



National Tour Guide Accreditation Program



Information Kit

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National Tour Guide Accreditation Program

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National Tour Guide Accreditation Program

The National Tour Guide Accreditation Program is owned and managed by Guiding Organisations Australia (GOA).

It provides a skills benchmark for all Tour Guides in Australia,

It is suitable for all types of Tour Guides located anywhere in Australia and engaged in any sector of the tourism industry.

There are a range of Tour Guide titles throughout Australia and around the world:

- City Sights Guide
- Meet and Greet Guide
- Driver Guide
- Tour Guide
- Tourist Guide
- Tour Manager
- Tour Director
- Eco Guide
- Savannah Guide

Tour Guides work in a variety of locations, in cities as well as regional and remote areas, in any number of natural, historical and culturally significant environments, and conduct tours of varying length from 30 minutes to over 30 days.

Guiding Organisations Australia 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.

WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS (WFTGA)



WORLD FEDERATION TOURIST GUIDE DEFINITION

A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area. Which person normally possesses an area-specific qualification, usually issued and/or recognised by the appropriate authority.





National Tour Guide Accreditation Program

Benefits of the Guides of Australia Accreditation Program

Many stakeholders will benefit, including:

- Tour Guides,
- tour operators,
- tourism councils,
- industry organisations,
- training organisations
- tourists

Benefits to individual Tour Guides:

- national recognition of practical skills and professionalism
- a pathway to national qualifications – eg Certificate III and IV in Guiding
- access to special rates for Public Liability Insurance
- competitive edge for employment
- access to professional development opportunities
- identified as a professional Tour Guide
- listed on the National Register of Accredited Tour Guides
- receive regular news updates from GOA
- World Federation of Tourist Guide Associations Cultour Card
- access to industry discounts

Benefits to the Tourism Industry:

- provide a benchmark for Tour Guides and employers
- improve ethics and safety
- improve standards and professionalism in the industry
- improve customer service
- be used as a basis for employment and remuneration

Benefits to Stakeholders:

- 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:

- increased understanding and appreciation of Australia, its wildlife, culture and heritage.
- provide evidence that the Tour Guide meets Australian standards of guiding and operation
- improve standards of professionalism by Australian Tour Guides





National Tour Guide Accreditation Program

The Accreditation Process Checklist

What to Do	Refer to	Completed (✓)
Eligibility		
1. It is recommended that you read through this Kit in full before completing or submitting any documentation		
2. Ensure you are eligible for accreditation	Page 6	
3. Application Form and Employment Verification	Page 12	
Provide names and contact details of 2 employers or tourism industry contacts who can confirm your employment as a Tour Guide.	Page 13	
4 Resume: Guidelines are provided	Page 14	
5 Read and sign the Terms and Conditions of Accreditation and Declaration	Page 15	
6 Complete and/or prepare the following: <ul style="list-style-type: none"> <input type="checkbox"/> Application Form (<i>with Employment Verification contacts x 2</i>) <input type="checkbox"/> Current Resume <input type="checkbox"/> Certified copy of current Provide First Aid Certificate <input type="checkbox"/> Certified copy of Tour Guiding Qualification (if applicable) <input type="checkbox"/> Terms and Conditions of Accreditation and Declaration <input type="checkbox"/> Passport sized photo <input type="checkbox"/> Application Fee 		
7. Forward to Guiding Organisations Australia all the items listed in 3, 4, 5 and 6.		
Following receipt of the all the above a GOA representative will contact you regarding On Site Evaluation		
8. Complete a Tour/Activity Plan for your On Site Evaluation	Page 17-19	
9. You will be contacted to arrange a time for your On Site Evaluation	Evaluator	
10. Complete the On Site Evaluation	Evaluator	
11. Following satisfactory completion of On Site Evaluation, sign the Guides of Australia Code of Guiding Practice	GOA	

PLEASE NOTE: There are no Exemptions for Guides of Australia Accreditation





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Application and Accreditation Requirements

A Complete and submit the following:

- 1 Application Form, including Employment Verification contacts (P12/13)
- 2 Resume – a template is provided (P14)
- 3 Copy of current Provide First Aid Certificate (includes CPR)
- 4 Certified Copy of relevant Tour Guiding Qualification, if applicable
- 5 Passport size Photo for ID Card (P10)
- 6 Signed copy of the Terms and Conditions of Accreditation Declaration (P15)
- 7 Application Fee (P11)

B Successfully complete an On Site Evaluation based on a relevant Tour Plan

A template for your Tour Plan has been provided (P18-19) together with a copy of the On Site Evaluation criteria (P20-22).

