



Stephen Gregg
Chairman

CHAIRMAN’S LETTER – LOOKING AHEAD

As we start a new financial year, the tourism industry finds itself in a more difficult environment than usual. Circumstances are not working in our favour and more than ever we are challenged to be innovative and determined in carving out a successful future for our industry. QTIC has been engaged on many fronts to do its share for the industry and to ensure that all possible support from governments is marshalled for our common purpose.

Most recently, we have been pulling out all stops to generate some additional financial government commitment to the industry in response to the reductions in aviation capacity into Queensland. The efforts to draw attention to tourism’s predicament were well rewarded, with State and Federal Tourism Ministers announcing a combined \$8 million injection into marketing budgets for Queensland destinations.

This would not have been achieved without the support of the QTIC membership and the weight that this membership gives us in our negotiations with government.

The dramatic events of the last months capped off a hectic year with a large number of significant tourism issues requiring the attention of industry and QTIC. We maintain a close and productive working relationship with various state government agencies and Ministers and have frequent and direct contact with the new Federal Minister and his department.

There are few relevant issues, federal or state, that QTIC does not become involved in on your behalf. From labour shortages, tax law changes, national parks policies, infrastructure planning, immigration laws to climate change, QTIC does speak up for the Queensland industry consistently.

We have also been able to step up our work in providing practical support for businesses through making available resources in training, business mentoring and awards, grant applications, recruitment, research and advice. We have increased our activities across the regions to be able to work more directly with members and offer support at the business level.

I look forward to the opportunity to chair a very committed QTIC board over the next year and want to take this opportunity to acknowledge my predecessor, Gary Smith. As the founding Chair, Gary has done an outstanding job guiding QTIC over the last seven years and I would like to acknowledge his commitment, professionalism and willingness to support the organisation in every capacity. We are fortunate to retain him as a director of the board.

THEFUTURE

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FUTURE

WHO IS THE QUEENSLAND TOURISM INDUSTRY COUNCIL?

Queensland Tourism Industry Council (QTIC) is the State peak body for tourism. We are a not for profit membership organisation representing members' interests - both large and small.

QTIC provides a broad range of membership services and maintains strong industry representation in all relevant forums.

Owned and governed by our members through member based Councils, Boards and Committees, QTIC truly reflects the views of the industry at all levels throughout Queensland.

QTIC BOARD

Stephen Gregg Chief Executive Officer, Dreamworld and WhiteWater World

John Atkin Proprietor, The Falls

Wayne Clift Managing Director, Beetswalkin

John Fitzgerald Chief Executive Officer, Tourism Sunshine Coast

Rob Giason Chief Executive Officer, Tourism Tropical North Queensland

Greg Holmes Chief Executive Officer, Hotel Motel & Accommodation Association

Clare McFarlane Managing Director, Aries Tours (to October 2007)

David Phillips General Manager, Mackay Tourism

Neil Scanlan Regional General Manager – QLD, Accor Hospitality

Gary Smith Managing Director, Tourism Leisure Corporation

James Visser Chief Executive Officer, Restaurant and Catering Queensland

QTIC'S ROLE

- To influence the shape of the tourism environment.
- To be responsive and representative of industry's positions and needs.
- To positively influence for the benefit of our members.

BRISBANE AIRPORT CORPORATION PTY LIMITED

CORPORATE PARTNER – SILVER

With more passengers on more airlines servicing more markets, Brisbane Airport continues to deliver benefits to Queensland's tourism economy.

In 2007-2008, for the first time Brisbane Airport welcomed more International visitors than Melbourne Airport, and continues to be the fastest growing major airport in Australia.

