, who took on the project management, had nearly 100 consultants (you can imagine that his email heading to direct information and seek consultation with them, all the addresses took up a whole page of each email) - and we can be conservatively confident, I think, that the program will ensure benchmarks of guiding quality to enhance the visitor experience of the huge variety of features and environments of our wonderful, vast nation.

Today's a culmination, but it's also a beginning for Australian tour guides to display the quality of the skills for the benefit of our visitors and the operators who host them.

In the late '90s, a number of tourist authorities began to express some concern that tour guiding was somewhat undersold by the multiplicity and diverse nature of its organisation. The organisations that had been formed include IATG, which was founded in Sydney in 1994, Interpretation Australia in 1992 and Eco Tourism in 1991, both across state boundaries, Savannah Guides across the north in 1988, our colleagues here in Victoria, PTGAA, in 1985, and I can have a little bit of pride in being the representative of the oldest organisation, Tour Guides of Western Australia in 1980.

The profile of these organisations, while serving their employers skilfully and professionally, was considerably reduced by the insistence by most coach operators that their coach captains, whether qualified as guides or not, should deliver commentary as well as driving the coach. So in June 2000

In This Issue

- **National Tour Guide Accreditation Launch**
- **Social Norms and Cultures of Local and Indigenous Communities**
- **Resources/training/ professional development**
- **New Portal for the Tourism Industry**
- **Vegemite**

Jeff Floyd, then CEO of Tourism Victoria, arranged a meeting of a broad spectrum of the tourism industry administration, including the federal department, to acknowledge the significant place of tour guides and to encourage support for a national umbrella organisation. This meeting in Canberra was chaired by Wayne Kayler-Thomson of Tourism Victoria who, by the way, sent us an apology today. He would have liked to be here but he sends his best wishes. And that meeting set us on a course to achieve unity and ultimately to establish the quality controlling accreditation program.

The steps that followed were not without setbacks, but still very strongly supported by visionary tourist authorities, so we were not on our own, in other words.

In November 2000, Bill Spur, the CEO of Tourism South Australia, convened a meeting of four tour guide associations in Adelaide, and then guided a resolution through that year's ASCOT (that's the Australian Standing Committee on Tourism) to formalise support for a national approach. November 2001, a broader representation of tour guide organisations met in Adelaide, where CATGA, was agreed upon, a Council of Australian Tour Guide Associations. A couple of months later, in February (2002), the Department of Industry, Tourism and Resources arranged and, I may say, paid for, a meeting in Sydney and we were introduced to Wayne Graham, from that department, who monitored us into a most productive administration, with an ambitious but realistic business plan to submit to ASCOT, with an application for a specific grant to form Guiding Organisations Australia, which I feel is a much more suitable acronym, rather than the earlier one, which had overtones of the strings of an old tennis racquet.

This application was successful with the very critical ASCOT members, and there were some dissenting voices in that, and we got GOA going with a \$50,000 grant. We appointed a secretariat and met in March 2003, having incorporated in Queensland, and supported by eight committed founder organisations, subsequent meetings were telephone hook ups, and that's not an easy way to conduct a meeting, I can tell you, administration nationally, often bedevilled by the difficulties of drawing together eight different organisations spread right across Australia. Our first formal, in incorporation terms, general meeting, was held in Sydney in June 2004. We unfortunately had to say farewell to the mentoring of Wayne Graham, from the Department, because he was about to leave the department, but we will always be grateful for his mentoring, but we then had to stand on our own two ... no, eight feet. For the latter portion of that year much energy was directed in application to the Federal Minister's Australian Tourism Development Project, for a follow-up grant specifically for the accreditation program. Meanwhile our Victorian colleagues, led by Anne Bottomley and Lynne Furness, the present president of PTGAA, were preparing for the very successful World Federation of Tour Guide Associations biennial convention which was held in Melbourne in January 2005.

I mention this because it also had a spin-off for us. Initially our application for the ATVP grant was not successful, but we grabbed the opportunity to bend the ear of Warren Ensich, the minister's parliamentary secretary. We persuaded him to revisit our application and he managed to convey our enthusiasm for an accreditation program so successfully that now, just a year on from what was a bolt out of the blue to me when I received a telephone call from the minister's office, we have a thoroughly researched and professional accreditation program ready to be rolled out.

We know we have a job in front of us to enthuse guides and operators that accreditation, like education generally, doesn't cost, but it actually pays. GOA now has nine member organisations representing about 450 guides around Australia, but there are estimates of three, four, even five thousand guides at work in a huge variety of situations - from specific site guides, day casuals, long journeys, and so on - and we've got to get to them all.