Your Tour Plan should be submitted to the Evaluator at least 24 hours before the On Site Evaluation is to take place.

C It is a condition of the Guides of Australia Accreditation Program that you:

- Undertake ongoing professional development annually (P7)
- and
- Sign and abide by the **Guides of Australia Code of Guiding Practice** (P25)

Annual Renewal

Your Guides of Australia accreditation must be renewed annually. In May of each year an invoice will be sent to your contact details held by GOA .

You will also be asked to provide:

- proof of professional development throughout that year (see P7)
- every 3rd year, a copy of a current Provide First Aid Certificate (including CPR)

Contact details: To ensure continuation of your accreditation please keep your contact details up to date.





National Tour Guide Accreditation Program

MAINTAINING ACCREDITATION

To maintain your Guides of Australia Accreditation **you must provide documentary evidence** of your Industry Experience and Professional Development **with your Annual Renewal Fee** eg copy of conference/workshop registration form,

- 1 **Industry Experience: – compulsory – see table below**
- 2 **Professional Development: Minimum 4 points each year** as per the table below.

Note: Any one type of professional development activity may be used a maximum of twice.

ACTIVITY	POINTS
<u>Industry Experience (compulsory):</u> At least 30 days a year (including Volunteer Guiding)	1
<u>Training:</u>	
Qualification completion eg Certificate III or IV Guiding	2
Short Course completion	1
Workshop completion /industry lecture / conference attendance	1 (min 6 hrs duration)
<u>Trainer and/or Assessor experience:</u>	
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
<u>Membership, Familiarisations</u>	
Membership of a Tour Guiding Organisation	1
Membership of a professional or industry organisation	1
Familiarisation Tour – minimum 2	1
<u>Professional development provided by a Tour Guide Association or taken independently:</u> – minimum of 2 per year	1
<u>Other:</u> Articles for newsletters/publications and/or presentations at workshops/conferences related to Tour Guiding x 2	1
<u>TOTAL</u>	4

GOA member organisations hold professional development opportunities for their members. Contact details for these organisations are provided on P26.

Information about national and international Professional Development events and opportunities are also provided in GOA's newsletter - Directions.





National Tour Guide Accreditation Program

Tour Guide Qualifications

GOA accreditation makes use of the National Tourism, Hospitality and Events Training Package, which includes competency standards and national qualifications for Tour Guides.

There are three relevant certificates:

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

GOA supports Registered Training Organisations in the training of Tour Guides to achieve a minimum of Certificate III in Guiding, or equivalent, and encourages them to assist with Recognition of Prior Learning for Accredited Tour Guides.

On Site Evaluation

As a part of the accreditation process you must undertake an On Site Evaluation, which consists of:

(i) **Tour Plan**

You must submit a plan to the Evaluator for the tour you will be conducting at least 24 hours before the On Site Evaluation is undertaken.

A Tour Plan outline is provided on P18-19.

A Self Assessment/Customer Feedback form is also provided (P24). It is recommended that you complete this document immediately following the On Site Evaluation.

(i) **Evaluation**

The On Site Evaluation should be no less than 1 hour to allow sufficient time to show your skills.

Your tour must be conducted in a real on the job situation with no less than 3 customers, plus the Evaluator.

The On Site Evaluation must be conducted by a GOA approved Evaluator (see P10). The Evaluator will contact you to organise a mutually convenient day/date and time.

SIMULATED TOUR

In extenuating circumstances, a simulated tour reflecting real circumstances may be evaluated. The applicant must provide GOA with reasons and evidence for this option to be approved.





National Tour Guide Accreditation Program

PORTFOLIO OF EVIDENCE

GOA recognises that many Tour Guides work in regional and/or remote locations where it would not be economically viable for the applicant to pay travel costs (see Fees, P11). In order to overcome this financial disadvantage, and to encourage and facilitate Guides of Australia accreditation, a Portfolio of Evidence option is available – see details below.

Must include:

- 1 Audio recording of not less than 30 minutes, including introduction, any special instructions/information, and tour commentary.
- 2 Video recording of not less than 30 minutes of tour commentary/Tour Guide activity.

Note: These 2 items of evidence can be combined.

- 3 Tour plan on which the above evidence is based
- 4 All other documentation as listed in Items 1-7, P6

Optional: Informal feedback from tour participants, either separately or as part of 1 and 2 above.

It is important to note that the recording need not be continuous and can be made up of specific evidence which matches the requirements of the On Site Evaluation Criteria detailed on Pages 20-22.