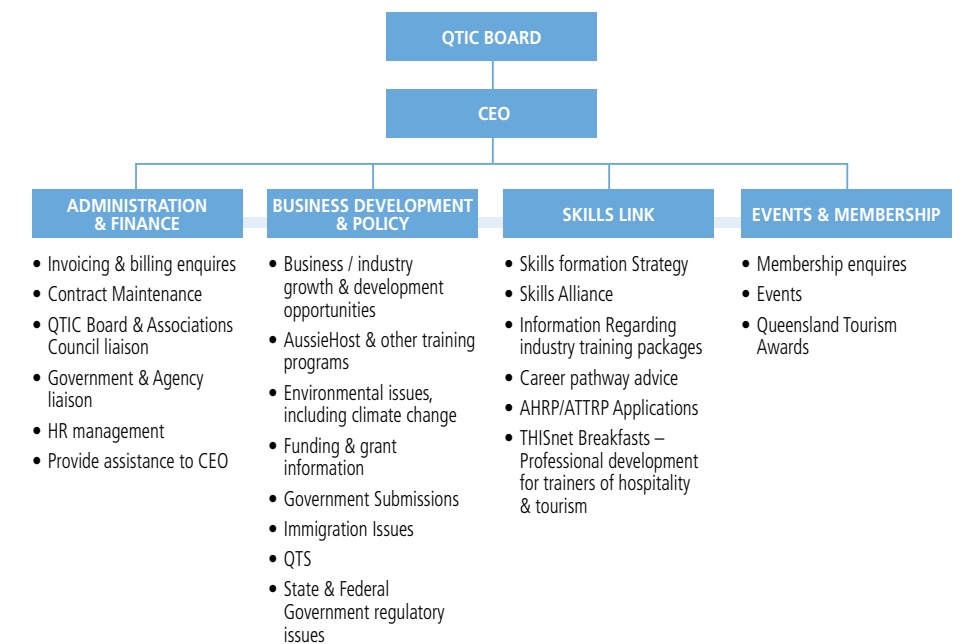
A proud supporter of the QTIC, Brisbane Airport Corporation (BAC) is a private non-listed company which is more than 80 percent Australian owned-mostly by Queensland "mums and dads" through their superannuation.

BAC's vision is to create BRISBANE AIRPORT CITY, generating more than 40,000 jobs within 20 years and elevating Brisbane as a global destination and business location.

As an engine room for growth, Brisbane Airport will play an integral role in the growth and globalisation of the Queensland economy.



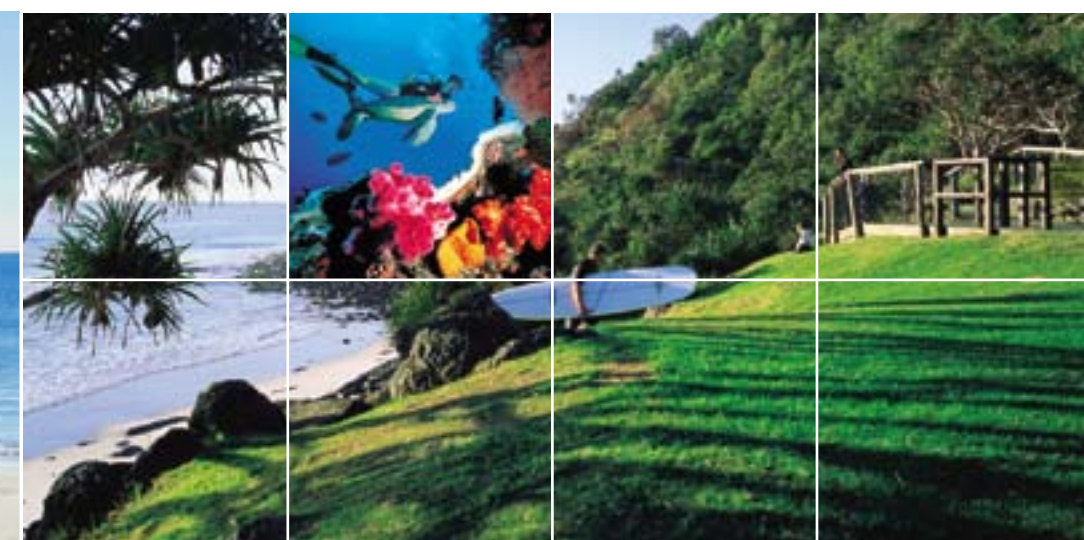
QTIC ORGANISATIONAL STRUCTURE



“Tourism Australia enjoys a strong partnership with QTIC in a number of areas of mutual interest and responsibility. We have an excellent working relationship and I am confident the work we do together will continue to advance our tourism industry which is so important for Queensland and Australia.”

Rick Allert AO, Chairman Tourism Australia

WHOAREWE



QTIC

“QTIC is an important partner in the Queensland Tourism Strategy. QTIC works closely with the industry and Tourism Queensland to find solutions to industry issues such as the skills shortage and strengthening the professionalism and global competitiveness of the Queensland tourism workforce. It runs accessible and effective industry education programs such as AussieHost to coach our tourism frontline staff to provide professional, friendly service which in turn encourages the all-important word-of-mouth recommendations from our visitors...”

The Hon. Desley Boyle MP,
Minister for Tourism,
Regional Development and Industry.

