



Directions

... Tour Guiding Issues and Activities!

*The team at GOA
wish you all a safe and
merry Christmas
and a happy new year.
Take care over the holidays.*



GUIDING ORGANISATIONS AUSTRALIA – www.goa.org.au

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.*

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A Word From the Chair

Guides of Australia unite! The real work has now begun to make everyone involved in tour guiding aware of not only the existence of a very well constructed accreditation programme but the considerable benefits of taking it up.

For the working guide, there is the status of receiving Guides of Australia accreditation, as well as demonstrating to the tourism industry that the visitor experience will be enhanced by the assured quality of your contribution to it through informative and interesting commentary, care and attention to the needs of clients. For the tourism operator, there will be the confidence in adding accredited guides to your tour staff.

The reputation of the Australian tourism visitor experience cannot help but be enhanced by the quality of the contribution of accredited Guides of Australia, bearing in mind that other than officialdom, these individual guides are generally the first and last people that the tourist visitor encounters. When enthusiastic care and attention to all aspects of the visitor experience (the central criteria of the Guides of Australia code) are the lasting impressions left with visitors, we will be assured of a vibrant and lucrative tourism industry not only from overseas but interstate and intrastate as well.

Working Guides:

1. Register on the GOA website to keep in touch with what is happening nationally.
2. Look for the Guides of Australia application form on the GOA website and submit your details to access the accreditation status.
3. Consider joining the appropriate (according to either your state location or the type of tour you are involved with) member organisation of GOA.

Tourism operators should consider Associate Membership of GOA (there is an application form on the website also) to ensure you are kept up to date with all aspects of the Guides of Australia accreditation and national tour guiding issues.

Spread the word to your colleagues everywhere.

Rob Johnston
Chair



Guides of Australia



Guides of Australia accreditation provides tourists with an assurance that the tour 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.

Accreditation Update

The Guides of Australia accreditation has been received well by guides and the tourism industry. We have received numerous applications, which we work through as quickly as possible. The applications continue to come in from all over Australia - cities, regional and remote areas and it seems that Christmas hasn't slowed this up at all. Congratulations to all who are now Guides of Australia accredited! Keep an eye out on the GOA website for industry discounts and benefits for accredited guides. We look forward to a busy 2007.

GOA AGM and Committee Workshop

On the 9th and 10th of November, the GOA Committee came together in Sydney for their once a year face to face workshop and AGM.



This year's workshop had a fierce agenda including looking at the Guides of Australia accreditation, strategies for business development and marketing as well as discussing national issues in tour guiding. GOA is certainly moving forward in painting a higher profile of the Australian tour guide and our roles.

Above are some of the GOA Workshop participants, from left: Carmel McCauliffe (Board), Jo Cole (Committee), Anne Bottomley (Treasurer), Vicki Jones (Secretariat) and Rob Johnston (Chair).

The AGM held on 10th November was a more official affair with a number of guides from the host city organisation, Institute of Australian Tour Guides (IATG). This gave those attending the chance to get to ask questions about GOA and the Guides of Australia Accreditation. Afterwards those of us from out of town got to know the Sydney based IATG guides and they us, as we relaxed on the balcony at Tourism NSW. Our new board were the toast of the day and we welcomed the addition of Carmel McCauliffe to the ranks. The new GOA Board are:

Chair: Rob Johnston (Tour Guides Western Australia)
Secretary: Stephen Pahl (Ecotourism Australia)
Treasurer: Anne Bottomley (Professional Tour Guides Association of Australia)
Board Member: Carmel McCauliffe (Institute of Australian Tour Guides)

The two days were a great success with a big agenda for 2007 being developed.

We would like to thank Tourism NSW, with special thanks to Melissa Green, for the use of their premises and for their continued support. Always gratefully appreciated – Thank you!



Left: Post AGM relaxation at Tourism NSW.

New Look GOA Website

The GOA website has recently been given a face-lift. The new look website provides general information for all to view including information on membership and Guides of Australia accreditation, but also offers information and professional development opportunities for members and subscribers only. To check out the website go to www.goa.org.au.



2006 TOURISM INDUSTRY AWARDS

Over the past few months each state and territory has been holding their annual tourism awards and announcing the winners at gala dinners all over the country. Congratulations to all winners. The winners in 27 categories now contest for the Australian Tourism Awards to be announced at Star City, Sydney NSW on February 23, 2007. To book your ticket or for further information contact the National Tourism Alliance – www.tourismalliance.org

If you'd like to see the winners of the state and territory tourism awards, here are the websites to go to:

NSW – www.tourism.nsw.gov.au

NT – www.tourismnt.com.au

QLD – www.queenslandtourismawards.com.au

SA – www.satourismawards.com.au

TAS – www.tict.com.au

VIC – www.victoriantourismawards.com.au

WA – www.watourismawards.com.au

Did you know that most states and territories have an individual tour guide award category at their tourism awards? Did you enter?