ON SITE RE-EVALUATION EVERY 4TH YEAR (1 July to 30 June) – see example below

Year 1	2014-2015 – On Site Evaluation
Year 2	2015-2016 - renewal
Year 3	2016-2017 - renewal
Year 4	2017-2018 – On Site Re-Evaluation





National Tour Guide Accreditation Program

Your Evaluator

When your application has been received and checked an Evaluator will be assigned to you. The Evaluator will arrange an appropriate time and place to conduct the On Site Evaluation.

All Evaluators are qualified and experienced Tour Guides who have extensive knowledge of Tour Guide qualification requirements, and experience in work place assessment.

Appeals and Feedback

If you feel you have been treated unfairly or are not satisfied 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 On Site Evaluation.

Guides of Australia encourage you to provide feedback on the accreditation process. A feedback form will be sent to you after completion of the On Site Evaluation.

Photo ID Card

Upon successful completion of all accreditation requirements, a Photo ID Card will be provided to identify you as a Guiding Organisations Australia Accredited Tour Guide.

You will need to provide a passport sized digital image, reflective of you as a tour guide. Your eyes should not be covered by sunglasses.

The ID card is valid for one year. The expiry date (30th June) and year will be shown on the card.

You will receive a new ID card every year after you have provided Guiding Organisations Australia with the evidence listed on Page 7 of this Information Kit.

Please display your Photo ID Card prominently so that others, particularly customers and others in the industry, can identify you as an Accredited Tour Guide,

If your ID card is lost, stolen, or in disrepair, please contact Guiding Organisations Australia to arrange a replacement.





National Tour Guide Accreditation Program

FEES

Include:

- Application for Accreditation
- Initial On Site Evaluation
- Photo ID card
- GOA “Directions” Newsletters
- Listing on the National Register of Accredited Tour Guides
- Annual renewal
- Re-Evaluation

	Guides who are not a member of a Tour Guide Association that is a member of GOA	Member of a Tour Guide Association that is a member of GOA <i>(see below a list of GOA Member Organisations)</i>
On Application (sent with the Completed Application Form)	\$220	\$75
Initial Evaluation	\$175	\$55
Total Fee for initial accreditation	\$395	\$130
Annual Renewal Fee	\$125	\$45
Re-Evaluation (every 4th year) <i>(see P9 for details)</i>	\$175	\$55

Please Note: Travel costs for the Evaluator will need to be covered by the Applicant.

You are encouraged to team up with other Applicants in your area or organisation to share these costs. An Evaluator from the nearest location available will be assigned to you.

ACCREDITED GUIDES ARE ELIGIBLE TO OBTAIN PUBLIC LIABILITY INSURANCE COVER THROUGH GOA

(visit www.goa.org.au or email: goa@goa.org.au)

Members of Guiding Organisations Australia

- International Association of Tour Managers (IATM)
- Interpretation Australia (IA)
- Professional Tour Guide Association of Australia (PTGAA)
- South Australia Tourist Guides Association (SATGA)
- Tour Guides Western Australia (WATGA)





National Tour Guide Accreditation Program

Application Form

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 the appropriate box*)

- 200 days experience as a Tour Guide
OR
- 100 days in the past year
OR
- a Certificate III in 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 Provide Aid Certificate? **YES / NO** Please provide a copy
- Is your CPR current? **YES / NO**

Do you hold current Public Liability insurance? YES / NO

Experience

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

Memberships:

Are you a member of an Australian Tour Guiding Organisation? YES / NO

Name of Organisation? _____





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Employment Verification – Please provide the following information

1 Current Employer/Contractor: _____

Contact Name (Supervisor or Manager): _____

Postal Address: _____

State: _____ Postcode: _____

Phone: _____

Mobile: _____

Email: _____

2 Contact Name (Supervisor or Manager): _____

Organisation/Business Name: _____

Postal Address: _____

State: _____ Postcode: _____

Phone: _____

Mobile: _____

Email: _____

Guiding Organisations Australia will contact these individuals and request completion of the attached form to support your application for Guides of Australia accreditation.



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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 Tour Guide Qualification: _____

Institute/Training Organisation name: _____

Awarded in or continuing (Month/Year): _____

Tour Guiding Experience

Please provide a tour/information brochure OR website details, from each Employer/Contractor.