ERNST & YOUNG

CORPORATE PARTNER – GOLD

A global leader in professional services, Ernst & Young provides assurance, advisory, tax, transaction support and speciality audit services to Queensland's tourism and leisure sector.

Worldwide, our 130,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people our clients and our wider communities achieve potential.

For more information, please visit:
www.ey.com/au



THE TEAM

Daniel Gschwind Chief Executive

David Liddell Policy Officer

Deborah Moseley Tourism Recruitment and Retention Project Officer (to June 2008)

Eric Perez Policy Officer (to October 2007)

Heather Peirce Skills Formation Strategy Manager (to January 2008)

Holly Simpson Project Officer (to December 2007)

Ilan Ivory Tourism Recruitment and Retention Marketing Officer (to June 2008)

Isabel Beckermann Project Officer

Jodie Behrend Administration Officer & BBFQ Secretary

Katie Blaney Administration & Finance Manager / Assistant to the CEO

Kim Harrington Business Development & Policy Manager

Kym Stephenson Membership & Events Manager

Neoni Payne AussieHost Administration Officer (to June 2008)

Rachel Seymour Administration Officer & BBFQ Secretary (to May 2008)

Rebecca Kersten AussieHost Administration Officer (to December 2007)

Robyn Keenan Skills Link Manager

Sharon Galloway Skills Link Project Officer

Tatiana Wickham Receptionist

NETWORK PARTNERSHIPS

Queensland is a vast state with diverse regions and attractions. This creates significant challenges when it comes to forming collective views on policy and strategic direction. As one of its core functions, QTIC endeavours to reach a collective understanding on tourism issues and speak on behalf of the industry. QTIC promotes and develops partnerships amongst stakeholders in the industry.

Regional Tourism Organisations (RTOs) are one of the crucial partnerships for QTIC. The RTO General Managers and QTIC meet quarterly to discuss state-wide issues of significance, including resourcing, product development, marketing and skills needs. QTIC also hosts the RTO Secretariat. It is the role of the RTO Secretariat to liaise with the RTO group's Chairman, David Philips, to develop actions that arise from meetings and to ensure effective communication occurs both between managers and externally.

As another crucial leadership function, QTIC brings together the highly diverse industry sector bodies and hosts bimonthly meetings of the QTIC Associations Council. This provides a forum for the sector associations to discuss common issues and develop strategies to respond to challenges and opportunities in a united and coordinated way for more effective results. This collective strength is what our industry needs.

QTIC also facilitates secretariat support for the Bed & Breakfast and Farmstay Queensland Incorporated (BBFQ). The BBFQ is the industry peak body in Queensland, representing small, hosted and self-contained accommodation providers. It is the role of the BBFQ Secretariat to facilitate monthly teleconferences with the Management Committee, Annual General Meetings and to also ensure all members are informed of important initiatives and assisted wherever possible. In consultation with BBFQ, QTIC Skills Link provides opportunities for further education and training for the owners and operators of Bed & Breakfast and Farmstay accommodation providers around Queensland.

ASSOCIATIONS COUNCIL MEMBER LISTING

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

ARAMA Queensland

Queensland Bus Industry Council Inc.

Queensland Hotels Association

Queensland Information Centres Association

Queensland Wine Industry Association

Real Estate Institute of Queensland

Restaurant and Catering Queensland

Surf Life Saving Queensland

Taxi Council of Queensland

QTIC-Y

Generation Y has become a buzz word of the 21st Century. Against the background of labour and skills shortage the generation gap appears to have widened with different perspectives on work, life and professional engagement. QTIC has developed an initiative that aims to close this generational gap.

QTIC-Y is a Generation Y network, linking tourism students, employees, entrepreneurs and other stakeholders. QTIC-Y offers its members opportunities to engage with industry, for professional development and provides a forum to explore and debate relevant current industry issues.

The QTIC-Y team has been busy in the last six months, building up the network and increasing the membership base, which currently stands at over 130. The network also has partnership agreements with hospitalitycrew.com and yATEC. The QTIC-Y steering committee, consisting of eleven members, each representing a different sub-sector of the industry, and will have its first formal introduction to its members in September 2008.

QTIC places significant importance on its QTIC-Y project. It is only by investing in the future, that we will be able to ensure a sustainable and successful tourism industry in Queensland.

“QTIC is the timely and articulate voice of the Queensland tourism industry. Tourism Queensland deeply values QTIC's frank advice and partnership in addressing the challenges facing the Queensland tourism industry.”

