

... the Voice of Queensland Tourism



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



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The Voice of Tourism

Level 11, 30 Makerston Street, Brisbane QLD 4000
PO Box 13162, George Street QLD 4003

Telephone 07 3236 1445, Facsimile 07 3236 4552
Email info@qtic.com.au Website www.qtic.com.au

VIEW FROM THE CHAIR



IT is with a great sense of satisfaction that the Queensland Tourism Industry Council (QTIC) delivers this Annual Review of its activities and achievements for 2006/07. When QTIC was established in 2001, we had a clear vision of creating a unified, strong voice that could engage on behalf of Queensland’s tourism industry on all relevant issues. We believed that the industry needed an organisation that could link the many diverse and disparate businesses which together comprise the tourism industry in this state. We needed an organisation that had the capacity and inclusive structure to generate credible industry strategies and to allow us to speak with authority on behalf of the industry when needed.

I believe this report is testament to the fact that we have been able to achieve a great deal during the past year in those terms. QTIC is certainly recognised as “the voice” of Queensland’s tourism industry - a voice that is heard in Canberra, in Brisbane and across the state. It is also heard in the community, through our strong media presence. Importantly, QTIC has proven itself to be a voice of reason on a wide range of key issues such as climate change, regulatory reform and employment and training challenges, to name a few.

QTIC has the structure to bring together the interests of our member businesses, the sectoral associations and the Regional Tourism Organisations, and fulfills an overarching, strong, strategic leadership role. In the development of the Queensland Tourism Strategy, QTIC was able to play a central part in industry engagement, and has now taken on a similarly critical role in the implementation phase. I would like to thank Tourism Queensland, the Queensland Government and particularly former Tourism Minister Margaret Keech, for the level of support and cooperation offered to QTIC on this and many other issues.

We have also continued our direct engagement with the Commonwealth Government through many forums covering key federal issues, including our representation on the Federal Tourism Minister’s Advisory Committee. QTIC’s skill, expertise and capacity to work across many issues has significantly increased during the year. There are now more than 12 QTIC staff supporting our members’ interests. I want to give credit to their commitment and dedication to the organisation and to our industry. My appreciation also goes to my fellow QTIC directors for the important time and expertise they contribute to driving the QTIC agenda.

And finally, I thank all QTIC members and supporters who provide the resources, both in terms of membership funds, but equally importantly in terms of time and input, allowing QTIC to advance the interests of Queensland’s tourism industry. We look forward to your continued support.

[Signature]

Gary Smith
Chairman

A GOOD SOUNDING BOARD

Gary Smith, Managing Director, Tourism Leisure Corporation (Chairman)
QTIC Chairman Gary Smith is the Managing Director of Tourism Leisure Corporation Pty Ltd and the Kingfisher Bay Resort Group, which operates resorts and four wheel drive coach tours on Fraser Island and vehicular barge and marine transfers to the island. Gary is a member of the Queensland Tourism Strategy Implementation Steering Committee as well as a Director of Ecotourism Australia.

Clare McFarlane, Managing Director, Aries Tours (Deputy Chair)
ARIES Tours Pty Ltd Managing Director Clare McFarlane is the Deputy Chair of the QTIC. With 15 years experience in Coach, Guide and Optional Tour Services for the inbound market, Clare has developed Aries Tours from a small, family operation into a highly successful tour company. Clare is Director of Queensland Events Corporation and former President of Ecotourism Australia.

John Atkin, Owner, The Falls Rainforest Cottages, Montville
OWNER of the multi-award winning The Falls Rainforest Cottages, in Montville, John Atkin previously worked for Queensland Rail as Executive General Manager Traveltrain. John is Deputy Chairman of Tourism Sunshine Coast, and was a local, state and national judge for the annual tourism awards for ten years, including chair of judges for four years. In 2005, John was awarded Lifetime Membership with QTIC and is the only person to be awarded this prestigious membership to date.

Wayne Clift, Managing Director, Australian Day Tour Group
MANAGING Director of the Australian Day Tour Group, which he owns with his wife Christine, Wayne Clift is also a Co-Director of Southern Queensland Tourism and a committee member of the Australian Tourism Export Council (ATEC). Wayne is a member of the Queensland Tourism Strategy (QTS) steering committee.

John Fitzgerald, Chief Executive Officer, Tourism Sunshine Coast
TOURISM Sunshine Coast Chief Executive Officer John Fitzgerald has been instrumental in the development of greater tourism collaboration across the Sunshine Coast region. Prior to joining TSC, he held executive management positions with the Northern Territory Tourist Commission (now Tourism NT) from 1999 – 2003 including a period as Acting Managing Director in 2002.

Rob Giason, Chief Executive Officer, Tourism Tropical North Queensland
ROB Giason joined Tourism Tropical North Queensland as Chief Executive Officer in 2005. He has over 30 years experience in the tourism industry including nine years as Chief Executive of Tourism Tasmania. He currently sits on the Board of QTIC; the Alliance for Sustainable Tourism; the Australian Association of Convention Bureaux; the Pacific Asia Travel Association; Advance Cairns; and Tropical North Queensland Institute of TAFE. He is a member of the Regional Tourism Organisations of Queensland and a Fellow of the Australian Marketing Institute.

Stephen Gregg, Chief Executive Officer, Dreamworld and White Water World
DREAMWORLD and White Water World Chief Executive Officer Stephen Gregg is the former CEO of Tourism Queensland. Stephen has an extensive background in tourism spanning 30 years, in areas such as four wheel drive adventure touring, coach touring and travel wholesaling.

Greg Holmes, Chief Executive Officer, Hotel Motel & Accommodation Association
HOTEL, Motel & Accommodation Association Chief Executive Officer Greg Holmes has a background in operations, management, marketing and development of medium-sized accommodation properties. Greg is experienced in lobbying governments from his involvement in many industry bodies, and has been Chair of the Associations Council on the Board of the Queensland Tourism Industry Council.

David Phillips, General Manager, Mackay Tourism
MACKAY Tourism General Manager David Phillips is the Chair of the Regional Tourism Organisations Managers of Queensland. David was Deputy Chief Purser with P&O Lines in the UK, before moving to Australia, where he became District Manager British Airways in South Australia/Northern Territory; Executive Director of the Tasmanian Convention Bureau; Marketing Manager of TT Line (Bass Strait ferries); and Regional Director Europe for Tourism Tasmania.

James Visser, Chief Executive Officer, Restaurant & Catering Queensland
A HOTEL school graduate, James has extensive experience on boards of related hospitality and tourism organisations including the previous Tourism Council of Australia and Tourism Training Queensland. He has been the President of Hospitality Training Association (Queensland’s largest hospitality college for apprentices and trainees) for the past eight years. He is the chairman of QTIC’s Associations Council and board representative for the Skills Alliance.



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Daniel Gschwind
QTIC Chief Executive

Daniel Gschwind, QTIC's Chief Executive, has been in the lead role since QTIC's inception in 2001. Daniel holds an Honours Degree in Economics from the University of Queensland, to which he is now an adjunct professor. He has worked as a senior economist with Queensland Treasury and previously ran yacht charters in the Mediterranean.



Staff Profile

Tourism Should Be Loud & Proud

AN economically mighty industry such as tourism must forcefully and effectively speak up for its collective interests in a noisy political and media world, according to QTIC Chief Executive Daniel Gschwind.

Mr Gschwind credits a combination of consistent work and an ever-increasing public profile, for the fact QTIC is now recognised as the first stop for agencies and media seeking a tourism view on "just about any issue".

"Every business understands that the industry's growth and welfare is affected by government policy settings and by strategic directions which are set across many departments," Mr Gschwind says.

"We have continued to vigorously represent tourism operators' interests on numerous issues, large and small, and across all levels of government and industry.

"QTIC speaks up wherever it counts, through submissions, in committees, at meetings and through the media. QTIC works for its members to make the tourism voice heard."

Mr Gschwind, a frequent and respected commentator on behalf of tourism, has participated in hundreds of media interviews during the year, which have resulted in millions of dollars worth of positive publicity for the industry.

He says tourism industry issues have received a high level of national and international media attention this year, and QTIC will continue to passionately advocate for industry through the media, among other forums.

At the federal level, QTIC remains the only state-based body to be represented on the Tourism Minister's Advisory Council (TMAC) where the Commonwealth's approach to tourism is debated.

Queensland's strong presence at TMAC means operators have direct access to ministers on federal issues such as climate change, labour force planning, domestic tourism responses and international tourism strategies.

Mr Gschwind is also one of only few industry delegates to be directly involved in the shaping of a national climate change response for tourism. He says the issue will have a "profound impact" on the industry. QTIC's involvement in the climate change strategy follows its leadership on the issue for a number of years.

Queensland industry views are also brought to the national agenda through QTIC's support of the National Tourism Alliance (NTA). Mr Gschwind is a member of the NTA Executive and is able to have direct input into discussions, including ongoing implementation and future funding of the Tourism White Paper.

At the state level, QTIC maintains a close and productive relationship with numerous government agencies and ministers.

In particular, QTIC worked closely with former State Tourism Minister Margaret Keech on the development and implementation of the Queensland Tourism Strategy (QTS). The QTS is the first long-term vision for the tourism industry, developed following the most comprehensive consultation phase the industry has seen with input from around 1,000 government, industry and external representatives.

Three of the four industry representatives on the QTS Steering Committee are from the QTIC Board, including Chairman Gary Smith, RTO Managers' Chairman David Phillips and QTIC Associations Council Chairman James Visser.

Mr Gschwind says the Queensland tourism industry, through QTIC, has one of the best resourced lobby groups in all of Australia.

"Tourism businesses are affected by government policies and administrative decisions every day of the year. Without a consistent and focused tourism perspective offered, those decisions will be taken in ignorance of the tourism industry's need," he says.

United We Stand

THE segmentation of Queensland's tourism industry poses significant challenges when it comes to forming collective views on policy and strategic direction, according to QTIC Administration and Finance Manager Katie Blaney.

The state's vast size, coupled with the number and diversity of tourism operators – from small B&B's to large theme parks and resorts – makes Queensland unique from other areas of Australia, Ms Blaney says.

"One of QTIC's key functions is to provide a focal point and speak on behalf of industry," she says.

"To do this, we need to have an understanding of the industry's opinions on core issues.

"This is not always straight-forward when you consider there are so many diverse operators across such a huge state."

Ms Blaney says QTIC has been able to overcome the hurdle in a number of ways, including being represented in the forum of the Regional Tourism Organisation (RTO) Managers' Meetings.

In the forum, 14 RTO Managers meet six times a year, together with QTIC Chief Executive, Daniel Gschwind, QTIC Business Development and Policy Manager, Kim Harrington, and Tourism Queensland's Executive Director Strategic Services, Leanne Coddington, to discuss issues of state-wide relevance.

RTO Chairman David Phillips believes QTIC's involvement with the meeting has assisted with addressing issues from a regional perspective.

"QTIC provides a critical link to state and federal policy issues that affect RTOs."

"It is important to understand that many RTOs are dealing with issues of a similar nature, ranging from resourcing, to infrastructure and product development, to marketing and to skills needs," Mr Phillips says.

"To be able to draw upon the different expertise that can be found around the table, we are all better equipped to bring the destinational concerns to the statewide industry body, as well as to manage our own regions.

The forum is currently looking at establishing an RTO Executive Officer position, that will be facilitated through the QTIC office in Brisbane.

"This will be a fantastic resource for the RTOs, who will have a dedicated person to co-ordinate not only the meetings, but to co-ordinate outcomes from the meetings, and follow up where required," Ms Blaney says.

"We believe this exciting new initiative will really reap results for the regions."

Ms Blaney says QTIC's Associations Council, which brings together sector associations – from B&Bs to wine operators - in a forum where they can discuss common issues, is an important step in addressing fragmentation.