From: To:
(start date and finish date)

Position:

Employer/Contractor name:

Location:

Duties: _____





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Terms and Conditions of Accreditation and Declaration

- 1 I warrant that I have supplied true and correct information for this application to Guiding Organisations 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 When I have successfully completed the accreditation process I will complete and return the Permission to Release Information form so that my details can be listed on the National Database of Accredited Tour Guides.
- 5 I will notify Guiding Organisations Australia if my circumstance or contact details change.
- 6 I agree to abide by the Australian Tour Guide's Code of Guiding Practice issued from time to time by Guiding Organisations Australia.
- 7 I agree to keep my First Aid certificate and CPR certificate current at all times during my accreditation.
- 8 I agree to keep my Public Liability insurance current at all times during my accreditation.
- 9 Any incorrect/misleading information or failure to provide information as set out in the Guides of Australia Application Kit, or breach of these terms and conditions, or failing to comply with the Australian Tour Guides' Code of Guiding Practice may lead to refusal to grant or renew accreditation, or its withdrawal.
- 10 I acknowledge and agree that Guiding Organisations Australia Board can refuse to grant or continue accreditation on the giving of 14 days notice.
- 11 I acknowledge that if, in Guiding Organisations Australia absolute discretion, I do not meet the specified criteria as set down in the Application Kit, Guiding Organisations Australia may refuse to offer an On Site Evaluation or accreditation opportunities.
- 12 A fee will be charged for accreditation upon application. This fee may change given circumstances and travel costs. I agree to pay all fees and charges within 14 days of invoice.
- 13 I acknowledge and agree that Guiding Organisations 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 Guiding Organisations Australia or its employees, agents or contractors.
- 14 I agree to be liable for and indemnify Guiding Organisations 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 Guiding Organisations Australia, its employees, agents and contractors may 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 of accreditation;
 - c) Any representation made by me.

Signature:

Name: Date:





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Application Checklist

I have included the following with my Application Form:

- Current Resume
- A copy of current First Aid Certificate with CPR
- A copy of Certificate III or IV in Guiding (if applicable)
- A signed copy of the Terms and Conditions of Accreditation Declaration
- Passport sized photo – digital
- Application Fee

Email your application to: goa@goa.org.au

OR Post to:

Guiding Organisations Australia
26 Lemco Walk
Delahey VIC 3037





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On Site Evaluation Documentation

Tour/Activity Plan Guidelines and Template

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

A plan helps you to establish what you will talk about, when you will talk about it and what props you will need along the way. It also helps you to tailor the tour to the expected customer group.

Tour Plan

As a Tour Guide, you are required by law to ensure that you provide all activities and sites sold as a part of the tour by the Tour Operator. To help you prepare for this you must 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, time management. It also aids in your review afterwards.

For Guides of Australia accreditation, you must provide a Tour Plan for the On Site Evaluation 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.





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Tour Plan

Tour 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: _____

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: _____





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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.





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On Site Evaluation Criteria

The following Criteria will be used by your Evaluator. Examples of evidence have also been provided.

Preparation	Evidence Guide	Tick if Evidence provided
Equipment and props ready	Microphone, AV equipment, food/drink requirements, reference books, support materials.	
Access to a First Aid Kit	Appropriate to tour, stocked and nearby if not carried	
Professional personal presentation	Appropriate to tour. Consistent throughout tour	
Tour Plan	To be provided to the Evaluator at least 24 hrs before the tour	
Manifest/number of participants	Obtained and checked.	
Introduction	Evidence Guide	
Gain the attention of the group	Appropriate and professional – consistent throughout tour	
Use an effective Introduction	Welcome. Positive. Information on tour length and route, Introduction to topic or theme.	
Inform group of health and safety issues	Tour practicalities and personal requirements	
Commentary and Interpretive Techniques	Evidence Guide	
Have a logical order/flow to commentary	Uses topics and/or theme/s. Smooth flow between	
Uses current, accurate, relevant information	Relevant to topic and group – consider demographics, time management, depth of knowledge	
Consider the sites cultural and social attributes	Demonstrate awareness/sensitivity of cultural and social differences	
Use effective themes	Appropriate to tour and group	
Hold the groups attention	Uses attention getting and holding techniques. Involves entire group.	
Appropriate props	To environment and group	
Effective body language	Confident, enthusiastic, positive and professional	
Effective use of voice	Variety in pitch, appropriate speed, tone and voice projection	
Use appropriate vocabulary	Not too technical, appropriate to group demographics	
Use appropriate humour	Professional. 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	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	