Don Morris, Chairman Tourism Queensland



For most of the year the news has not been good for tourism operators. The exchange rate of the Australian Dollar has been moving against the interests of exporters, fuel price increases have not only dented consumers confidence and their inclination to spend up on domestic holidays, they have also added significantly to business costs for most tourism operators. The same applies for interest rate rises which inevitably filter through to business input costs.

It was against this background that we were presented with the State Budget for 2008-09. If we expected some recognition from government that the tourism industry was under siege, it was not delivered in the Treasurer's first budget. Instead, it took the alarming airline announcements and a concerted lobbying effort by industry, including QTIC, to jolt the state government into action. To her credit the Tourism Minister, Desley Boyle, was very prompt and decisive in her response. Within days an additional \$4 million was found in Treasury coffers to inject much needed resources into Tourism Queensland's marketing budget and into efforts to work with airlines to boost capacity into our key destinations. The state government also became a strong advocate, working with QTIC to solicit a matching commitment from the Commonwealth government. As a result, a total of \$8m has now been added to the marketing war chest which is a much needed boost at a time of great challenges.

STAKING A CLAIM FOR THE INDUSTRY

RESULTS

Coast in frame for offshore wind farm

[illegible][illegible]

Tourism rescue mission

business increasingly is seen as the most effective way to improve the environment. The business community is the most powerful force for change in the world. Questioned on this point, the U.S. Environmental Protection Agency's Assistant Administrator, William D. Ruckelshaus, said, "What's happening here is important and it is already at the heart of the environmental movement. The message is that business is the most powerful force for change in the world. The message is, therefore, to get business involved now."

But the message is not to change to less laws to reduce pollution. The message is to get business to do what the laws already require. Ruckelshaus said, "We are always using legislation to get business to do what we want it to do. We are always using legislation to get business to do what we want it to do."

It would also like to see the business community take the lead in environmental protection. Ruckelshaus said, "We would like to see the business community take the lead in environmental protection. We would like to see the business community take the lead in environmental protection."

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Lillydale Farmstay wins Regional Award

On the 12th of June Lillydale Farmstay were the first ever award for limited accommodation in the new South West Regional Council. The award ceremony was hosted at The Centre in Busselton by Busselton Community Tourism.

The night was a huge success with delicious food and wine from Sarahah Winery and Cannabrey Valley Vineyards served throughout the night and fantastic entertainment provided by Shulaika on African percussion ensemble.

The evening was well attended by local tourism operators, local business and executives from Busselton Marketing, Queensland Tourism Industry Council and TCA Global.

[illegible]

▶ *Journal of Management Education* (September 2008) is a peer-reviewed journal devoted to the advancement of management education. The journal is required reading for all management educators and researchers. The journal is published by the American Management Association (AMA) and is available online at <http://jme.sagepub.com>.

WHAT'S HAPPENING IN TOURISM THIS MONTH?

- France's interest will be obvious in the country today after popular football show *Les Bleus* broadcasts live.
- *Encounter* (1987) and *Children of the Greenland* feature Ireland's (Ireland) *Encounter* (1987) will give actors in rural areas, all over the world, a chance to see the film.
- *Encounter* (1987) will provide a chance to see Ireland's (Ireland) and *Encounter* (1987) will give actors in rural areas, all over the world, a chance to see the film.



CORPORATE PARTNER – SILVER

It's double the thrills and double the fun at Dreamworld and WhiteWater World. So many worlds in one, Dreamworld is home to The Big 6 Thrill Rides, Nickelodeon Central, Wiggles World, Big Brother, Tiger Island, The Australian Wildlife Experience and FlowRider.

Slide in for the ride of your life at the Gold Coast's newest water park, WhiteWater World! Just a hop, skip and a splash from Dreamworld, combining adrenaline pumping thrills with family style fun in the ultimate Aussie beach paradise. WhiteWater World boasts all four of the hottest waterslides on the planet as well as Nickelodeon's Pipeline Plunge, Wiggle Bay and the brand new water ride The Little Rippers!



(Captions - left to right)

Sofie Formica, The Great South East, Channel 7

Daniel Gschwind and Stephen Gregg, QTIC

workforce participation, better skill matching and efficient labour markets for tourism. In that context QTIC has continued its proactive engagement with the Department of Immigration and Citizenship (DIAC) to ensure tourism businesses have access to all available labour immigration opportunities, including positive recent changes that have come about as a result of persistent tourism lobbying.

In all our national activities QTIC has kept up its collaborative work with the National Tourism Alliance (NTA) which brings together all key national tourism associations to represent a united perspective on tourism's interests. Work has begun to produce a national Future Directions document for tourism to further help the industry to find its strong collective voice.