QTIC Associations Council Chair James Visser says industry associations have direct insight into the business environment of each part of the industry.

"The Associations Council provides an important forum to bring together this expertise and formulate strategies for the future," he says.

But QTIC's involvement in addressing industry fragmentation does not stop at the Queensland border. QTIC Chief Executive Daniel Gschwind represents the Queensland industry on the Executive of the National Tourism Alliance (NTA), and supports the representation of the other to the State Tourism Industry Councils (STICs).

"Both the STICs and the Executive of the NTA provide a critical opportunity for input into the national agenda," Mr Gschwind says.

"Collectively tourism is a formidable force and QTIC pursues every opportunity to bring together and represent the interests of Queensland's operators wherever it counts."

Katie Blaney
QTIC Administration & Finance Manager

Katie Blaney, QTIC's Administration and Finance Manager, has been with the organisation for the past three years. In addition to overseeing the financial and day-to-day operations of the organisation, Katie coordinates the QTIC Board and Associations Council meetings. Prior to joining QTIC, and following her studies in accounting, Katie worked for a financial planning company. She has also held various positions in customer service and retail.



Staff Profile





Membership Matters

Kym Stephenson
QTIC Membership & Events Manager

Kym Stephenson, QTIC’s Membership and Events Manager, has been with the organisation since its inception and has held her current role for the past three years. Kym handles all membership enquiries and coordinates QTIC events and the judging of the Queensland Tourism Awards. Prior to joining QTIC, Kym held a variety of positions, including working at RM Williams, and as a deckhand on a glass-bottom boat. Kym has a Bachelor of Commerce, majoring in Human Resource Management and Industrial Relations.



Staff Profile

STRONG and sustained member support has seen QTIC flourish from a two-person operation almost seven years ago, into a vibrant organisation with 12 full-time staff.

QTIC Membership and Events Manager Kym Stephenson says QTIC now boasts more than 3000 regional members.

“Our growth and strength as an organisation would not be possible without the continued support and loyalty from our members,” Ms Stephenson says.

“We are a not-for-profit organisation, so the support we receive from the tourism industry is invaluable.”

“It is also fair to say that without the commitment from our corporate partners, QTIC would not be where it is today. To grow from two staff to 12 in seven years is indicative of the industry’s passion and commitment to the big issues.”

Corporate partners (see full listing on page 48) fall under three categories – silver, gold and platinum.

In addition to a strong advocacy and media presence, QTIC now offers a far greater range of member benefits and services, including customer service training; a robust awards program; business support; the provision of reports, presentations and submissions; the facilitation of training and directing members to training resources; and the opportunity to participate in committees and working groups.

“QTIC has seen a continuous increase in membership over the years, coupled with high retention. We are now recognised as industry leaders on the issues that matter,” Ms Stephenson says.

“QTIC is about bringing people together and also being there for them in their time of need. This can range from business referrals to support following a major crisis such as Cyclone Larry.”

“As we are a state-wide organisation, members hail from all sectors and regions, from small two person bed and breakfasts to large international hotel chains. The diversity of our membership base is what makes our organisation a vibrant and interesting place to work and drives its success,” she says.

Sustainable Tourism CRC CEO Ian Kean – a corporate partner of QTIC since its inception – says tourism operators, regardless of their size, can benefit from joining a cohesive industry organisation. He says the tourism industry comprises such a wide variety of sectors and business types, that it is critical to have an effective tourism industry council to represent the collective interests and to present tourism’s position in a structured and unified way.

“Working collaboratively on projects with QTIC has been invaluable to the Sustainable Tourism’s CRC’s work as it ensures our research is relevant and useful to industry,” Mr Kean says.

“In addition, QTIC helped to raise the CRC’s profile within industry including in numerous research publications.”

Thinking Strategically

IMPLEMENTATION of the Queensland Tourism Strategy (QTS) forms an important part of QTIC's work on behalf of members and the industry in general, according to QTIC Chief Executive Daniel Gschwind.

The strategy is the first long-term vision for the tourism industry, developed following the most comprehensive consultation phase the industry has seen, with input from around 1000 government and industry and external representatives.

It is considered the blueprint for industry prosperity and sustainable growth and is supported by the Queensland Government, tourism operators and associations who have shown a strong commitment to developing a shared vision for the industry.

"Strategies are meaningless, unless businesses and agencies put in the time and resources to produce results for our industry," Mr Gschwind says.

"The QTIC Board, and our professional staff have whole-heartedly stepped up to the QTS challenge, and have had an incredibly busy and rewarding year, contributing to at least 19 QTS actions and directly leading 10 actions across the state.

"The diversity of this work means the QTIC team is working across all six QTS themes, with a particular focus on Theme Three – Workforce Development."

The implementation of the QTS is well underway, and QTIC, on behalf of the industry, is a member of the ministerially-appointed QTS Steering Committee. The QTS Steering Committee has the task of ensuring the coordination of the implementation process across various government agencies and other key stakeholders.

The Committee is comprised of representatives of senior government and industry, including QTIC Chairman Gary Smith; QTIC Associations Council Chair and QTIC board member James Visser; and RTO Managers Chair and QTIC board member David Phillips.

QTIC Business Development and Policy Manager Kim Harrington says QTIC has created a page on its website to update industry on QTS activity and strongly encourages members to send in any feedback to assist with the ongoing implementation of strategies.

"We have been very encouraged by industry support for the QTS, from involvement in the Tourism Pipeline project; skill development programs; visitor safety; funding and business regulation review; through to assessing the impact and initiatives of climate change," Ms Harrington says.

"One of our key tasks is to work directly with our Regional Tourism Organisation partners and Association Council members, to identify ways in which everyday business operations can be enhanced through the QTS without adding a layer of bureaucratic burden and cost.

"We know that unless we are able to give the QTS actions a direct business edge, then getting industry to engage will be exceptionally difficult."

QTIC has created a page on its website to update on QTS activity.
For more information please go to www.qtic.com.au/qts

Kim Harrington

QTIC Business Development & Policy Manager

Kim Harrington, QTIC Business Development and Policy Manager, has been with the organisation for one and a half years. Kim has a background in business development, economic development and strategic partnerships and has worked extensively in the UK as well as at Tourism Queensland prior to joining QTIC. Kim holds a Bachelor of Arts majoring in geography and sociology.



Staff Profile



Climate Change – A Hot Topic

THE Australian tourism industry is at the front line of the climate change battle and operators need to be prepared for the looming challenges, warns QTIC Chief Executive Daniel Gschwind.

Mr Gschwind – who has spoken on the topic at national and international conferences – says QTIC has been a leader in the debate, gathering information and working with government agencies and research organisations to ensure tourism is actively involved in decision making and planning.

“Few issues have ever emerged with such impact on public debate as climate change this year,” Mr Gschwind says.

“The threat to our key natural assets, a potential consumer backlash, risks to infrastructure from severe weather events, and the challenge for business to implement adaptation measures will test the industry.”

“QTIC highlighted the importance of this threat to our industry with the release of a report on the economic impact of climate change on the Great Barrier Reef as far back as 2004.”

QTIC continues to work with the Commonwealth Government through the Department of Industry, Tourism and Resources (DITR) and the Tourism Minister’s Advisory Council (TMAC) to develop a National Climate Change Tourism Action Plan.

It has also made a formal submission to Federal Tourism Minister’s call for suggestions, and will continue to advocate to ensure tourism and operators are considered in future funding programs that can assist in industry adaptation.

On a state level, QTIC is cooperating with the Department of Natural Resources and Water (DNRW) to ensure a tourism-focused approach to the problem.

“We have not taken our eyes off related issues, including water management and the Nutrient Management Zones Review in Barrier Reef catchment areas. Both required our submissions to flag tourism interests,” Mr Gschwind says.

“QTIC supports research efforts that will assist the industry in responding to the challenges.”

“Through the Sustainable Tourism CRC and also through the \$40 million Reef and Rainforest Centre (RRRC), where I am a director, tourism has access to world-leading information on the topic.”

“QTIC continues to apply this information and develop industry information that is both relevant and useful.”

QTIC, in collaboration with the Great Barrier Reef Marine Park Authority (GBRMPA) and marine operators, has drafted a climate change action plan for marine park operators, to provide local advice on the global topic.

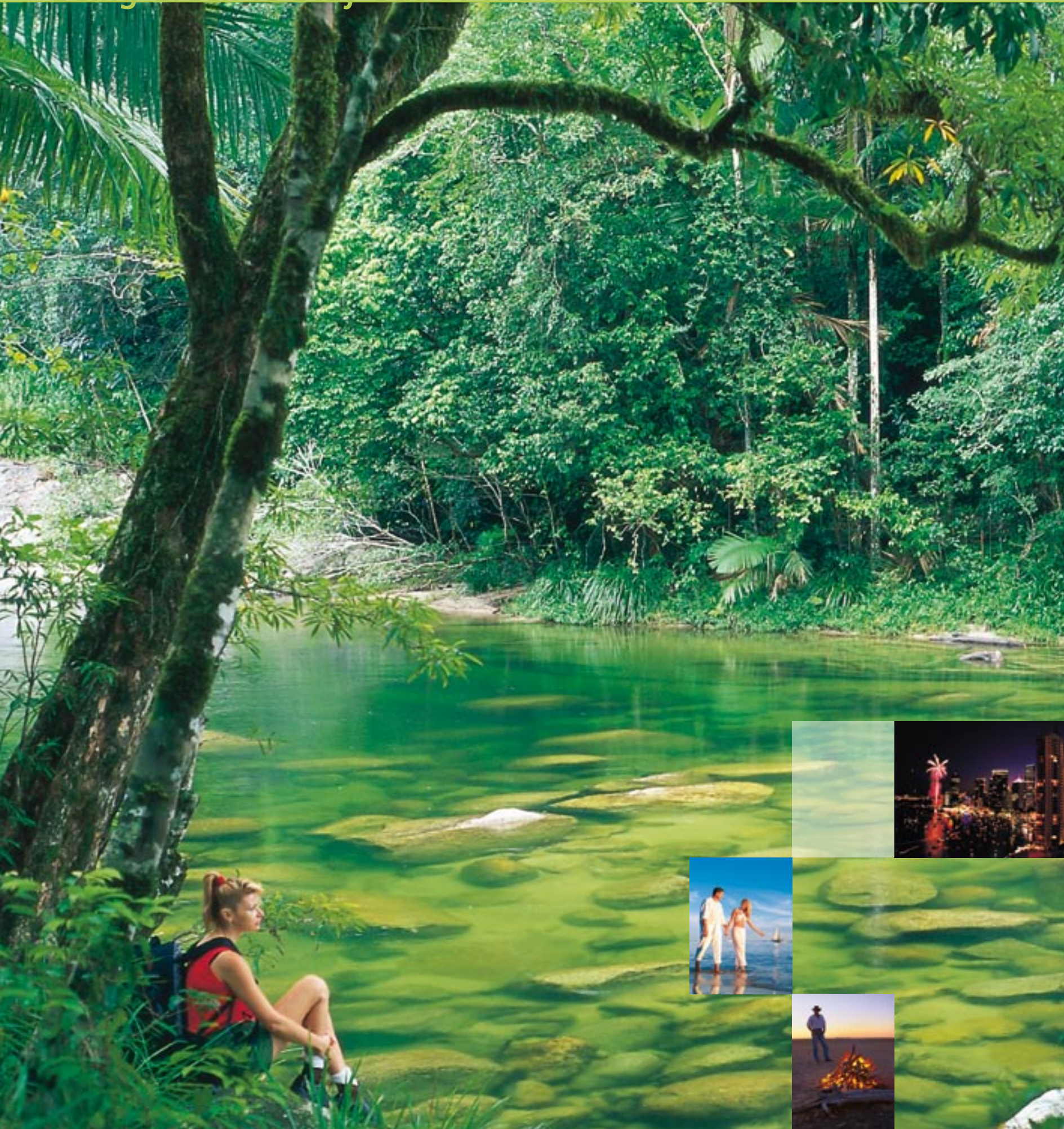
A Masters student from Europe assisted QTIC in preparing reports on climate change impacts on tourism, as well as an analysis of carbon offsetting programs.