So now I have the great honour to ask you, Minister, to launch the Guides of Australia Accreditation Program.

The Hon. Fran Bailey, Federal Minister for Small Business and Tourism, launched the Guides of Australia Accreditation Program.

“Could I begin by thanking very much the Healesville Sanctuary for allowing us to launch what I think is a tremendously important program this morning,” said the Yarra Valley “local” of 32 years, as a mob of ibis landed on the lawn among the guests soaking up the winter sunshine. “And in doing so thank all of the volunteer guides who provide such a fantastic service to all of the visitors who come here. They certainly make everyone’s visit a very special occasion.

Australian tourism today is a \$75 billion industry and five and a half million international visitors came here last year. “The experiences that all of our tourists take home with them,” the Minister continued, “depends on the quality of the experience that they have.

“Today we’re here to celebrate, and thank, people like Rob (Robert Johnson, Chairman of GOA), Anne (Anne Bottomley, Treasurer of GOA), Jeff (Jeff Floyd, CEO AAA Tourism), and many others who couldn’t be with us this morning, for being so persistent and believing so strongly in the need for professional guides and for there to be not just a standard in individual areas but a national standard of excellence for professional guides and guides everywhere.

“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 that they can have. Congratulations.”

New National Tour Guiding Accreditation for Australia

Guiding Organisation Australia have launched a national tour guiding accreditation - *Guides of Australia*. The launch was attended by the Federal Minister for Small Business and Tourism The Honourable Fran Bailey, who has supported the federally funded program since its inception.

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* standards and process will be available at GOA’s website, www.goa.org.au

Source: Tourism Council WA

Eloquence: Eloquence (from [Latin](#) *eloquentia*) is fluent, forcible, elegant or persuasive speaking in public. It is primarily the power of expressing strong emotions in striking and appropriate language, thereby producing conviction or persuasion. The term is also used for writing in a fluent style.

Some people say that eloquence is a talent and a gift of nature. Others are of the opinion that it could be acquired by exercise and study. Most people would agree that it is impossible for eloquent persons to affect their hearers in any degree without being affected by it themselves.

"True eloquence," Oliver Goldsmith says, "Does not consist ... in saying great things in a sublime style, but in a simple style; for there is, properly speaking, no such thing as a sublime style, the sublimity lies only in the things; and when they are not so, the language may be turgid, affected, metaphorical, but not affecting." (*Of Eloquence*, 1759) Source: Wikipedia

Preserving the Social Norms and Cultures of Local and Indigenous Communities

Socio-cultural sustainability is achieved when businesses make a concerted effort to work with local people to maintain and protect the social structures, economies and cultures of the local communities where they operate.

Measuring Your Impact: Measuring your socio-cultural impacts on local and indigenous communities can be difficult. The best way to find out what impacts you are having on the local communities where your business operates is to create opportunities for them to provide you with feedback. Meet with representatives from local communities at least once annually to determine how your business is affecting them socially and culturally and to ensure that their rights and aspirations are recognized and incorporated into your operational decisions. These types of forums can also be used to deliver and discuss any important news, such as the expansion of your business, new programs, etc.

Also consider offering bi-annual focus group discussions and creating feedback questionnaires for representatives from local communities. Additionally, you may wish to hire a professional to conduct a socio-cultural impact assessment.

Quantifiable variables used to measure socio-cultural impacts include the following:

- The amount of negative feedback from local or indigenous people regarding misleading or inaccurate portrayal of products and or services.
- Total number of compliments received from local and or indigenous people last year in the form of positive feedback.
- The amount of time spent by the business in meeting with community leaders to ensure their needs are met and that they have a stake in tourism operations and development.

Managing Your Impact: To help preserve the social norms and cultures of local and indigenous communities, consider the following:

- Meet with local representatives where your company operates to determine socio-cultural and economic impacts, and to ensure that their rights and aspirations are recognized and incorporated into your operational decisions.
- Be aware of local customs that may offend your clients as well as sacred or local customs that are banned from outsiders' view.
- Educate your employees and clients about these customs and social norms. Prejudices will be reduced and mutual understanding will develop when there is a cultural exchange between host communities and travelers.
- Develop accurate educational materials for your clients in conjunction with local and indigenous people. Ensure that these materials address the natural, cultural, and social values of any given destination, and advising them of appropriate behavior and taboos before visiting culturally sensitive regions.
- Integrate appropriate and authentic cultural elements from the local regions where you operate into your product offerings.
- Provide clients with a means of accessing additional information about the region(s) they will be visiting e.g., books, websites, etc.
- Train your staff and require them to be well informed in the natural, cultural, and social aspects of any destination where they work.
- Encourage clients to keep all protected and culturally significant areas clean and unspoiled.
- Prevent any commercialization of rare, endangered, or protected flora and / or fauna.
- Invest in cultural arts and crafts and encourage your clients to do the same.
- Provide opportunities for clients to engage in one on one reciprocal interaction with local and indigenous people.
- In summary, be sensitive, be supportive, involve locals, and educate your staff, clients and service providers.