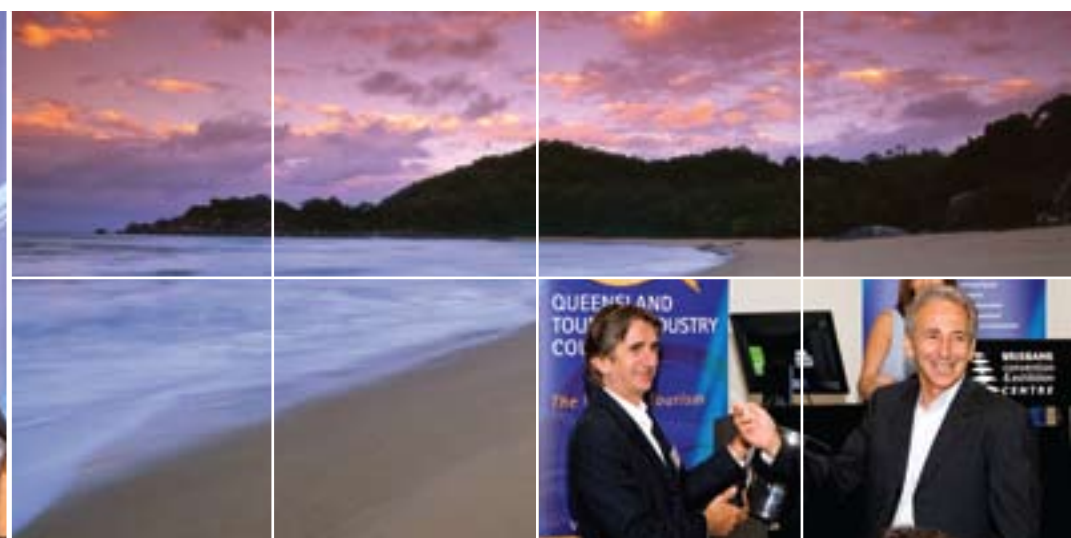
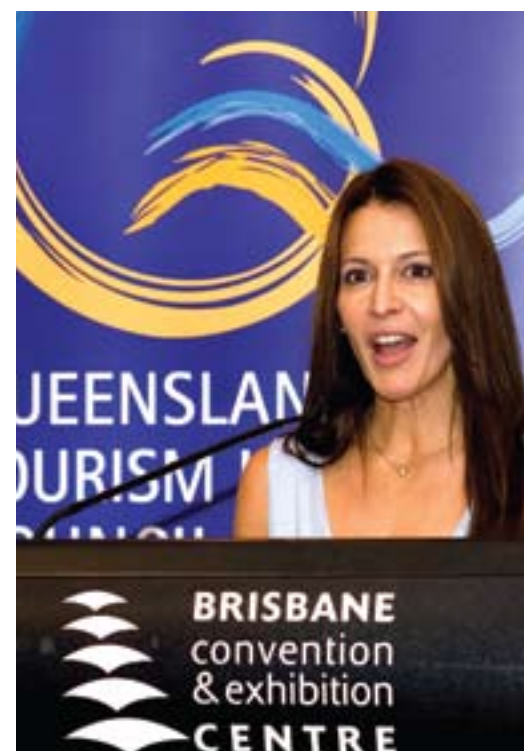
QTIC's engagement with the federal government, particularly Minister Martin Ferguson has been highly constructive, with regular meetings giving QTIC an opportunity to bring issues right to centre of decision making in Canberra.

Protected areas and national parks have again been in the spotlight with the Moreton Bay Zoning Review in progress, while the broader issue of management arrangements for our national parks is a continual topic of importance for our tour operators. QTIC has invested a lot of effort to achieve better outcomes for tourism and for conservation and the pressure has been kept on agencies and politicians to help deliver on the enormous potential of using our natural assets in a sustainable way through tourism.

For the tourism industry to be heard by decision makers and by the community also means putting out the right messages through the media and through public forums.

Over the last twelve months, QTIC was quoted in print, radio or TV news hundreds of times, providing a strong tourism voice on countless issues. A special business feature on Channel 10 Your Business Success, highlighted some of QTIC's business support work, while numerous appearances on ABC Stateline, Current Affairs, ABC Radio National and other news programs provided opportunity to draw attention to the challenges that the industry faces.