“The Queensland tourism industry has a key stake in this and QTIC has made certain that our views are represented and sought,” Mr Gschwind says.

“We need to ensure that Queensland is positioned as a leader in finding solutions to the challenge, to keep the industry internationally competitive in a changing world.”

For a full listing of reports and submissions, please view the listing on page 47.





Being Green To Stay Out Of The Red

THE success and future of the tourism industry is intimately linked to the sustainable management of the natural environment, according to QTIC Chief Executive Daniel Gschwind.

Mr Gschwind says policies, regulation, and land and marine management and operational practices, need to be continuously updated to ensure the industry remains well prepared and competitive.

"QTIC has been working, on behalf of operators, to build strong and collaborative partnerships between the tourism industry, land managers, conservation groups and researchers," Mr Gschwind says.

"Our long-standing engagement with the Great Barrier Reef Marine Park Authority (GBRMPA), through our participation in the Tourism and Recreation Reef Advisory Committee (TRRAC), and our joint climate change work, has delivered better tourism operator access and management in the marine park.

"But it has also contributed to the recognition of the Great Barrier Reef Marine Park as the best managed destination in the world by the World Travel and Tourism Council (WTTC) in its Tourism for the Future Awards."

Mr Gschwind says land-based natural assets are equally important and QTIC has maintained its partnership with the Wet Tropics Management Authority (WTMA) through its participation in the Tourism Liaison Committee.

"By working with WTMA to find collaborative solutions to these challenges, QTIC is able to support tourism operators by bringing a state and national perspective to regional issues," Mr Gschwind says.

"Our engagement in the state's north is also supported by our partnership with the Alliance for Sustainable Tourism (the Alliance).

"The Alliance brings together key tourism associations with a focus on strategically leading the sustainable tourism management debate and shaping practical solutions," he says.

Mr Gschwind says QTIC is also a lead contact with Queensland's Environmental Protection Agency (EPA) on a wide range of issues. In partnership with EPA's Queensland Parks and Wildlife Services (QPWS), QTIC Chairman Gary Smith, Deputy Chair Clare McFarlane and Mr Gschwind are part of the statewide Ministerial QPWS Forum.

The QPWS Forum is focused on addressing the strategic issues that will shape the future of the industry and dealing directly with the decision makers in government and industry, including on difficult issues like private investment in protected areas. Mr Gschwind says QTIC's partnership with QPWS has supported a range of practical outcomes, including the future development of the \$10 million Mamu visitor infrastructure on the Johnston River in north Queensland.

The group also continues to advance to objectives of the Tourism in Protected Areas (TIPA) initiatives.

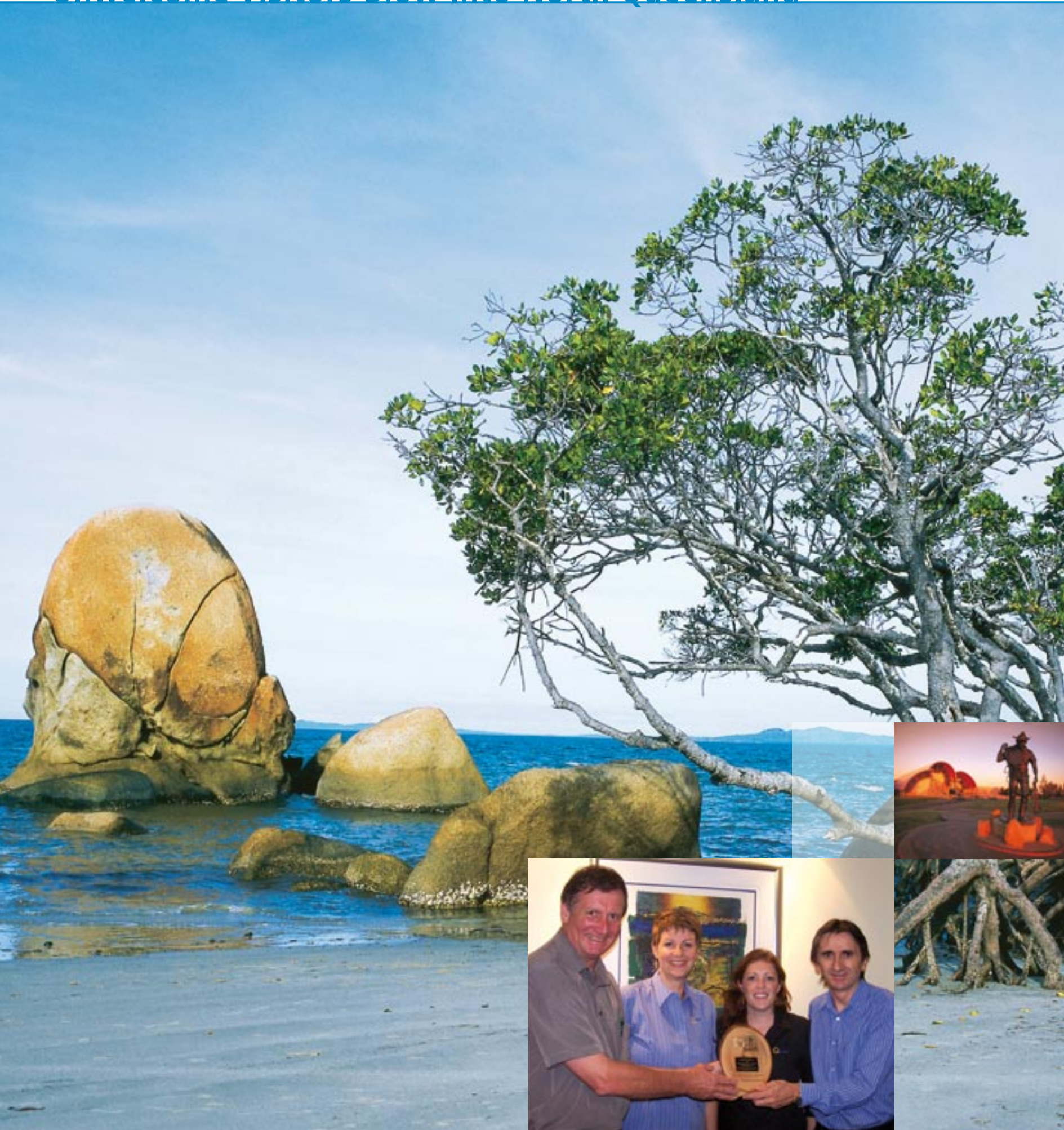
He says QTIC has also worked with the Department of Natural Resources and Water (DNRW), State Development and the Office of Urban Management to articulate a strong tourism viewpoint in relation to various debates. These include the South East Queensland Regional Plan, the Regional Arrangements Advisory Group discussions, and the planning for the Natural Heritage Trust (NHT) funding for 2007-08 and beyond.

"All of these issues will affect tourism profoundly, and the industry needs a vigilant advocate at every stage of the discussions," Mr Gschwind says.

"QTIC's partnerships with conservation organisations, particularly the World Wide Fund for Nature (WWF) and the Queensland Conservation Council (QCC), have created a basis for the industry to work inclusively for common goals.

"Conservation has no better partner than tourism and QTIC remains committed to creating opportunities for the industry on this platform."

Unwelcome Visitors Blow Into North Queensland



Mark Evans, Paronella Park, Kim Harrington, QTIC, Kym Stephenson, QTIC & Daniel Gschwind, QTIC

Unwelcome Visitors Blow Into North Queensland

AN action plan produced by QTIC in response to the devastation of Cyclone Larry in early 2006, has become a crucial blueprint in industry and government recovery work.

QTIC Business Development and Policy Manager Kim Harrington, says a grant from the Department of State Development (DSD) enabled QTIC to work with local industry to produce the Cyclone Larry – Tourism Recovery Plan.

On the basis of the plan, a second round of funding, totalling more than \$200,000, has recently been made available by DSD for local tourism projects.

Cyclone Larry cut a path of devastation across the communities of Innisfail, Babinda, the Atherton Tablelands and Bedarra and Dunk Islands, when it hit the Queensland coastline in early 2006. Larry was followed almost immediately by Cyclone Monica which swept across Cape York and delivered torrential rain over most of north Queensland.

The region, which relies heavily on tourism, was severely affected, with prominent attractions such as the award-winning Paronella Park and the Johnstone River Crocodile Farm, sustaining costly damage.

Ms Harrington says QTIC visited the area shortly after Cyclone Larry and observed first hand how devastating it had been for many small and large businesses.

QTIC Chief Executive Daniel Gschwind visited Innisfail and the Atherton Tablelands with former Queensland Tourism Minister Margaret Keech. QTIC also organised a visit by a federal parliamentary delegation to meet with tourism operators.

“Some businesses severely struggled to rebuild. QTIC worked with affected businesses to help them gain access to support programs and take practical steps towards a recovery,” Ms Harrington says.

“We also worked with state and federal agencies to seek specific support, including a strategic approach to overcoming the wholesale damage to many key tourism sites in the Wet Tropics national parks.”

“We would like to applaud the efforts of both federal and state governments for making available emergency relief in a timely manner.”

Ms Harrington says following the cyclone, QTIC acted immediately to encourage the media to let the world know that much of north Queensland had not been affected by the cyclone.

“It was important to get this message across to avoid a second wave of economic destruction from unnecessary holiday cancellations from interstate and overseas,” she says.

“As devastating as it was, the experience demonstrated just how resilient and resourceful our industry is.”

“True heroes emerged and QTIC is proud to have played a part in working with some of them.”

Ms Harrington says QTIC particularly acknowledges the work of Paronella Park owners Judy and Mark Evans who demonstrated “enormous leadership” in an effort to revive and support operators impacted by the cyclone.

“We just can’t say enough about the emotional support and good solid industry support they were able to provide,” she says.

“They just stepped into it and were invaluable.”



Cyclone Larry Tourism Action Plan Product Review Team

A BOLD plan to meet tourism industry workplace challenges and opportunities in the short to medium term has been devised by QTIC.

QTIC Skills Link, which develops strategies for workforce planning and provides career and employment information, has developed the Queensland Tourism (Hospitality) Industry Skills Plan 2007-2010 which focuses on 60 key recommendations.

The plan, which comes at a time of unprecedented economic growth and demand for skills and labour, examines the tourism and hospitality industry, to ensure businesses have the resources available, to meet the challenges expected in the next few years.

QTIC Skills Link Manager Robyn Keenan says some of the key challenges surround the understanding of skills supply and demand.

"We've mapped out a whole range of anticipated needs, where businesses are being built. We need to be able to supply labour to those places so when they open up they have people to staff it."

"That's one of the key challenges."

"We need to ensure we have the right people, with the right skills, in the right place, at the right time."

Ms Keenan says QTIC Skills Link has developed significantly over the past 12 months with three key activities being undertaken relating to the Skills Alliance, the Queensland Tourism Strategy, and the Skills Formation Strategy.

Specific activities of the Skills Alliance include:

- Industry intelligence
- Participation in industry promotions for example career expos/information
- Audits of Registered Training Organisations
- Adopt a School projects – vocational, education and training in schools (VET)
- Participation in Worldskills – Try a Trade
- Developing a three year industry skills plan
- Participating in the relevant training package reviews
- Provisioning University of Queensland student placements



Robyn Keenan
QTIC Skills Link Manager

Robyn Keenan, QTIC Skills Link Manager, has been with the organisation for two years. Robyn handles any queries relating to the Tourism and Hospitality Training Package and Australian Quality Training Framework. Robyn has more than 20 years experience in the tourism and hospitality fields and holds a Diploma in Training and Assessment, and a Diploma in Hospitality Management. The past seven years of Robyn's career have been dedicated to vocational education and training.