Source: Sustainable Tourism

EDUCATION TRAINING & CONFERENCES:
Savannah Guides School
Townsville, 27-30 October

Climbing the Peak of Tour Guiding – best practice and ongoing development

E-mail: info@savannah-guides.com.au

Web site: www.savannah-guides.com.au

Cruise Down Under Conference

The 2006 Cruise Down Under Conference will be held in Cairns from 23 - 25 August. The extensive program will cover a wide range of relevant cruise issues, including keynote speeches and panel forums. The conference is open to anybody interested in the growing cruise shipping industry. For a copy of the registration brochure visit www.cruisedownunder.com or contact Jill Abel at cdu@cruisedownunder.com or by calling (03) 6223 7334. For more information on Cruise Tourism, www.tourism.australia.com/Markets and then Cruise Tourism

18 May 06

In a decision delivered on 16 May 2006 the High Court has signalled a significant limitation in vicarious liability for the negligence of independent contractors.

The Plaintiff in Sweeney -v- Boylan Nominees was injured when a refrigerator door in a convenience store came off its hinges and hit her on the head.

Although in a completely different industry to ours, this case is a worthwhile read and is useful to the numerous independent contractors operating in the outdoor industry.

This article appears on the Deacons lawyers website. A PDF copy of this article can be accessed from the following address

<http://www.deacons.com.au/UploadedContent/NewsPDFs/LU-180506->

[High Court limits vicarious liability for negligence !.pdf](http://www.deacons.com.au/UploadedContent/NewsPDFs/LU-180506-High Court limits vicarious liability for negligence !.pdf)

Source *Outdoor Queensland*

RESOURCES

Outback Interpretation Manual



This publication was produced to assist existing and potential tour guides and operators working in Outback Queensland to develop quality nature-based guided activities and tours. The manual is divided into two sections: interpretation, providing information on planning and running guided tours; and basic information on significant nature-based elements of Outback Queensland such as plant and animal adaptations, dinosaurs and the artesian basin. This publication is presented in a hard cover folder to enable guides and operators to build a useful reference resource. Download [Outback Interpretation Manual](#) (Adobe Acrobat 9932.488KB)

Tour Direct Guide

The Professional Tour Guide Association of Australia (PTGAA) is excited to announce the first edition of Tour Direct, a directory jointly between Guiding Organisations Australia (GOA) and Fox Events for Australian based tour guides and associated industry organisations.

Tour Direct will be launched in September 2006 and will provide an informative, user friendly directory containing important information regarding tour guides, tour operators, venues, major attractions and professional industry products and services throughout Aust.

Source: *Tourism Council WA*

GOA'S WEBSITE www.goa.org.au

This site is for you, the tour guide, and it features -

- **information for guides,**
- **professional development opportunities, legal aspects of guiding**
- **and industry news**

Body Language: The fastest way to change the sound of your voice is to change your physiology. A smile on your face puts a smile in your voice. Energetic, expressive body language will add more energy and vitality to your speech. Make your body language BIG.

Source: http://www.greatvoice.com/speaker/vc_library/selfconfidence.html

Is your business the best it could be?

New Portal for the Tourism Industry focused on making Australian Tourism the best in the world.

5 July 2006 - Qualitytourism.com.au, a new portal for the Australian tourism industry is now live and provides a one-stop shop for business improvement and accreditation.

Funded by the Australian Government, and designed specifically for Australian tourism operators, the portal is an online gateway to all the business improvement information, and tools that you need to improve your profitability, credibility and sustainability.

Whether you are a tourist attraction, provide accommodation or run events and conferences, qualitytourism.com.au includes all the information you need to know about getting started, getting assistance, getting informed and getting known, so you can grow your business. It is available in one central place and with personalised searches; you can set parameters to only receive information that is relevant to you and your business.

Qualitytourism.com.au is the first industry portal that allows online accreditation. It simplifies the traditional paperwork component of accreditation and lets you search programs and undertake these at your own pace and in your own time. It helps you find the right program and then, in many cases, lets you register, pay and complete the program paperwork online.

A range of industry organisations, from the Australian Tourism Export Council to Restaurant and Catering Australia, have partnered to bring the portal to life.

