



MEDIA RELEASE

30 NOVEMBER 2021

Tour Guides Australia takes a giant leap forward to support the Australian Government proposed Visitor Economy Strategy.

New membership categories, micro-credentials and recognition for adopting quality standards are all part of the plan for Tour Guides Australia strategy to support the visitor economy into the future.

Tour Guides Australia have recently launched a new membership category for Guides with experience that takes advantage of recognised prior learning to attain a National Guide Accreditation. In 2022 Tour Guides Australia will launch micro-credential workshops for those new to industry to create family ready Guides for Tour Operators.

Tour Guides Australia will also launch a Certified Organisation Membership for quality tourism businesses. This membership recognises in-house training programs for the National accreditation of Guides, creating stronger connections for more effective collaboration across the industry.

President of Tour Guides Australia Jim McInerney says, "We have ambitious plans for the future that align to the Visitor Economy Strategy. However, our immediate priority is to ensure the industry recognises the value of accredited Guides and collaboratively share that message with domestic travellers. The gig economy also provides plenty of opportunities and challenges for the industry, where accredited and unaccredited people can promote services as a guide. It's important for the quality of the visitor economy that across the industry, we recognise that accreditation equals quality and safety."

Tour Guides Australia is aware of the challenges facing the visitor economy from a new or experienced Guides perspective. Our focus is to

- Promote National accreditation of Guides as a sign of quality and safety
- Collaborate to create training solutions that align with the needs of the industry
- Develop pathways for Guiding as a career into the broader visitor economy

Tour Guides Australia is delighted to have contributed to the proposed Visitor Economy Survey and provide feedback on the current draft. We encourage our members and industry to review the policy and make a submission by 23 December 2021 via this link:

<https://www.austrade.gov.au/news/publications/national-visitor-economy-strategy-thrive-2030-consultation-draft>

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CONTACT

For further information: please get in touch with Jim McNerney on 0417 123 178 or email president@tga.org.au

ABOUT TOUR GUIDES AUSTRALIA

Tour Guides Australia was formed in 2021 when the Professional Tour Guides Association of Australia amalgamated with Guiding Organisations Australia. Tour Guides Australia has undertaken professional tour guide accreditation and professional development since 1985.

Tour Guides Australia is a member-run association supporting education, professional development, advocacy, and career support.

For more information, visit www.tga.org.au