Staff Profile

Tomorrow's Tourism Takes Today's Skill

Ms Keenan says key initiatives for QTIC Skills Link this year, under the Queensland Tourism Strategy include:

- Developing and reviewing flexible work options
- Investigating and reporting of options for developing a career portal in consultation with Tourism Queensland
- Providing and promoting opportunities for the professional development of tourism and hospitality teachers and trainers
- Reviewing tourism and hospitality traineeships and graduate programs

Ms Keenan says QTIC Skills Link has also represented the interests of tourism and hospitality training through:

- submissions to the House of Representatives Standing Committee Inquiry into The Current and Future Directions of the Australian Service Export Sector
- submissions to the House of Representatives Standing Committee Inquiry on Workforce Challenges Facing the Australian Tourism Sector
- representation on the Federal Government's industry-government Working Group on the Tourism and Hospitality Labour Market
- representation on the Australian Technical College Brisbane North Advisory Committee
- representation on Education Queensland's VET in School Issues Committee
- representation on the James Cook University and University of Queensland Advisory Committee

In October 2006, QTIC Skills Link held its inaugural professional development day for teachers of hospitality and tourism which attracted 150 delegates from Queensland to the Brisbane Exhibition and Convention Centre (BCEC).

Ms Keenan says the one-day program, featuring a range of industry speakers and hands-on workshops, was designed to enable high school teachers and industry trainers to update their knowledge of the industry and also their skills. The sessions were also designed to provide an overview of the industry and its many facets.

"It was a great day for networking with delegates, interacting with the presenters, and experiencing the full scope of our great industry," Ms Keenan says.

"We would like to thank all our sponsors, the generosity of the BCEC for enabling a concept to turn into reality and all those that attended."

Later that night, more than 200 guests attended the Salute to Excellence Awards which recognised the achievements of Year 12 students who had been studying Hospitality and Tourism at schools within the Brisbane, Sunshine Coast and Gold Coast regions. Thirty-eight nominees, who had undertaken a submission process and skills test, were recognised as finalists for five award categories – tourism, food and beverage, outstanding school-based trainee, culinary and management.

Ms Keenan says QTIC Skills Link would like to thank the sponsors and judges and committee members who donated their time in aid of the Salute to Excellence Awards.



Robyn Keenan, QTIC

Striving For Excellence PD Day



Positions Vacant – A Sign Of The Times

A STRATEGY aimed at redressing the estimated shortfall of 5000 tourism workers in Queensland by 2010, has been developed by QTIC with funding and support from the Department of Education, Training and the Arts (DETA).

QTIC Skills Link Manager Robyn Keenan says since February 2006, the organisation has managed the Statewide Tourism (Hospitality) Skills Formation Strategy (SFS) responding to the dearth of workers in the industry.

Ms Keenan says several key priority areas have been identified for further investigation, including:

- Development of a Skills Passport (generic 'job ready skill sets', and/or 'job ready' card).
- Flexible employment programs and the mobile/seasonal workforce facilitation (job sharing across locations).
- Career pathways and promoting tourism industry careers.
- Workforce participation in the tourism industry (and seasonal demands).
- Taxation measures, portable leave arrangements, and staff incentives.
- Collaborative research projects to inform industry practice.

"These inter-related topics are central to the overall objectives being developed through industry engagement," Ms Keenan says.

"There are ongoing discussions about finding ways to increase workforce participation (to attract, train, retain and engage), to build a sense of 'belonging' in the tourism industry, to develop career pathways, and to facilitate a flexible and mobile workforce."

Ms Keenan says the Statewide Tourism SFS Reference Group, chaired by QTIC Chief Executive Daniel Gschwind, provide an ongoing mechanism for future take-up of initiatives. The group has broad government, industry, TAFE and union representation, including industry champions, entrepreneurs, peak bodies and key stakeholders.

Ms Keenan says the the Statewide SFS is a forum for public-private sector interaction and a reference point to share innovative ideas, industry intelligence, and proposals. As a result, two industry working parties have been formed to develop proposals including:

- Skills Passport, chaired by tourism operations and training specialist Vicki Jones. The group initially developed a proposal around a 'skill set' to cover the essential compliance training for entry-level hospitality and service roles. Further discussions are planned around the 'skill set' and 'skills passport' concepts in preparation for a pilot program.
- Taxation measures, portable leave and staff incentives – chaired by Liquor Hospitality and Miscellaneous Union President Shirley Mellor, to explore existing portable leave arrangements and investigate possible applications in the tourism industry.

Ms Keenan says in addition to the Statewide SFS, a collaborative network is developing across the regional SFS initiatives including Marine Tourism (Cairns); Marine Tourism (Whitsundays); Regional Tourism (Bundaberg); Regional Tourism (Mackay); and Regional Tourism (Sunshine Coast in early stage development).

"To build capacity, the SFS process fosters working together," Ms Keenan says.

"Its aim is to effectively address skills shortages and develop skills formation strategies, relationships and networks between relevant stakeholders. These include industry associations, operators, tourism organisations, educational providers, unions, government agencies and training providers, to identify real causes and develop appropriate solutions."





IMMIGRATION is emerging as a necessary part of the solution to some of the skills shortages in the tourism industry, according to QTIC Skills Link Manager Robyn Keenan.

Ms Keenan says QTIC has maintained a national focus on the importance of immigration as a viable strategy available to tourism operators suffering through the current employment crisis.

"QTIC understands the challenges faced by our industry due to the severe impact of staff and skill shortages, particularly in regional Queensland," she says.

Ms Keenan says several aspects of the immigration arrangements were being considered including:

- Changes to the Migration Occupations in Demand List (MODL)
- Expansion of working holiday and student visa opportunities
- Labour agreements
- Lower skill business migration

Ms Keenan says the working holiday visa extension, from three months to six months, had proven to be a success.

"QTIC was a keen advocate for the expansion of the working holiday visa. A lot of our employers are utilising that particular visa and extension – six months is obviously twice as good as three months," she says.

"We've already got high turn over in the industry, and the original working holiday visa was posing problems.

"We think six months is a good start. QTIC, along with other key industry associations are now lobbying to extend that even further."

Ms Keenan says the industry is working towards a new category of visa to suit the unskilled labour for the tourism and hospitality industry. She says 95 percent of the industry's job roles are deemed as unskilled.

"We're saying at the end of the day we've run out of people. Our options are clearly limited."





Daniel Gschwind, QTIC



Duncan Shaw, ARA & Gary Smith, QTIC chair

Queensland – The Host With The Most

QUEENSLAND is leading the way when it comes to the standard of customer service delivery not only across the state, but nationally, according to QTIC Business Development and Policy Manager Kim Harrington.

Ms Harrington says QTIC relaunched the AussieHost customer service program in March 2007, following a long association with the nationally benchmarked program. She says the decision to re-engage with AussieHost was based on clear industry demand, verified in a state-wide pilot project in June 2006.

Ms Harrington, who is responsible for managing the Train the Trainer process (tourism and hospitality and service sectors) and assisting the nationwide promotion of AussieHost, says QTIC formalised its relationship with AussieHost owners the Australian Retailers Association (NSW) in February 2007.

"AussieHost is understood by our industry, has strong brand recognition, and is a proven product that not only builds personal, professional and community pride, but inspires greater commitment from all businesses to provide better customer service," she says.
"There has been a tremendous amount of work in reviewing the system, and determining a model that will offer maximum flexibility for industry and training providers.

"A steady, deliberate rollout has taken place in Queensland to ensure that we were able to manage expectations. The year ahead will see collaboration with state and national colleagues to build a national AussieHost training team that meets the needs of all businesses.
"By managing the training quality system nationally, we will ensure trainers have the skills and expertise to enable business to deliver better services and packages to the domestic and international markets."

QTIC Chief Executive Daniel Gschwind says the project is "extremely important" to the tourism industry.
"It would be short-sighted of businesses to rely on infrastructure and natural attractions alone to please their customers, as there will always be competing destinations with similar claims," he says.

"What can, and will, set businesses apart is the service that a customer receives.
"AussieHost is a high quality training program which serves as a benchmark for customer service in Australia."

To date, QTIC has undertaken two Train the Trainer workshops in Brisbane and one in Cairns. There are currently 23 accredited AussieHost trainers statewide.
AussieHost Providers include the National Retail Association; Queensland Wine Industry Association; Gold Coast Tourism Corporation; Queensland Hotels Association; Bundaberg Regional Tourism; Whitsunday Shire; Redlands Shire Council; Wide Bay TAFE; TRAC Consulting; Gourmet HR; Brisbane North Institute of TAFE; Pacific Asia Tourism; Blueprint Career Development; and Tropical North Queensland Institute of TAFE.

National Retail Association General Manager Paul Willis says the alliance with QTIC is aimed at increasing service skills through the AussieHost program to integrate with existing strategies.
"In today's competitive sales environment, service standards and service skills are what makes or breaks a sale in the retail industry," he says.
"It is important retail staff have the confidence to represent their company effectively to ensure a greater focus on service excellence.
"The AussieHost Program is a concise and relevant industry benchmark that will be embraced by the retail and tourism industry."



The 2006 Queensland Tourism Awards Judging Panel (from top left) Elissa Keenan, Glenis Jay, Bob Hagley, Mark McKeon, John Angel, Graham Vercoe, Stephen Taylor, Noel Wootton, Therese Saad, Sharon Raguse, Adrienne Ward, Cam Charlton (Chair), Gary Rice

2006 (Queensland) Australian Tourism Award Winners

Significant Tourist Attractions

WINNER: Fantasea Cruises – Reefworld

Tourism Retailing

WINNER: Australia Zoo – Australia Zoo Retail

Major Tour & Transport Operators

WINNER: Quicksilver Group of Companies – Quicksilver Group

Destination Promotion

WINNER: Tourism Noosa

Media

WINNER: Queensland’s Outback Travellers’ Guide

2006 QUEENSLAND TOURISM AWARD WINNERS

1.	Major Tourist Attractions	Dreamworld
2.	Significant Tourist Attractions	Fantasea Cruises – Reefworld
3.	Major Festivals and Special Events	Gold Coast Motor Events Co – Lexmark Indy 300
4.	Significant Regional Festivals & Events	Hamilton Island – Hahn Premium Hamilton Island Race Week
5.	The Steve Irwin Ecotourism Award	Kingfisher Bay Resort
6.	Heritage & Cultural Tourism	Outback at Isa
7.	Aboriginal & Torres Strait Islander Tourism	Torres Strait Regional Authority – Gab Titui Cultural Centre
8.	General Tourism Services	The Royal Automobile Club of Queensland Limited (RACQ)
9.	Meetings & Business Tourism	Dreamworld – Dreamworld Events
10.	Tourism Retailing	Australia Zoo – Australia Zoo Retail
11.	Tour & Transport Operators – Major	Quicksilver Group of Companies – Quicksilver Group
12.	Tour & Transport Operators – Significant	Passions of Paradise
13.	Adventure Tourism	Jungle Surfing Canopy Tours
14.	The Richard Power Award for Destination Promotion	Tourism Noosa
15.	Tourism Product Marketing	Buderim Ginger Limited – Overboard Launch Campaign
16.	Media	Outback Queensland Tourism Authority – Queensland’s Outback Travellers’ Guide
17.	Tourism Education & Training	The University of Queensland – School of Tourism Training Queensland
18.	Tourism Restaurants & Catering Services	Spirit House Restaurant & Cooking School
19.	Tourism Wineries	Murdering Point Winery
20.	Tourist & Caravan Parks	BIG4 Adventure Whitsunday Resort
21.	Backpacker Accommodation	Wildlife Enterprises – Bungalow Bay Koala Village
22.	Hosted Accommodation	Lillydale Host Farm
23.	Unique Accommodation	QR’s Traveltrain Holidays – Queenslander Class of The Sunlander
24.	Standard Accommodation	Ocean Hotels – Long Island Resort
25.	Deluxe Accommodation	O’Reilly’s Rainforest Retreat
26.	Luxury Accommodation	Peppers Spicers Peak Lodge
27.	New Tourism Development	Warner Village Theme Parks – Australian Outback Spectacular
28.	The Marie Watson-Blake Award for Outstanding Contribution by an individual	Mike Burgess, Managing Director/Chairman Quicksilver Connections
Best Entry		Wildlife Enterprises – Bungalow Bay Koala Village

Hall of Fame Inductees:

Dreamworld – Major Tourist Attractions

Hahn Premium Hamilton Island Race Week – Significant Festivals & Events

Kingfisher Bay Resort & Village – Ecotourism

The Royal Automobile Club of Queensland Limited (RACQ) – General Tourism Services

Reaping The Rewards

THE Queensland Tourism Awards have evolved into such a coveted title for industry, that QTIC this year introduced a mentoring program for entrants.