INTERNATIONAL TOURIST GUIDE DAY – FEBRUARY 21, 2007

In Australia we have various names for our guides – tour guide, tour director, driver guide, meet and greet guide and so on, but the concept of a “tourist guide” is the same internationally. This day is one that we as guides can stand up and be counted for.



An initiative of the World Federation of Tourist Guide Associations (WFTGA), the International Tourist Guide Day is held on 21st February each year. 1990 was the events first year when 15 countries participated. Since then, tour guides, in an ever growing number of countries, have been giving help to their local communities, conducting tours for disabled persons, disadvantaged persons, for children, industry partners, officials and the general public.

Events are also held for local tour guides including presentations and retraining courses. It is a public relations event drawing the attention of local authorities, fellow citizens and the media to the quality and value of the work of professional tour guides. Each member country contributes to the success of the day in its own way; coach companies have contributed complimentary coaches, attractions and museums have opened their doors without charge. Each year, awareness grows and there is an increasing contribution by both regional and national governments to the International Tourist Guide Day.

If you or your region would like to participate in activities on this day, please contact the GOA Secretariat so that we can represent tour guides in a combined Australian effort.

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.

Around Australia

1. New Broome Visitor Centre opens its doors

Tourism in the Kimberley has received a major boost with the opening of the \$3 million Broome Visitor Centre. Visitors to the popular destination will now have access to first-class information and service.

2. New tourism report from Tourism Research Australia

Tourism Research Australia's National Visitors Survey data for September 2006 has been released. For more information go to www.tra.australia.com

3. New online research site to assist tourism businesses

A new Tourism Research Australia website was launched earlier this month. The site will give the tourism industry greater access to information to assist in business decision-making. With the click of a mouse tourism operators around the country can access the information they need 24 hours a day online. For more information, visit www.tra.australia.com

4. The second issue of the Tourism Review On-line Magazine

Browse the second informative issue of the "Tourism Review On-line Magazine" at www.tourism-review.com/magazine.php

New Products

1. **The Queensland walks** website has a new featured walk - the Thorsborne Trail. Local North Queensland Bushwalking experts Kym Dungey and Jane Whytlaw have written the track notes. Links to the featured walk can be found from the Queensland walks home page <http://www.queenslandwalks.com.au>

2. *Seashells Penneshaw kangaroo Island S.A.*

This newly built beach house offers everything you need for a self-catered family holiday on Kangaroo Island. A sheltered beach is a 200-metre stroll away, while a conservation park lies just outside the back door. Dine out or shop at the town of Penneshaw, just five minutes' walk from the property. SeaShells Penneshaw can comfortably fit up to eight guests, and features a split system air conditioner to keep you cool in summer.

3. **Flinders Ranges Wilpena Escape Tour** South Australia. Join Bookabee Cultural Tours' Haydyn Bromley on a trip into his traditional homeland area of the Flinders Ranges and share a cultural experience 40,000 years in the making. Listen to Adnyamathanha creation stories at traditional significant sites and see ancient paintings and engravings. Learn about the history of the area in the beautiful Flinders Ranges landscape with rugged mountains, scenic gorges, ruins of early settlements and abundant wildlife. During your two-day adventure you'll travel in a chauffeured four-wheel-drive, and stay overnight in deluxe accommodation at Wilpena Pound Resort. A scenic flight over Wilpena Pound can also be arranged.



GOA Associate Membership

Any tourism organisation, government organisation, partnership or other business which has an interest in tour guiding or tourism, may apply for membership of GOA as an Associate Member.

Associate Membership represents excellent promotional value, with services and products being promoted to tour guides, tour associations, tour operators and tourism industry stakeholders across Australia and internationally.

An annual fee entitles your business or organisation to:

- Promotional space on GOA's website with room for a 300 word brief plus a picture or logo and a direct link to your own website.
- Promotion of any discounts or benefits that your business can provide guides who are accredited with *Guides of Australia*.
- Any additional advertising on the GOA Website and in the GOA Directions Newsletter – FREE!
- Invitation to provide feedback on industry issues, which will assist GOA in achieving its vision and objectives.

GOA continues to maintain and develop a network of tour guides, tour operators, regional tourism associations, state and territory tourism organisations, protected area managers, registered training organisations and other tourism related stakeholders.

The stronger GOA's membership, the greater the benefits for all involved.

To be involved, contact the GOA National Secretariat or download an application form from the GOA website.

Associate Member Profile



ABORIGINAL TOURISM AUSTRALIA

Aboriginal Tourism Australia (ATA) is an industry organisation formed by Indigenous tourism operators and is the primary national association for Aboriginal and Torres Strait Islander tourism within Australia. The organisation provides leadership and a focus for the development of Indigenous tourism, consistent with Indigenous economic, cultural and environmental values. ATA provides assistance to the Indigenous community through programs which aim to lift capability across the sector to ensure it is in the best position to capitalise on increasing demand through the provision of high quality product and services that are authentic and culturally and environmentally sensitive.