According to John Hart, CEO Restaurant & Catering Australia, "This is the greatest advance in consolidating business improvement and accreditation offerings to tourism businesses in recent times. Restaurant & Catering Australia sees the portal as a vital resource for our businesses, especially in facilitating the uptake of business improvement and accreditation systems."

According to Paula Quirk Russo, CEO of Decipher Technologies, the company contracted to build and manage the portal with industry, "With this new portal, tourism operators can have online access to information about growing their business, improving customer service, marketing their business, planning and OH&S guidelines and managing finances."

"It is a one-stop shop to help you make the most of your business and find out what others are doing locally and internationally. The portal has been designed to ensure you need only receive the information relevant to you," Russo added.

There are three main sections of the portal designed to help businesses become more professional, sustainable and profitable. These are Business Improvement, Quality Systems and Success Stories.

Business Improvement is broken down into four sections: Getting Started, Getting Assistance, Getting Informed and Getting Known. Whether you are planning on starting a tourism business or are already operating one, these sections provide legal, taxation, OH&S and employment advice, as well as information about what funding and grants you can apply for and how to go about it.

They also provide access to research and statistics on the tourism industry in Australia, together with advice on how to promote your business and develop marketing plans and strategies.

In Quality Systems users can access 18 industry recognised accreditation and rating systems that assess workplace practices, systems and procedures across all tourism and associated businesses. These can all be accessed online, with several accreditation systems able to also be completed and paid for online.

In Success Stories users can access 11 print and 5 video case studies that provide an overview of businesses that have undertaken accreditation programs, showing the business improvements these businesses have reaped as a result.

For further information, please contact:

Monique Haylen

Mobile: 0434 444 443

Monique@devotion.com.au

Email: info@qualitytourism.com.au Website: www.qualitytourism.com.au

New National Tour Guide Accreditation for Australia

12th WFTGA Convention January 22-26, 2007 Cairo, Egypt

Early Registration is now available 6 months ahead of schedule! WFTGA Members, early bird registration special is available only until Sept 1 2006. Conference is open to all in the Industry!

Theme of the Convention:

"Guiding From the Ancient World to the Modern World Tourist Guiding, the Evolving Profession"

For details search www.wftga.org

Visit the WFTGA web site and utilise their tour guiding resources

VEGEMITE – the iconic Australian sandwich spread.

Vegemite was created in Melbourne in 1922 by food technologist Dr Cyril Percy Callister.

At the time, supplies of the imported British spread Marmite had been interrupted by the war *and industrialist Fred Walker (Callister's employer) saw an opportunity to capitalise on a contract he had to supply yeast for Carlton and United Breweries.* Spent yeast was often discarded but was known to contain nutrients and vitamins. The trick was to make it palatable. Callister came up with a recipe that added celery, onions and salt to the concentrate yeast extract, turning it into a paste we now know as Vegemite.

Walker held a public competition in 1923 to come up with a name for the new spread and to drum up publicity. His only daughter, Sheila, chose the name Vegemite from hundreds of entries.

But the sales were slow. British Marmite, invented in 1902, regained its pre-war footing as market leader and in 1928 Walker, in desperation, decided to change the name of his product to "Pawill" (as in 'if Ma might, Pa will'). It bombed and the Vegemite brand name was restored. In 1935, Walker came up with a more successful marketing strategy and Vegemite came into its own.

The recipe is now American- owned by Kraft Foods but at least every last glob of it is made in Australia at a factory at Fishermans Bend in Melbourne.

Surprisingly, only 26 people are involved in actually making the world's supply of Vegemite.

Trucks from around Australia deliver loads of spent brewer's and baker's yeast, a white, thick, creamy liquid into six large silos. The yeast is then purified in hot, stainless steel vats where it is kept agitated until it is needed for the next stage. If allowed to settle it would harden at the bottom of the vats, forming a yeast concrete. The yeast extract is then pumped into a machine that splits the yeast cells and produces a concentrate that is siphoned off to be returned to the batch later, in a secret part of the process.

Dry ingredients (salts and spices) are blended with wet ingredients (malt extract, caramel and the yeast extract) in a 20,000 litre vat. The whole is cooked, then packaged into different sizes of glass jars.

Vegemite is now exported to 16 countries, with New Zealand taking 10% of the exports and the UK coming in second, receiving 30 tonnes a year. But most stays in Australia where we buy it at the rate of 44 jars every minute.

Extract taken from an article in *the age (melbourne) magazine*, issue 22, August 06 entitled **Black Gold**

Have your say:

Forward articles, information or bring to our attention issues you think are important to our guides.

Contact GOA's Secretariat @ www.goa.org.au