QTIC staff also made dozens of presentations at national, international and local conferences and forums, speaking up for the needs of the industry wherever the opportunity arose. Regular features and columns in trade publications further support the effort to bring the real issues to the attention of industry and government. The importance of giving tourism a high political profile through the media, based on reasoned commentary, cannot be underestimated. It supports QTIC's efforts to bring about positive policy decisions and to foster greater industry unity in arguing tourism's case.



RESULTS

TOURISM IMMIGRATION OUTREACH OFFICER

Our industry is facing enormous challenges from staff and skill shortages and the associated impact on business sustainability, particularly in regional Queensland.

Through a designated Tourism Immigration Outreach Officer, Glenda Hutch and QTIC's Chief Executive, Daniel Gschwind, QTIC has maintained a national profile on the importance of immigration as one viable and current strategy available to tourism operators that may minimise the negative business impact of labour shortages.

Several key issues have been addressed:

- Submission 2008-2009 Migration Program Consultations
- The need for a lower skilled visa category – 'guest worker program'
- Business (Long Stay) Subclass 457 & Related Temporary Visa Reforms Discussion Paper
- Submission to the 'Visa sub-class 457 Integrity Review'
- Representation on the Department of Immigration and Citizenship (DIAC) Stakeholder forum
- Representation on the Industry – Government Working Group on Labour

Finally QTIC has provided assistance to the industry by providing information sessions across Brisbane and regional Queensland providing operators with information relating to 457 visas and employer sanctions.

BRISBANE CONVENTION & EXHIBITION CENTRE

CORPORATE PARTNER – SILVER

Brisbane Convention & Exhibition Centre (BCEC) is Australia's most awarded venue and is officially rated among the top three convention centres world-wide.

The Centre caters for events of all sizes from eight to 8,000 and all to the same high standard of excellence.

A fully integrated range of in-house services, from award-winning catering to world-class event production and presentation technology is delivered by a team of experienced professionals.

The Centre's planned expansion of five levels of boutique meeting and event space will establish its position as Australia's most flexible meetings and events venue.

For further information visit: www.bcec.com.au



SKYRAIL RAINFOREST CABLEWAY

CORPORATE PARTNER – SILVER

Cairns, Tropical North Queensland

Skyrail is a world leader in sustainable ecotourism.

A fully integrated experience, Skyrail combines a 7.5km cableway journey over the rainforest canopy with two rainforest mid-stations, where guests can explore and learn more on Ranger guided tours and at the Rainforest Interpretation Centre.

This intimate experience enhances the appreciation and understanding of Australia's World Heritage protected Tropical Rainforests, for hundreds of thousands of people each year.

Skyrail's sustainability is recognised by ISO 14001, Green Globe Gold and Advanced Ecotourism accreditation.

Skyrail is a premier tourist attraction, providing guests with a truly unique rainforest experience available no where else in the world.



NATIONAL EMPLOYMENT STANDARDS

Through its Skills Formation Strategy, and input into migration issues, QTIC endeavours to ensure that the tourism and hospitality industry has a large and available supply of workers. QTIC works to ensure that a fair, flexible and productive work place exists for both employers and employees.

QTIC has closely followed the release of the Federal Government's National Employment Standards (NES) and has provided input into this process where available. The NES, which comes into effect in January 2010, outlines the key minimum entitlements for employees across all industries in Australia. It addresses a number of issues including maximum weekly hours, parental leave, annual leave, public leave and notices of termination.

QTIC places significant importance on supply issues in the tourism and hospitality industry and looks to promote occupations in our industry as long term career pathways. An important means of achieving these goals is to work with Government to ensure that the voice of the industry is heard.

SKILLS FORMATION STRATEGY

The Statewide Skills Formation Strategy was an innovative approach to skills and labour with collaboration between industry and Government. The project ran over 2 years, with the project officer finishing in January 2008.

Key Achievements:

- A statewide action plan developed through collaborative processes
- Rethinking of current human resource, recruitment practices and career pathways
- Key stakeholders, champions and agencies developed submissions and action plans to build links between Queensland and the Snowy mountains – working together across seasons and regions (a strategy for tourism industry to engage with the seasonal workforce)
- Working parties generated proposals and recommendations for wider discussion and feedback, for example portable leave; industry branding and marketing; and compliance training in the form of a skills passport

QTIC Skills Link continues to move forward with several agendas including the development of an industry skills passport, industry branding and marketing and continuing to build on the Queensland and Snowy mountain partnership.



CLIMATE CHANGE

Climate change has moved into the centre of public policy debate, particularly with the election of the Rudd Government. Based on our longterm engagement in this issue, QTIC was well prepared to contribute to policy discussions on climate change. As part of the Commonwealth's Tourism and Climate Change Task Force, QTIC participated in extensive work on a range of documents to inform both government and industry of every aspect in which climate change impacts on tourism.