QTIC Membership and Events Manager Kym Stephenson, who has been involved with the awards for the past nine years, says she has witnessed positive changes as the awards – now in their 24th year – continue to grow.

“The awards provide entrants with a platform to showcase their business performance and achievements for a particular year,” she says.

“Not only do the operators reap the benefits of increased trade and occupancy as a result of being a finalist or winning a tourism award, they also walk away with an invaluable annual planning document.

“It’s not just a pretty certificate you hang on your wall. Winning a Queensland Tourism Award offers tourism operators real credence both within and outside the industry.”

The mentoring program, introduced by QTIC, involves 12 former judges and past award winners across the state. Support available to operators includes state-wide regional workshops and a workshop DVD which is provided to entrants who cannot attend the seminars or are remotely located.

Ms Stephenson says both the state and national tourism awards underwent a comprehensive review this year, including the revision of categories and questions. The main aims of the review were to maximise the number and quality of entries, to focus the awards on business improvement processes, and to shorten the entry time required to prepare a submission.

Ms Stephenson says QTIC’s representation on the Australian Tourism Awards’ working group meant that Queensland was able to contribute and influence changes at a national level.

“To date, feedback from the entrants has been very positive with the majority of states, not just Queensland, saw an increase in entries,” she says.

As part of the review, two categories were chosen to trial an on-line nomination and entry process this year. The online software developer Mark Allen, of EC3 Global, says moving to an on-line system was a “positive step” for the awards program.

“The online submission process has been designed to streamline and simplify the process and also to create a level playing field, with all entries following precisely the same format. QTIC hopes to roll out the online system to all categories progressively during the next few years,” said Mr Allen.

Ms Stephenson says the team of 12 judges and the chairman involved in the Queensland Tourism Awards, plays a “huge role” in their success. The judges read and provide feedback for more than 200 submissions every year, and carry out inspections on all properties across the state.

Queensland Tourism Awards Chairman Cam Charlton says judges give “100 percent” when undertaking their role, amid offering his congratulations on their “tremendous effort”.



Therese Saad, Bowen Tourism, Sharon Raguse, Brisbane Marketing & Bob Hagley, Hagley and Associates



Mark McKeon, Sunferries, Elissa Keenan, REIQ & John Angel, J&G Angel Consulting

A Tangled Web Of Business Regulations



A Tangled Web Of Business Regulations

THE Australian Taxation Office (ATO) GST treatment of holiday deposits threatened to cripple many tourism businesses this year, according to QTIC Chief Executive Daniel Gschwind.

Mr Gschwind says the issue – in which the ATO proposed that tourism operators pay GST on the entire future holiday when they accept a deposit – emerged as a major concern for tourism operators. While the issue is yet to be resolved, QTIC is working towards finding a solution.

He says a “complex web” of business regulations, at all levels of government, affects tourism operators across all sectors and regions.

“QTIC has made it its business to keep a close eye on any legislative or regulatory changes that will impact on operators, and the list is long,” Mr Gschwind says.

“Of particular business relevance this year has been QTIC’s involvement in a national effort to bring about a sensible and practical solution to the ATO’s GST treatment of deposits.”

“A solution has become more likely through coordinated national action supported by QTIC and the National Tourism Alliance (NTA).”

Mr Gschwind says the Queensland Government sought QTIC involvement in a Tourism Business Regulation Review Committee this year. In consultation with members and member associations, QTIC was able to provide “comprehensive input” and bring a “strong business focus” to the review, advocating for tangible improvements in the regulatory framework.

QTIC also represented tourism interests on a Leasehold Rate Review – a topic of critical importance to many tourism operators on leasehold lands – during the year.

Among a raft of meetings and submissions on regulation, QTIC also represented tourism on diverse regulatory topics including the South-East Queensland Outdoor Recreation Plan; Long Distance Passenger Service Contract Review; Liquor Act Review; Retail Shop Leases Act Review; Mass Gatherings Framework; and the Local Government reform process.

“Each of these and all other regulatory issues over the year directly impacted on some businesses in our industry and QTIC is often the only tourism voice that can be heard,” Mr Gschwind says.

“With our added policy staff at QTIC, we have been in a much better position than previously to keep on top of the issues and work with purpose for tourism operators.”

“Our efforts are also significantly assisted by the structures established through the QTIC Associations Council and our national partnerships through the National Tourism Alliance (NTA).”

Mr Gschwind says QTIC not only works to reduce unnecessary regulation, but occasionally seeks to introduce or amend regulation to protect the interests of tourism. The most prominent example of this is in relation to rogue operators. QTIC continued to work with the Queensland Office of Fair Trading to implement solutions and advocate strongly for national solutions at the Commonwealth level.

QTIC has also become part of a national Tourism Shopping Reform Group, supporting a more open and competitive tourism shopping regime that will encourage visitors to spend their money in Australia rather than refunding the GST on their departure.

For a full listing of submissions, committees and representation, please view the listing on page 46.

Safety First

TOURISM operators must be supported to remain vigilant in providing consistent and high level duty of care to visitors, according to QTIC Business Development and Policy Manager Kim Harrington.

Ms Harrington says QTIC is involved in the Queensland Visitor Safety Group, established in 2005, which worked on a range of initiatives aimed at improving the safety of domestic and international visitors to the Sunshine State.

Members of the Queensland Visitor Safety Working Group include QTIC; Tourism Queensland; Queensland Transport; the Department of Emergency Services; the Queensland Police Service; the Environmental Protection Agency (Qld Parks and Wildlife Service); the Department of Industrial Relations; and Surf Life Saving Queensland (SLSQ).

"Each agency focuses on its area of expertise and a key issue for QTIC is to be consistently identifying ways in which operators and their staff are supported to provide a consistent and high level duty of care to all visitors," Ms Harrington says.

"Queensland and Australia continue to enjoy an enviable reputation as being a safe travel destination by world standards.

"QTIC is very aware of the importance of working with industry partners to protect this reputation and to continuously look at ways to assist operators and improve safety practices."

Former Queensland Tourism Minister Margaret Keech this year launched the summer safety campaign – 'G'Day, Have a Safe Holiday' – aimed at preventing injuries and deaths throughout the busy Christmas and summer period.

A Safety Summit in January – in response to a drowning on the Gold Coast – was an opportunity for the Queensland Visitor Safety Working Group to further promote its key messages and prioritise activity.

A key activity sees QTIC working closely with SLSQ and Tourism Queensland in the development of a Queensland Visitor Safety Ambassador Program. The ambassadors will be announced later in the year with the start of the summer season and the commencement of the summer safety campaign.

"The ambassador program aims to have zero preventable deaths and injuries for all visitors to Queensland coastal waterways and will contribute to the broad goals of responding to natural risks and protecting and building our reputation as a safe destination," Ms Harrington says.

"In this Year of the Surf Lifesaver, we are pleased to be working closely with SLSQ not only on the ambassador program, but other projects which focus on developing a range of cost-effective and innovative tools and practices.

"We believe these tools and practices will continue to enhance the level of care and overall positive visitor experience provided by tourism operators."



Taking Care Of Business

THE Queensland Tourism Industry Council is in a strong position to support and facilitate outcomes for operators to almost any business problem, according to QTIC Chief Executive Daniel Gschwind.

Mr Gschwind says QTIC receives countless requests for assistance from members each year. While some issues are of grand scale, such as the Brisbane Airport Corporation's (BAC's) parallel runway expansion or the Northbank development, some are more modest, but equally crucial to individual businesses, such as the post Cyclone Larry support for local operators.

"QTIC is a business membership organisation and our primary purpose will always be to support our members in achieving better business outcomes," Mr Gschwind says.

"Occasionally we can work very directly for the interests of operators through advocacy, media support, strategic advice and representation.

"QTIC is there to support businesses, speak up for them, lend support, give advice and create partnerships.

"With our qualified staff we can usually contribute to finding solutions for a range of issues including challenges in development, regulatory compliance, grant applications, labour and skills issues."

Mr Gschwind says QTIC participates in countless forums and committees, including the Queensland Online Working Group; Tourism Queensland's Food and Wine Tourism Working Group; and BAC's Community Consultative Group, to "keep abreast of what's going on" and to be involved in setting directions.

"From our tourism operators we receive requests for information on many diverse issues, ranging from government support measures, grants, award programs, to occasionally how to manage things like taking time off from their business to have an operation," he says.

"It can be confusing for businesses to understand what they need to do to avoid being on the wrong side of regulation. QTIC will continue to lobby government to reduce and simplify the regulatory system for our industry.

"Even the climate change scenario is now starting to worry people and they are wondering what they need to do about it and what they can do about it.

"The most obscure request we received was via an email from Argentina in which a woman wanted to know whether we could assist with organising breakfast in bed for her sister in Sydney. We couldn't, but we were able to suggest someone who could."

For a full listing of representation and committees, please view the listing on page 46.





Queensland Operators Surf Tourism Profile

A TOURISM “pipeline” designed to identify support available for small and medium-sized business, has enjoyed early industry support, according to QTIC Business Development and Policy Manager Kim Harrington.

Ms Harrington says QTIC has joined with the Department of State Development and Tourism Queensland to deliver a Tourism Pipeline under the Queensland Tourism Strategy.

The program’s pilot is being implemented in Townsville in partnership with Townsville Enterprise Limited and Townsville State Development Centre to highlight the existing business development tools, resources and training opportunities that are available to tourism operators.

“The pipeline concept is all about identifying support available for businesses from start up to every stage of growth,” she says.

“In our industry when you hear or say pipeline it conjures up images of surf, sun, glistening water, die-hard surfers pitching their skills whatever the weather, red and yellow flags fluttering in the breeze and the presence of the great Aussie icon – the surf life saver.

“While the Tourism Pipeline has none of that type of action, it does work on the same concept of a pipeline of support specifically available for small and medium-sized businesses.”

Ms Harrington says early research revealed a need to create a one-stop shop brochure applicable to every business in tourism. QTIC customised a model developed by the Department of State Development, to create a tourism version of the brochure called *Connecting Tourism for Business Success* (pictured).

The brochure points operators to information, publications and networks available for businesses at every stage of the business lifecycle. It has been widely distributed across all key tourism stakeholders and is available at all 19 State Development Centres across Queensland.

Tourism operator Ross McLennan, of Hidden Valley Cabins, Hidden Valley, two hours north of Townsville, has applauded QTIC’s role in developing the business tool.

