



MEDIA RELEASE

25 OCTOBER 2023

Ever wanted to get paid to travel? Get the skills to be a tour guide at a practical three-day micro-credential course.

Leading industry association Tour Guides Australia is focused on reducing the chronic shortage of tour guides in the visitor economy by delivering 3-day introductory courses designed for people new to the industry or those who would like to gain skills and be job-ready for employment as a tour guide.

A spokesperson for Tour Guides Australia, Leanne Seward, says, "Our Tour Guiding Fundamentals introductory micro-credential course is fast-paced, affordable and delivered by accredited tour guides who share their knowledge, insights and real-world experiences across diverse settings like day tours, multi-day overland trips, cruise ship shore excursions and site experiences. We've designed the course to be adaptive, and we're ready to work with businesses to deliver tailored courses."

Tour Guides Australia's initiative aligns with THRIVE 2030, Australia's national strategy for the long-term sustainable growth of the visitor economy policy priority to grow a secure and resilient workforce. The Tour Guiding Fundamentals Course will assist visitor economy businesses with fast-track training to deliver high-quality experiences, aligning with the national strategic outcome to increase the acceptance of micro-credentialing as a recognised and valued form of training in the visitor economy for tour guides.

The course and on-the-job experience may lead to professional accreditation with Tour Guides Australia, and course participants will receive a complimentary associate membership to get you networking immediately.

Enrolments are now available for courses in Melbourne, Cairns and Sydney. Tour operators and attractions can also request course delivery onsite at a time that matches recruitment cycles and tour series.

Ready to start a new career as a professional guide? Enrol in a course today at www.tga.org.au/events



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Course details:

Tour Guiding Fundamentals

Enrol in a 3-day introductory course designed for people new to the industry or those who would like to gain skills to be job-ready for future employment as a guide within the visitor economy.

During the course, you will have insights from industry professionals who will share their knowledge and experience across six themes that Tour Guides Australia recognise as the minimum industry standards for guiding. They are:

1. Cultural and social awareness
2. Customer service
3. Occupational, health and safety
4. Safety and Legislation
5. Storytelling
6. Organising a tour

Next Courses

Location	Date & Time	Cost
Melbourne Robert White Room, Scots' Church 156 Collins Street Melbourne VIC 3000	21st, 22nd & 24th November 2023 9 am to 5 pm	\$595 inc GST
Cairns Cairns Cruising Yacht Squadron 42/48 Tingira Street Cairns QLD 4870	1st, 2nd & 5th February 2024 9 am to 5 pm	\$595 inc GST
Sydney Veriu Green Square 18 O'Riordan Street Alexandria NSW 2015	2nd, 3rd & 5th April 2024 9 am to 5 pm	\$595 inc GST

Book now

www.tga.org.au/events



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CONTACT

Tour Guides Australia spokesperson Leanne Saward on 0403 363 385 or email secretary@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