ATA operates the Respecting Our Culture (ROC) Program, a national certification program for tourism businesses operating in the Indigenous tourism industry. The ROC Program is a tool to address cultural and environmental issues and to protect the land where tourism is taking place. The ROC Program is available to both Indigenous and non Indigenous operators who have Indigenous content including seeking informed consent of Traditional Owners/Custodians in the use of land or simply acknowledging the Traditional Owners of 'country'.

For more information go to www.aboriginaltourism.com.au

Coming Events

JANUARY 22-26, 2007 WFTGA CONFERENCE - CAIRO, EGYPT

The World Federation of Tour Guide Associations is hosting its 12th biennial convention. The conference is open to all in the Industry! The theme is "Guiding From the Ancient World to the Modern World - Tourist Guiding, the Evolving Profession". For details visit www.wftga.org

FEBRUARY 6-9, 2007 ABORIGINAL TOURISM AUSTRALIA - BUSINESS DEVELOPMENT SYMPOSIUM FOR INDIGENOUS TOUR OPERATORS – SYDNEY, NSW

This symposium is packed full of workshops and discussion groups and enables participants to develop and complete their ROC Certification application and to be eligible to obtain credits towards tourism certificates in conjunction with William Angliss Institute. For further information and to register contact Jayne.kidd@e-kiddna.com.au or ph (07) 5548 6199.

FEBRUARY 9, 2007 INDIGENOUS TOURISM EXPO - CORROBOREE AT THE OPERA HOUSE – SYDNEY, NSW

Throughout this one day event the Expo venue is filled with direct consumer interaction, Aboriginal and Torres Strait Islander art, cultural activities, contemporary music and dance. This formula enables delegates to market to travel industry professionals and consumers who are looking for travel and holiday options that offer amazing, authentic cultural experiences.

APRIL 12-15, 2007 SAVANNAH GUIDES SCHOOL – KAKADU, NT

The theme of this event is "Connecting with Cultural Landscape". This event will bring together people committed to Australia's Tropical Savannas from Cairns to Broome including tour guides, tourism businesses, traditional owners, environmental specialists, land managers, government and other interested parties. For further information contact info@savannah-guides.com.au

OCTOBER/NOVEMBER, 2007 SAVANNAH GUIDES SCHOOL AND AGM – CAPE YORK, QLD

The second Savannah Guides School for 2007, including the AGM, will be held in the Cape York region of Queensland. These schools or conferences are a chance for like-minded tour guides and tourism operators to come together for networking and professional development opportunities. Further details as the school nears will be available at www.savannah-guides.com.au

NOVEMBER 19-23, 2007 NATIONAL ECOTOURISM CONFERENCE – MELBOURNE & REGIONAL VIC

Melbourne and regional Victoria will host the 2007 National Ecotourism Conference. The conference will be based in Melbourne and the popular regional streams format will be continued, with workshops to be held in Mt Buller, Bendigo and the Grampians. Keep a look out on www.ecotourism.org.au

Other 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

Resources Readings and Training

1. Did you know?

Decipher is an online data warehouse dedicated to providing the Australian tourism industry with the most recent and reliable tourism research and business intelligence. This dedicated website is a one-stop-shop for a comprehensive range of up-to-date tourism information from more than 100 qualified source, and is a valuable tool for anyone involved with the tourism industry. You can visit Decipher at www.decipher.biz

2. Sustainable Travel International provides concerned travelers, travel providers and other businesses with multiple ways to pursue more sustainable travel practices. An example of one of their services - Education & Training - *Our partnership with the Centre for Sustainable Tourism offers educational training courses to increase awareness and demand for sustainable tourism.* Further information relating to "Carbon offsets" "Eco-Directory" etc can be accessed through their website <http://www.sustainabletravelinternational.org/enewsletters/september06travelreport.html>

3. Reef Facts for Tour Guides is a publication by the Great Barrier Reef Marine Park Authority's Tourism and Recreation Group. The second in the series has been released and focuses on sharks. To see a copy go to the tourism and recreation publications section of the Great Barrier Reef Marine Park Authority website www.gbrmpa.gov.au

4. New Adventure Tourism book

A new book by Griffith University's Ralf Buckley targeting students and practitioners of tourism and leisure in the adventure tourism industry has been released. Adventure tourism is a new, rapidly growing area at both practical and academic levels. *Adventure Tourism* is written at an introductory level and provides a basic background and covers commercial adventure tourism products across a range of adventure tourism sectors. It includes 140 case studies and is available through CABI Oxford.

Guide Profile

Cherie Toovey

Cherie is Vice-President of Tour Guides WA and was a finalist in this year's Golden Guide Award at the WA Tourism Awards. She has completed a Certificate III and IV in Tourism from Perth Central TAFE and has been a freelance guide for the past five years working with various operators conducting extended tours to all parts of WA, as well as day assignments for conference tours, meets & greets, cruise ship tours, walking tours and interpretive guiding.

One of her featured tours is a walking tour of the East Perth Cemetery where the first colonists were interred - a very important heritage site full of historical significance. This year she has been heavily involved in guide assignments on Rottnest Island.

GOA Contact Details

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