“As a small, family-run business that is currently expanding its operations, we have found the Connecting Tourism brochure very helpful as we are a small team and finding the right help to get projects started is often the biggest challenge,” he says.

“It’s a great tool to save time and get exactly the information you need.”

The Tourism Pipeline partners delivered regional road shows to more than 70 operators across Ingham, Charters Towers, Magnetic Island, Ayr and Townsville.

Ms Harrington says the industry was highly supportive of the opportunity to stay in their local region to access the unique opportunity to discuss tourism issues, quiz the partners on what resources were available and have an informal opportunity to allow one-on-one networking.

“The Tourism Pipeline is proving to be an excellent project in demonstrating the value-add that occurs when time is spent building business relationships, sharing business plans and working cooperatively to make the most of different expertise and services of key agencies which brings direct benefits to tourism operators,” she says.

Ms Harrington says a key outcome of the Pipeline has been the positive interest in the proposed Department of State Development Mentoring For Growth program. Mentoring for Growth is a free service which offers innovative businesses access to experienced mentors who can address growth challenges.

“As a result of the regional road shows, we already had tourism businesses lined up to be both mentors and to receive support from the mentor panel when the program went live in August 2007,” Ms Harrington says.

The Tourism Pipeline pilot will be reviewed in November 2007 and plans will be developed to roll further programs out throughout the state during the next three years.

Tourism Pipeline Roadshow - Charters Towers

Tourism Dips Into The Labour Pool

A FEDERAL government grant to address the issue of dwindling labour pools in the tourism industry's regional areas is reaping rewards, according to QTIC Business Development and Policy Manager Kim Harrington.

Ms Harrington says the Targeting Skills in Regions (TSNR) program, which started in January 2007 and will run until June 2008, is designed to encourage growth outside the traditional recruitment pools available to the tourism and hospitality sectors in Queensland. This year, activity has been focused through Regional Tourism Organisations (RTOs) in Gladstone, the Whitsundays, the Outback, Capricorn Tourism and Mackay.

QTIC offered subsidised workshops to business owners and managers, which provided the potential to improve business efficiency, by assisting employers to identify new ways to support and motivate existing staff or attract new staff, along with sharing of ideas and issues with industry peers.

Ms Harrington says one of the benefits of running training, for both industry employers and potential employees during this period, has been the capacity of QTIC and the RTO Steering Committee to review and modify planning for greater efficiency and sustainability. Feedback from RTOs, businesses and students has determined a more effective and sustainable direction to be developed in the 2007-2008 plan.

QTIC contracted training organisations to develop and deliver programs to target potential new employees in Emerald, Gladstone, Rockhampton, Mackay, Mitchell and Cunnamulla. Programs were designed to address the skills that QTIC research demonstrated were in demand in those regions.

Experienced and highly credible trainers were contracted to deliver human resources training to tourism businesses in 11 regional Queensland towns including Airlie Beach, Mackay, Gladstone, Rockhampton, Winton, Hughenden, Richmond, Cloncurry, Mount Isa, Boulia and Longreach. Ms Harrington says feedback from the workshops demonstrated they were "enjoyable and inspiring".

Deborah Moseley, QTIC's Regional Skills Project Officer, travelled extensively in all regions, visiting in excess of 200 operators, employment agencies, business support organisations, indigenous support groups, disability support groups, neighbourhood centres, councils and government agencies to engage in dialogue that supports the project. In each region, meetings and events were organised that promoted the project.

Ms Moseley says one of the strongest results has been the commitment of employers in the Whitsundays (Airlie Beach) and Mackay to continue to take greater social responsibility and to support each other in the development of opportunities in non-traditional labour markets.

To avoid duplication of effort, QTIC has worked closely with other agencies including National Retail Association (NRA) and Restaurant Catering Queensland (RCQ). The NRA is delivering programs in hospitality in conjunction with the Experience Pays Program, while RCQ is targeting long term unemployed with hospitality programs.

Ms Moseley says in addition, employer focused workshops were aimed specifically at directing management towards updating employment practices and introducing and encouraging employment of people such as sole carers and mature aged people.

She cited one example of a man who had hundreds of job applications rejected because of his age but is now manager of a bar and is "loving his job".

"We've never delivered training in this area before. I'm really seeing opportunity for growth," Ms Moseley says.

"Community engagement is important for industry sustainability. The managers who have attended the local workshops to date have been very enthusiastic."

The Australian Government has contributed to funding this Programme under the Council of Australian Governments Skills Package – Regional Initiatives (Targeting Skills Needs in Regions programme).



Mackay employers participating in a Power Up Your Business workshop



Knowledge Is King

INDUSTRY intelligence and research is vital to ensure continued business success and a competitive advantage for Queensland tourism operators, according to QTIC Chief Executive Daniel Gschwind.

Mr Gschwind says QTIC recognises the important role of knowledge and research and has renewed its commitment to supporting key initiatives.

After earlier involvement in securing \$40 million over four years in Commonwealth funding and establishing the structures, Mr Gschwind has taken a seat on the board of the newly established Reef and Rainforest Research Centre (RRRC) in Cairns and Townsville.

During its first year of operation, the RRRC has significantly advanced key research programs for the reef and rainforest icons from a tourism perspective. The RRRC is now providing insights than can secure a more sustainable future for the industry, from climate change impacts, land and water management to visitor management.

"Knowledge is our ultimate competitive advantage," Mr Gschwind says.

"Most tourism destinations claim to have 'unique assets'. That alone is not sufficient to differentiate a product from its competitor.

"It is how we preserve the asset, make it accessible and turn it into a visitor experience that determines our competitive standing.

"We can only achieve growth if we understand what the visitors want and deliver what they want at a standard that impresses and makes them want to come back."

QTIC has also continued its partnership with the Sustainable Tourism CRC and its commercial subsidiary, EC3 Global. Mr Gschwind says QTIC works closely with the CRC to deliver practical solutions for real business issues that support operators in being leaders in the drive for sustainability.

"Through research participation, conference presentations, input into the research agenda and into specific projects, QTIC is able to give a Queensland perspective to the national research agenda," he says.

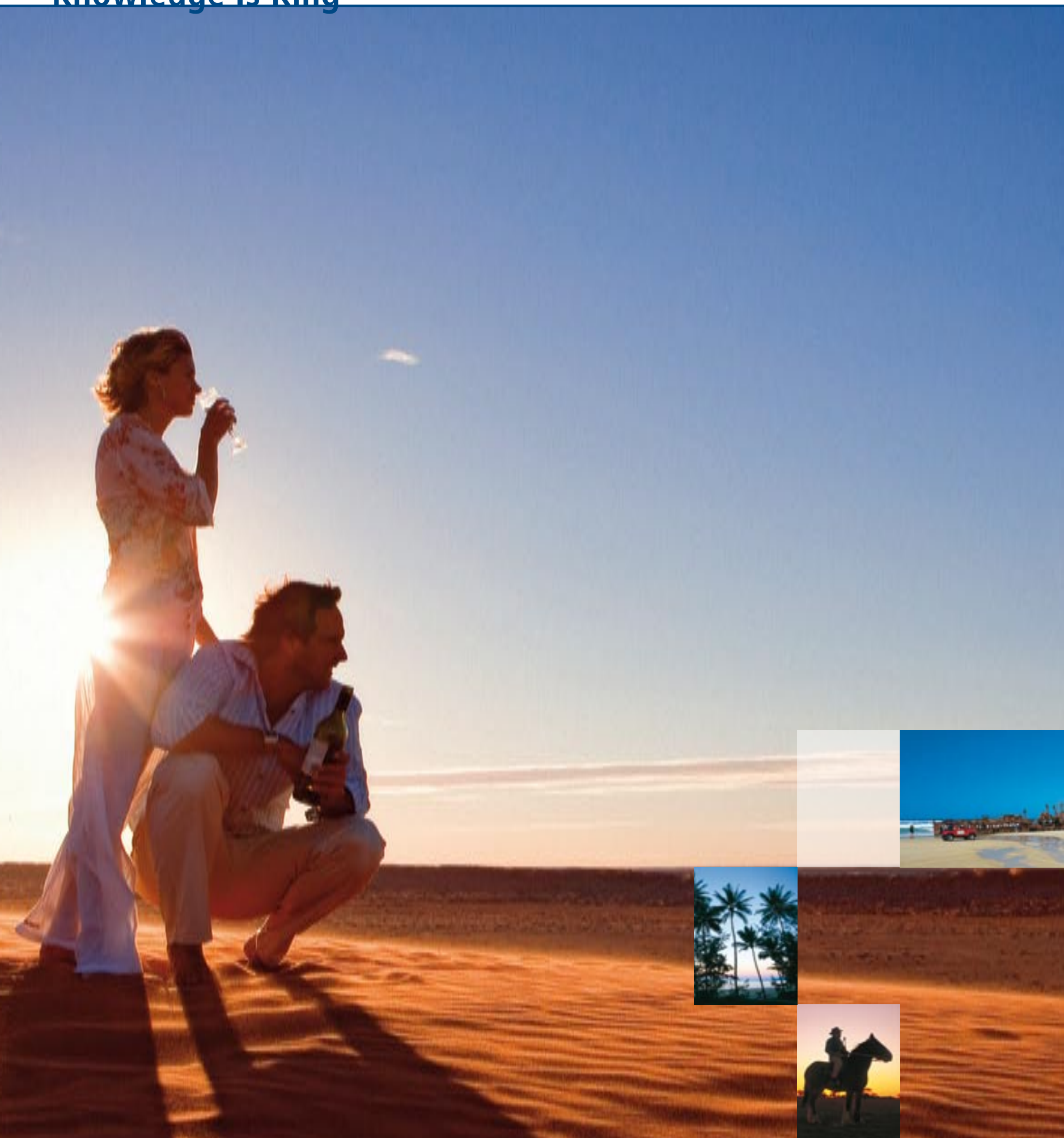
"New opportunities have emerged with EC3's Green Globe and Earthcheck tools and QTIC will pursue future linkages."

Mr Gschwind also sits on Tourism Australia's Advisory Panel for Research, which has this year produced highly topical work such as the Australian Domestic Plan. The Australian Domestic Plan is an assessment and strategic document developed by Tourism Australia to address the stagnant domestic tourism market.

He is also a member of Tourism Australia's Tourism Forecasting Committee (TFC), which is releasing increasingly informative quarterly assessments of the trends not only in relation to visitor numbers but, in a recently implemented change, also of the likely economic value of visitation.

He says QTIC has made a concerted effort to make research outcomes available to members, not only through documentation but also through topical seminars, including the popular State-of-Play series – in which Tourism Queensland and Tourism Australia are invited to speak about a range of industry issues and trends.

[For a full listing of reports, please view the listing on page 46.](#)





What A Year!

KEY politicians, state and national tourism bodies, and senior industry representatives and leaders headlined a swag of events hosted by QTIC this year.

QTIC Events Manager Kym Stephenson says the State-of-Play Seminars – at which Tourism Queensland and Tourism Australia are invited to speak about a range of industry issues – were particularly well received with participants gleaning timely and relevant information.

“QTIC provided variety with the type of events delivered,” she says.

“We always try to address issues that affect the industry and this can be anything from aviation to the downturn in domestic tourism.”

Danielle Geddes, from Riverlife Adventure Centre, says QTIC events gave her an opportunity to catch up with colleagues and share information.

“I particularly like the State-of-Play Seminars as they allow for networking but also deliver key information that is invaluable to the growth of my business,” she says.

Ms Stephenson says the Boardroom Luncheon series has again proven successful as the intimacy of this type of event promotes interesting discussions, debate and facilitates business contacts.