QTIC also accepted an offer from the State Government to join the Office of Climate Change's Stakeholder Reference Group. The group consists of stakeholder representatives from a broad range of sectors and interests who meet regularly to share information and positions relating to climate change policy. In particular, the Reference Group plays an important role in the review of Queensland's climate change strategy, *ClimateSmart 2050*, which is being undertaken by the Office of Climate Change throughout 2008.

The Review aims to update and consolidate Queensland's strategy in light of the latest scientific research as well as national and international developments in climate change.

Additionally, QTIC has been working with industry and other government agencies, including Tourism Queensland, Natural Resource Management (NRM) bodies and the Great Barrier Reef Marine Park Authority (GBRMPA) to put in place practical initiatives that support industry and business operators in responding to climate change challenges. Amongst those initiatives is a plan to offer tourism-relevant offset opportunities that will help protect our key natural tourism assets, including the Great Barrier Reef.

HOSTPLUS

CORPORATE PARTNER – GOLD

Putting our members first helped us win two of our industry's leading awards. And we've done it again. Two top awards, two years in a row - SuperRatings Fund of the Year 2006/07 and 2008 and Money magazine's Best of the Best award for Best Super Fund Manager 2007 and 2008.

Good news if you're with HOSTPLUS.

And if you're not, find out why we're the best value for money fund - visit hostplus.com.au or call 1300 HOSTPLUS (1300 467 875) 8am - 8pm, Monday to Friday.



PROTECT

“The National Tourism Alliance highly values the contribution that QTIC makes as a member of the Alliance. Not only does the QTIC CEO play a leadership role as a representative of all the State TICs on the NTA Board, but the experience that Daniel brings to the national table is highly valuable to the discussions on policy and concerns affecting the industry. History tells us that the industry always achieves more when it works together on common issues. Queensland remains a powerhouse of Australian tourism, and it is vitally important that businesses in your state have strong representation at a national as well as state level. The QTIC/NTA partnership delivers that.”

Jenny Lambert, Chief Executive Officer, National Tourism Alliance (NTA)

MORETON BAY

With an abundance of natural wonders, such as dolphins, dugongs and turtles, Moreton Bay and its surrounding islands is fast becoming a major tourism attraction on Brisbane's doorstep. QTIC has closely followed developments of the Queensland Government's 'Moreton Bay Marine Park Zoning Plan review' and has provided comment in a number of forums.

QTIC is supportive of a strong protection framework that will ensure the long term sustainability of Moreton Bay's natural attractions. The Great Barrier Reef is already displaying the benefits of greater protection through increased zoning and QTIC has proposed that a similar protection plan should be developed for Moreton Bay.

For tourism operators in the area, the protection of Moreton Bay's natural assets is fundamental to the success of their businesses. A strong protection plan has the potential to raise consumer awareness of the unique natural treasures to be found in the Bay and lead to greater utilisation of the areas natural assets for tourism purposes.

QUEENSLAND WATER COMMISSION

South-East Queensland is slowly coming out of its worst drought on record. Like all industries, the tourism and hospitality industry has been affected by the drought and the water reforms associated with it. QTIC has followed this issue closely and has provided comment to the Queensland Water Commission on its water reform measures, including the moves to varying levels of water restrictions.

QTIC highlighted tourism and hospitality as industries that promote the sustainable use of natural resources, including water. In particular QTIC has outlined how a number of tourism and hospitality operations have developed their own water conservation and sustainability measures.

While the drought has been broken, water reforms continue to impose restrictions for tourism and hospitality operations. QTIC will continue to follow this issue closely and inform members of any changes to the current water regime.



PROTECT

BUSINESS REGULATION

The state government has indicated a commitment to review and improve the regulatory environment affecting tourism businesses in the state. QTIC has worked closely and enthusiastically with the state government on this and will be only too pleased to support any move to ease the regulatory burden on operators. During the year QTIC joined the Small Business Advisory Committee, chaired by Michael Choi MP. Through this forum business reform actions are progressed and QTIC has had the opportunity to put the spotlight on tourism concerns.

Numerous business regulation issues have been under scrutiny at the federal level, from the GST treatment of deposits, to business sponsored visa conditions, employment laws, as well as a range of questions raised in two Parliamentary inquiries into tourism and the services industries. QTIC has not missed an opportunity to make submissions and to raise the businesses' concerns directly with Ministers and MPs.