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Customer Service and Communication	Evidence Guide	Tick if Evidence provided
Maintain friendly yet professional interactions	Between guide, group and individuals. Maintain a positive and cooperative attitude	
Use active listening	Acknowledge and respond to customer comments and questions.	
Consider customer body language	Respond to individual and/or group actions and behaviour	
Recognise cultural and social differences	Consider verbal and nonverbal communication, and treat with respect	
Overcome language barriers	Use simple words and gestures, and obtain assistance from others if available	
Provide for special needs of customer	Identify, provide for and meet reasonable requests	
Meet customer expectations	Identify and provide for customer needs	
Action customer dissatisfaction	Identify and take prompt and appropriate action	
Have effective communication with colleagues	Polite, friendly and professional. Use common English and industry terminology	
Have effective communication with service providers	Polite, timely and accurate. Forward confirmations of tour/customer requirements to providers of tour services	
Group Management	Evidence Guide	
Lead and control the group	Provide appropriate, relevant instruction, information, and clarification. Lead group without being too far ahead.	
Ensure group numbers	Check group numbers at start of tour, appropriate intervals and at end of tour	
Relay to the group tour itinerary/schedule	Scheduled and updated if delayed	
Respond to group and individual needs	Balanced, flexible	
Encourage group cohesion	Appropriate interaction, team building, ice breakers	
Encourage minimal impact	Provide information and advice regarding social, cultural and natural environments	
Safety	Evidence Guide	
Assess risks and take appropriate action	Applies risk management policy and procedure to situations on tour – for customer, self and others	
Demonstrate knowledge and application of duty of care	At all times – including carrying first aid for walks and consistently advising group of health and safety issues	
Follow health, safety and security procedures	Demonstrate knowledge of appropriate procedures. and identify and report breaches	
Ethics	Evidence Guide	
Refrain from soliciting tips or kick backs	From customers or providers of services	
Minimise negative impacts	Provides example by own behaviour and making tour participants aware of social, cultural and natural environments	
Provide accurate and current information	In all communication – including additional tour activities	





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Legal Issues	Evidence Guide	Tick if Evidence provided
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.	
Conclusion	Evidence Guide	
Wind the tour up effectively	Leave group with positive attitude, thank group, recap highlights, appropriate on selling of products	
Encourage questions and feedback	Verbal feedback and/or distribution of feedback forms as per operator, offer further assistance or source it	
Post tour	Evidence 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 and security breaches	
Conduct evaluations	Consider customer feedback and self evaluation for next tour	





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Evaluator Recommendation Sheet

Name of Tour Guide:.....

On Site Evaluation

Day/Date/ Time:

Location of Tour:

Type of Tour:

Number of Customers:

Special Circumstances (if any):

Did the Tour Guide show care for the safety of others?

Describe:

Did the Tour Guide show ethical behaviour?

Describe:.....

Additional Comments:.....

.....

.....

.....

Has the Guide provided a Tour Plan? **YES / NO**

Recommendation

Has the Tour Guide met all the required On Site Evaluation criteria? **YES/NO**

Name of Evaluator:

Signature:

Date:





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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

(Please include any customer feedback received) _____

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?





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Guides of Australia Code of Guiding Practice

I have read and agree to abide by the Guides of Australia 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 the natural, cultural and heritage environments with respect, 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.
11. Be aware that GOA has a Complaints Handling Policy that covers issues that may be brought to our attention in relation to accredited tour guides.
12. A requirement for accredited tour guides is to establish their own Complaints Handling procedure.
13. I will demonstrate the *Guides of Australia 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: (Please print)

Signed: **Date:**

In the presence of: (signature)
On Site Evaluator

Name: (Please print)





National Tour Guide Accreditation Program

Guiding Organisations Australia Contacts

Guiding Organisations Australia

Phone: 0414 353 101

Email: goa@goa.org.au

Website: www.goa.org.au

International Association of Tour Managers (Pacific Region)

GPO Box 312

Sydney NSW 2001

Email: peterwag@bigpond.com

Website: www.iatm.co.uk

Interpretation Australia Association

PO Box 1231

Collingwood VIC 3066

Phone: (02) 4758 8643

Email: rblack@csu.edu.au

Website: www.interpretationaustralia.asn.au

Professional Tour Guide Association of Australia Inc.

PO Box 1252

Melbourne VIC 3001

Phone: (03) 9822 3022

Email: professionaltourguides@ptgaa.org

Website: www.ptgaa.org.au

South Australian Tour Guides Association

PO Box 801

North Adelaide SA 5006

Phone: (08) 8239 0363

Email: emma10717@hotmail.com

Website: www.satourguides.org.au

Tour Guides Western Australia

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