In the past year, the following guest speakers have presented in a boardroom setting:

- Simon McGrath, Vice President, ACCOR Asia Pacific
- The Hon Fran Bailey MP, Federal Minister for Small Business and Tourism
- Hume Campbell, Chief Executive Officer, Riverside Marine
- Steven Ciobo MP, Federal Member for Moncrieff
- David Elia, CEO, HOSTPLUS
- Julie Kinross, The Commissioner for Fair Trading
- Unni Menon, General Manager Government and Commercial Partnerships, Jetstar Airways
- Ross Rolfe, Coordinator-General and Director General, Department of the Premier and Cabinet
- John Strano, Executive Director, Manufacturing Industries & Investment, Department of State Development, Trade and Employment

In conjunction with its corporate partner, Wilson HTM Investment Group, QTIC hosted a fundraising event for Surf Lifesaving Queensland (SLSQ).

The event recognised the tireless work of Surf Lifesavers and celebrated the ‘Year of the Surf Lifesaver’. Presentations were made from Steven Wilson, Executive Chairman, Wilson HTM and Tony Scanlan, CEO, SLSQ.

Ms Stephenson says without sponsors and supporters, QTIC events would not be possible.

QTIC extends a very special thank you to:

- | | | |
|--|--------------------------------------|----------------------------------|
| • Brisbane Convention and Exhibition Centre (BCEC) | • Jupiters Townsville Hotel & Casino | • QANTEC McWILLIAM |
| • Brisbane Marketing | • Multiplex Developments | • RACQ |
| • Coral Sea Resort | • Palazzo Versace | • Shangri-la The Marina Cairns |
| • Couran Cove Island Resort | • Novotel Twin Waters Resort | • Tangalooma Wild Dolphin Resort |
| • Ernst and Young | • Pepper’s Spicer Peak Lodge | • The Central Group |
| • Holiday Inn Brisbane | • Port of Brisbane Corporation | • Wilson HTM Investment Group |
| • HOSTPLUS | • Riverlife Adventure Centre | |
| • Hospitality Training Association (HTA) | • Sunleisure | |

Danielle Geddes, Riverlife, Daniel Gschwind, QTIC & Sandra Swatton, The Central Group



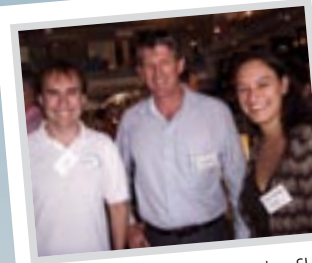
Daniel Gschwind, QTIC



Room - Hon. Anna Bligh Luncheon



QTIC Staff at Riverlife



John Sharpe, Riverlife, Tony Scanlan, SLSQ & Monica De Nardi, SLSA



Sofie Formica, The Great South East



Kym Stephenson, QTIC & Ralph Kajet, YHA Qld



Cathy and Terry Maloney, Daintree Eco Lodge and Spa



The Tourism Awards Judges & QTIC Staff



David Harrison, Port of Brisbane Corporation, Hon. Anna Bligh & Gary Smith, QTIC chair



Cathy Nielson, Australian Day Tours & Kevin Graetz, Story Bridge Adventure Climb



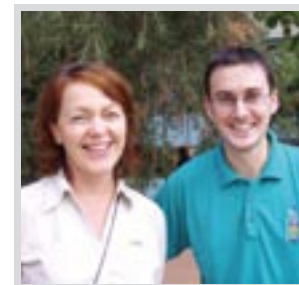
Robyn Keenan, QTIC & Christian Loghem, Chef Solutions



Sandra Swatton, The Central Group, Kim Harrington, QTIC & Anna Patterson, TQ



Hon. Anna Bligh



Deborah Mosely, QTIC and Troy Dobinson, Central Queensland University



Lance Smith, Albert Park Motel, Cr. Patrick Tanks, Longreach Shire Council & Daniel Gschwind, QTIC



Robin Tinworth, Oaks Hotels and Resorts & Andrew Simpson, The Horizons on Mission Beach



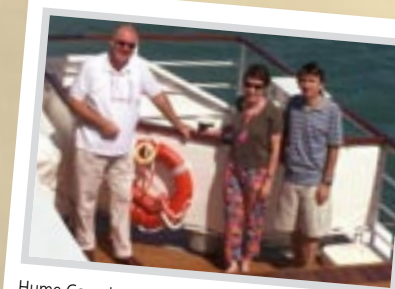
Carmel Crathern, Department State Development, Sarah Dellar, Coral Princes Cruises & Stephanie Kearney, Coral Princess Cruises



Debbie Yee, Shangri-La Cairns, Ian Mitchell, TQ, Cam Charlton, Kleinhardt FGI & Ed Brea, Shangri-La Cairns



Sean Cummins, Cummins and Partners, Gordon Dixon, Down Under Tours & Catie Peters, Livingston Tourism Marketing



Hume Campbell, Riverside Marine, Hon. Margaret Keech MP, Daniel Gschwind, QTIC



Angela Freeman, Hartley's Crocodile Adventures & Suzy Walker, Cairns Central



Debbie Yee, Shangri-La Cairns, Robin Ford, Holiday Inn Cairns, Robyn Quinn, All Seasons Cairns Gateway Resort



John Atkin, The Falls Retreat & Greg Holmes, HMAA



John McIntyre, TTNQ & Frank Dallmeyer, TEL



Katie Blaney and Andrea Linz, QTIC

THE Queensland Tourism Industry Council is poised to deliver on a range of initiatives which will support the industry in the year ahead, according to QTIC Business Development and Policy Manager Kim Harrington.

Ms Harrington has outlined a number of exciting and innovative projects and programs in store for 2007/08.

Indigenous partnerships

QTIC will continue to contribute to the development of the Queensland Indigenous Tourism Strategy, in addition to working collaboratively with a broad range of government and agency stakeholders.

Key activities will include:

- Articulating a Statement of Service Agreement with the Department of Employment and Industrial Relations, Indigenous Division
- Working regionally to support skills development programs in cookery and guiding skills to provide employers an additional local labour supply
- Participating in policy, business and training development forums
- Identifying existing networks and resources to promote to industry
- Integrating the AussieHost Customer Service Program into regional tourism plans
- Developing work on the promotion of the tourism industry as a career path for indigenous communities

Scenic Rim and Mary Valley Tourism Training Program

Ms Harrington says QTIC is pleased to announce a contract with Tourism Queensland for a review, audit and subsequent development and delivery of tourism training across the Scenic Rim and Mary Valley from July 2007 through to June 2009.

"In these regions much of the tourism product is comprised of small businesses which often find accessing affordable and relevant training difficult," she says.

"Over the coming year, we will work directly with operators and training networks to determine exactly what training exists, if there are training gaps, and then develop a program of activities to meet these needs.

"A key ingredient in any successful training program is ensuring that the learner is consulted, and that this in turn leads to the training being packaged in the right way for our employers and employees to make the time and resources available to invest in training."

Ms Harrington says the project will also provide an important opportunity to enter information into the Queensland Tourism Training Map – an inaugural comprehensive map of tourism training delivery.

The Queensland Tourism Training Map, which will be used to help inform training decisions for the industry in terms of quantity, type and location, is being rolled out from 2007 to 2010 and is managed by the QTIC Skills Link team. It forms part of the Skills Alliance activity funded by the Department of Education, Training and the Arts.

Event training E-learning Pilot

Under the event training E-learning pilot, up to 20 volunteers and paid staff across Queensland will be using a combination of technology and face-to-face workshops, to have their event management experiences linked directly to national qualifications and industry qualified trainers.

Ms Harrington says QTIC will work collaboratively with Queensland Events Corporation, Brisbane North Institute of TAFE, Tourism Queensland, the Queensland Regional Tourism Organisation Network and Arts Queensland.

"The pilot will assist not only in enhancing the professionalism of the events sector, but will assist QTIC to identify additional ways of offering the industry flexible and affordable training," she says.

"I will continue to negotiate on behalf of industry, our members and with our key partners who have access to resources and defining policies, to make high quality training accessible to the whole industry, wherever and whenever it is needed across the state."

Moreton Bay

QTIC will continue working with the State Government to ensure the tourism industry's stake in rezoning arrangements of the Moreton Bay Marine Park are taken into account. As a critical aspect of South East Queensland, Moreton Bay holds enormous tourism and recreational potential for the future. QTIC is engaged in the review process and is keen to advocate on behalf of the tourism industry. Only sustainable management across all user groups can ensure a long term future for the bay.

UQ Tourism Summit

The first tourism leader's summit, at which big picture issues will be discussed, is being planned for 2008 through collaboration between QTIC and the University of Queensland.

Queensland Information Centres Association (QICA)

The year ahead will see QTIC working even more closely with QICA and Tourism Queensland, and the Queensland Regional Tourism Organisation Network as members of the Visitor Information Accreditation Program.

"Visitor Information Centre (VIC) staff provide an integral piece of the travelling experience for all visitors in our state," Ms Harrington says.

"Visitor Centres not only tell the local stories, sell products and answer questions from visitors, they are often an invaluable part of the community structure, particularly in times of celebration, community networking and crisis.

"Our top priorities for the year ahead include identifying training and development opportunities, supporting a roll out of the AussieHost customer service program, and marketing of VIC's services."

OAMPS

QTIC has formed a partnership with insurance broker OAMPS to deliver a range of products tailored to tourism operators, particularly those involved in adventure tourism. For more information on OAMPS' Tourism & Recreation Insurance Program (TRIP), please visit www.oamps.com.au/trip email tripqld@oamps.com.au or call 1800 245 558.

Immigration

An Australian Government initiative by the Department of Immigration and Citizenship is assisting QTIC to support businesses in accessing staff through immigration options. The appointment of Industry Outreach Officer Glenda Hutch to the QTIC team will assist the industry navigate the immigration maze.

"With the tourism industry continuing to struggle with skills and labour shortages across Queensland, the appointment will be an invaluable resource," Ms Harrington says.

"Glenda will provide direct support to QTIC staff, members and Regional Tourism Organisations partners in regard to policy advice and updates, information briefings, professional development opportunities, a wide range of communication tools and industry networking opportunities over the next 18 months.

"I look forward to working with our members and the wider industry to maximise the benefits that immigration offers to tourism business operations."

Looking Ahead



Membership Listing

Accor Asia Pacific
Adelyn Retail
Adrenalin Dive
Airle Beach Hotel
All Seasons Cairns
All Seasons Mount Isa
Ann Garms Emporio
AON Risk Services
Aquarius on the Beach
Aries Tours Pty Ltd
ASAP Casuals
Ashmore Palms Holiday Village
Association of Marine Park Tourism Operators
ATHOC
Aussie Trax 4x4 Rentals
Australia Zoo
Australian Day Tour Company
Australian Federation of Travel Agents (AFTA)
Australian Italian Festival Assn Inc
Australian Leisure Concepts
Australian Outback Spectacular
Australian Stockmans Hall of Fame
Aviation Adventures
Backpacking Queensland
BBS
Beauesert Shire Council
Bed & Breakfast and Farmstay Qld Inc.
Bethany Cottages
Big 4 Adventure Whitsunday Resort
Big Cat Green Island Reef Cruises
Billabong Sanctuary
Blazing Saddles
Blueprint Career Development
Brisbane Airport Corporation
Brisbane Convention & Exhibition Centre
Brisbane Holiday Village
Brisbane Marketing
Brisbane North Institute of TAFE
Brisbane's Airtrain
Broadbeach Marketing
Buderim White House Grand Manor
Bundaberg Region Tourism
Bundaberg Rum Bondstore
Bungalow Bay Koala Village
Bunk Brisbane
C4 Marketing and Communications P/L
Caboolture Shire Council
Cairns Coconut Caravan Resort
Cairns Convention Centre
Cairns PASS
Cairns Port Authority
Caloundra Visitor Information Centre
Caloundra Visitor Information Centre

Campervan & Motorhome Club of Australia
Capricorn Caves
Capricorn Tourism
Captain Cook Cruises
Caravan Parks Association of Queensland
Caravan Trade & Industries Association of Qld Ltd.
Cassawong Cottages
Catalina Cruises Noosa
Central Queensland University
Charter Yachts Australia
Chocolate Downunder
Classic Holidays
Cliftons
Clovely Estate Wines
Clubs Queensland
Cobb and Co Museum (QLD Museum)
Coffeehouse Apartment Motel
Conrad Jupiters
Conrad Treasury
Con-x-ion
Coral Sea Charter Company Pty Ltd
Coral Sea Resort
Couran Cove Island Resort (Interpacific Resorts)
Crowne Plaza Surfers Paradise
CTIA
Currumbin Wildlife Sanctuary
de Brueys Boutique Wines
Dolphin Wild Island Cruises
Down Under Tours
Down Under Tours
Dracula's Pty Ltd
Dreamworld & White Water World
EarthHoppers.com
Ecotourism Australia
Ernst & Young
Eumundi Markets
Executive Retreats
Fantasea Cruises
Far North Queensland Tour Operator Association
First Currency Choice
Focus on Research
Fraser Coast South Burnett Regional Tourism Board
Gary's Australian Rainforest Safaris
Gladstone Area Promotion and Development Limited
Global Refund Australia Pty Ltd
Gold Coast Airport Pty Limited
Gold Coast Convention and Exhibition Centre
Gold Coast Tourism
Got 2 Go Car Hire
Great Adventures
Griffith University
Hamilton Island Limited
Harbour Town Outlet Shopping Centre

Hartley's Crocodile Adventures
Heaven in the Hills Hinterland Retreat
Hervey Bay City Council
Hidden Valley Cabins and Tours
Hilton Brisbane
HIP - Hospitality Industry Partnerships
HLB Mann Judd
Holden Performance Driving Centre
Holiday Inn Brisbane
Holiday Inn Cairns
Holiday Inn Surfers Paradise
Holiday Inn Townsville
Hospitality Training Association
HOST PLUS
Hot Air - Cairns
Hotel Ibis Townsville
Hotel Motel & Accommodation Association
Hotel Noorla
Hotel Watermark
Humanoz Pty Ltd
Huxbury Quinn Marketing and Advertising
Industry Training Services (ITS)
Inflight Magazine Pty Ltd
International Hotel Services
interNATIONAL PARKtours
Ipswich City Council
J & G Angel Consulting
Japan Tourism Gold Coast
Jimbour Wines
Johnstone River Crocodile Farm
Jungle Surfing Canopy Tours
Jupiters Limited
Jupiters Townsville
Kedron-Wavell Services Club
Kert Crossan Creative
Keswick Island Guest House and Bed and Breakfast
Kingfisher Bay Resort Group
KPMG
Lillydale Host Farm
Limousine Association Queensland Inc
Living Communities
Longreach School of Distance Education
MacAir Airlines
MacDonnells Law
Mackay Tourism Ltd
Makin Tracks Tours
Maxi Action
Mercure Hotel Harbourside
Mercure Inn Townsville
Merlo Coffee
Metropolitan South Institute of TAFE
MI Helicopters Pty Ltd
Minter Ellison Lawyers

MIRVAC Hotels & Resorts Qld
Mission Australia - Australian Apprenticeship Centre
Moreton Island Ferries
Mount Isa Airport Pty Limited
Mt Barney Lodge Country Retreat
Murdering Point Winery
Museum of Tropical Queensland (QLD Museum)
National Retail Association (NRA)
New Universal Travel P/L
Noosa Blue Resort
North Shore Twin Waters Resort
Northern Experience Eco Tours
Novotel Brisbane
Novotel Twin Waters Resort
Ocean Hotels - Cairns
Ocean Hotels - Whitsundays
Oceans Queensland Pty Ltd
Offset Alpine Printing
One Step Further Pty Ltd
O'Reilly's Rainforest Guesthouse
Outback at Isa
Outback Queensland Tourism Authority
Outrigger Hotels and Resorts
Oz Tours Safaris
Palazzo Versace
Paradise Country
Parker Travel Collection
Paronella Park
Passions of Paradise
Peppers Hidden Vale
Petrac Leisure
Pierre Displays
Pitcher Partners
Platinum Holidays
Port of Brisbane Corporation
Pro Dive Cairns
Pro Dive Townsville
PROBE
Qantas Founders Outback Museum
QantasLink
QANTEC McWILLIAM Pty Ltd
QRAMA Inc.
Quadrant Australia
Queensland Airports Limited
Queensland Bus Industry Council Inc.
Queensland Events Corporation
Queensland Folk Federation
Queensland Hotels Association
Queensland Information Centres Association
Queensland Museum
Queensland Museum Southbank (QLD Museum)
Queensland Rail
Queensland Wine Industry Association

Queensland Yacht Charters
Quicksilver Group of Companies
RACQ
Rainbow Shores Pty Ltd
Redcliffe Tourism
Redland Shire Council
REIQ
Restaurant and Catering Queensland
Riverlife Pty Ltd
Riverlife Pty Ltd
Riverside Marine
Roma Tourism Development Unit
Royal on the Park
Royal Woods Resort
Rydges Southbank Townsville
S8 Ltd
Sarina Russo Schools Australia
Scenic Rim View Cottages
Sea World
Seavane (Qld) Pty Ltd
Shangri-La Hotel The Marina Cairns
Sheraton Noosa Resort & Spa
Shute Harbour Secured Parking and Storage
Sirromet Wines
Skyrail Pty Ltd
Sofitel Brisbane
Sofitel Gold Coast
Southbank Institute of Technology
Southern Downs Tourist Association
Southern Queensland Tourism
St Bernards Hotel
Story Bridge Adventures Pty Ltd
Stradbroke Ferries Limited
Stradbroke Weddings
Sunferries
Sunlover Reef Cruises
Sunsail Australia
Sunsea Cruises
Surf Life Saving Queensland
Surfers Aquarius on the Beach
Sustainable Tourism CRC
Take a Break Away
Tallship Adventures P/L
Tangalooma Wild Dolphin Resort
Taxi Council of Queensland
Templar Distribution Australia Pty Ltd
Terraces on Wickham
The Broad Arrow Pty Ltd
The Central Group
The Falls
The Fraser Island Company
The Point Brisbane
The Rainforest Habitat

The Sebel and Citi Gate King George Square Brisbane
The Sebel Maroochydore
The Sebel Reef House and Spa Palm Cove
The Sebel Resort Noosa
The Sebel Suites Brisbane & Quay West Brisbane
The University of Queensland
The Workshops Rail Museum (QLD Museum)
Thrifty Motels Pty Ltd
Tony Charters & Associates
Toowoomba & Golden West Regional
Tourist Association
Tourism Jondaryan
Tourism Leisure Corporation
Tourism Media
Tourism Noosa
Tourism Potential
Tourism Services Pty Ltd
Tourism Sunshine Coast
Tourism Tropical North Queensland
Tourism Whitsundays
Towers of Chevron Renaissance
Townsville Airport Pty Limited
Townsville Enterprise Limited
Trac Consulting
Trojan Corporate
Tropic Wings Pty Ltd
Tropical North Queensland TAFE
Undara Experience
Underwater World
University of the Sunshine Coast
Voyages (head office)
Voyages Bedarra
Voyages Brampton Island
Voyages Dunk Island
Voyages Heron Island
Voyages Lizard Island
Voyages Silky Oakes Lodge
Voyages Wilson Island
Voyages Wrotham Park Lodge
Waltzing Matilda Centre
Warner Brothers Movie World
Wavedancer
Wet 'n' Wild
Whales in Paradise
Whitsunday Escape
Whitsunday Private Yacht Charters
Wilderness Challenge Pty Ltd
Wilson HTM
Winton Shire Council
Writeclick
XXXX Ale House
Yachting Queensland
Zenith Hospitality Services

COMMITEES

- Alliance for Sustainable Tourism
- Australian Technical College Brisbane North Advisory Committee
- Australian Tourism Awards Working Group
- Board of TAAL (Tourism Accreditation Australia Ltd)
- Community Consultative Committee for Brisbane Airport Corporation
- College of Tourism & Hospitality (COTAH) Industry Training Advisory Group
- Decipher Technologies
- Dept of Immigration and Citizenship (DIAC) Stakeholder Forum
- Education Queensland VET in Schools Issues Committee
- Executive Committee of the National Tourism Alliance (NTA)
- Federal Tourism Minister's Advisory Committee (TMAC)
- Great Barrier Reef Marine Park Authority's (GBRMPA) Tourism & Recreation Reef Advisory Committee
- Industry Government Working Group on the Tourism & Hospitality Labour Market
- Industry Working Party – Skills Passport
- Industry Working Party – Taxation measures, portable leave arrangement & staff incentives
- James Cook University's Advisory Committee
- QPWS Northern / Statewide Forum
- QTS Committees
- Queensland Online Working Group
- Queensland Visitor Centre Accreditation Group
- Queensland Visitor Safety Working Group
- Reef & Rainforest Research Centre (RRRC)
- Regional Arrangements Advisory Group
- Skills Formation Strategy Steering Committee
- Skills Link Council
- State Lease Rate Review Stakeholder Panel
- The University of Queensland's Advisory Committee
- Tourism Australia's Industry Advisory Panel for Research
- Tourism Australia's Tourism Forecasting Committee
- Tourism Business Regulation Review Committee
- Tourism in Protected Areas Working Group (TIPA)
- Tourism Oriented Policing Working Group
- Tourism Queensland's Food & Wine Tourism Working Group
- Tourism Shopping Reform Group
- Wet Tropics Management Authority (WTMA) Tourism Industry Liaison Group

ASSOCIATIONS COUNCIL

- Association of Marine Park Operators
- Australian Federation of Travel Agents (AFTA)
- Australian Timeshare & Holiday Ownership Council Ltd (ATHOC)
- Backpacking Queensland
- Bed & Breakfast and Farmstay Qld Inc.
- Caravan Parks Association of Queensland
- Caravan Trade & Industries Association of Qld
- Clubs Queensland
- Ecotourism Australia
- Far North Queensland Tour Operator Association
- Hotel Motel & Accommodation Association
- Japan Tourism Gold Coast
- Limousine Association Queensland Inc
- National Retail Association
- Queensland Resident Accommodation Managers' Association Inc. (QRAMA)
- Queensland Bus Industry Council Inc.
- Queensland Hotels Association
- Queensland Festivals
- Queensland Information Centres Association
- Queensland Wine Industry Association
- Restaurant and Catering Queensland
- Surf Life Saving Queensland
- Taxi Council of Queensland
- Yachting Queensland

QTIC SUBMISSIONS AND REPORTS

- Bed Bugs – What you should know!
- Brisbane's Plan for Action on Climate Change and Energy, June 2007
- Climate Change Discussion Paper 1: Potential Impacts on Queensland's Tourism Industry
- Climate Change Discussion Paper 2: Offsetting Air Travel Emissions
- DIAC Complaints and Compliments Policy Submission , April 2007
- Election Submission, August 2006
- EPA Proposed Regulations under Recreation Areas Management Act 2006 Submission, April 2007
- Tourism & Hospitality Industry Skills Plan 2007 – 2010
- Jetstar Airlines Code Share Services, March 2007
- Local Government Reform Commission Submission, May 2007
- Nutrient Management Zones Submission, May 2007
- Queensland Water Commission Submission, March 2007
- SE QLD Regional Outdoor Recreation Strategy Submission, March 2007
- Submission to House of Representatives Inquiry into the Workforce Challenges facing the Australian tourism sector, July 2006
- Submission to House of Representatives Inquiry into the current and future directions of Australia service export sector, July 2006

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