THE SUSTAINABLE TOURISM COOPERATIVE RESEARCH CENTRE

CORPORATE PARTNER – SILVER

The Sustainable Tourism Cooperative Research Centre (STCRC) is the largest, dedicated tourism research organisation in the world, with \$187 million invested in tourism research programs, commercialisation and education since 1997. STCRC delivers innovation via its partnership with 16 leading Australian universities and 16 corporate and government organisations.

STCRC's objectives are to enhance the:

- contribution of long-term scientific and technological research and innovation to Australia's sustainable economic and social development;
- transfer of research outputs into outcomes of economic, environmental or social benefit to Australia;
- value of graduate researchers to Australia;
- collaboration among researchers, between researchers and industry or other users;
- efficiency in the use of intellectual and other research outcomes.



WARNER VILLAGE

CORPORATE PARTNER – SILVER

QTIC endorsement attributed to Warner Village Theme Park's CEO, John Menzies.

"Warner Village Theme Parks is indeed delighted to be a major Corporate Partner (Silver Level) of QTIC – Queensland's foremost tourism organisation.

QTIC consistently demonstrates its leading position as a united and effective voice on policy and industry issues in this state.

We commend QTIC's fine leadership, commitment and enthusiasm (through Chief Executive Daniel Gschwind) on behalf of all Queensland industry stakeholders".



OAMPS INSURANCE BROKERS

Operating in the tourism industry is a rewarding business, but not without its risks. OAMPS Insurance Brokers is a partner of and endorsed broker to a number of tourism industry bodies, including QTIC.

It provides insurance for businesses involved in all aspects of the tourism industry. With the continual rise in litigation and damaging effects various incidents can have on your livelihood, making sure you have insurance and risk management protection that is right for you is vital.

Key areas to consider are:

- Avoiding underinsurance – having the correct levels of insurance protects the business from any major losses
- Liability cover for all your activities – making sure you have the right cover to protect all of the activities of your business
- Cover for your property – getting full accidental damage and loss of attraction cover for your accommodation business, large or small
- Protect people – small businesses in particular, are reliant on the people that run them. Having accident, sickness and key person insurance will help through difficult times

OAMPS Insurance Brokers, has partnered with the tourism industry for over ten years to provide a broad and flexible range of insurance covers at market leading rates. OAMPS can also help with a range of risk management advice to assist businesses minimise their risk exposures and also help further improve the competitiveness of insurance premiums.

Every kind of tourism activity can be covered including:

- eco-tours, nature-based tours and adventure tourism activities;
- outbound international tour companies;
- sightseeing tours of all kind;
- canoeing, kayaking, surf schools and safaris activities;
- 4WD and bushwalking tours including camping; and
- Resorts, Hostels, Backpackers, Bed & Breakfasts and much, much more

OAMPS national tourism expertise is backed up by personal service from our six offices in Queensland and another 22 offices nationwide.

For further information call OAMPS on 1800 776 781 or visit www.oamps.com.au



REFORM

COMMITTEES

LIST OF COMMITTEES

- Advisory committees of the University of Queensland and James Cook
- Approved Destination Status (ADS – China) Advisory Panel
- Alliance for Sustainable Tourism
- Department of Immigration and Multicultural Affairs (DIMIA) Stakeholder Forum
- Executive Committee – National Tourism Alliance (NTA)
- GBRMPA (Tourism Reef and Recreation Advisory Committee)
- Industry-Government Working Group on the Tourism and Hospitality Industry Labour Market
- QPWS Northern Forum
- QTS Implementation working group
- Queensland Government's Regional Arrangements Advisory Group (RAAG)
- Queensland Network Review working group
- Queensland Online Working Group
- Queensland Visitor Centre Accreditation Panel
- Queensland Visitor Safety Working Group
- Regional Landscape and Open Space Advisory Committee
- Skills Alliance Committee
- Skills Formation Strategy Steering Group
- State Lease Rate Review Stakeholder Panel
- The Australian Tourism Awards Working Group
- The Board of the Reef and Rainforest Research Centre
- The Board of Tourism Accreditation Australia (TAAL)
- The Tourism Shopping Reform Group
- The State Environment Ministers' State Wide Tourism Forum
- The State Tourism Minister's Steering Committee for the Queensland Tourism Strategy (QTS)
- Tourism Australia's Tourism Forecasting Committee (TFC)
- Tourism Australia's Industry Advisory Panel for Research
- Tourism Business Regulation Review Committee
- Tourism Oriented Policing (TOP) Working Group
- Tourism Queensland's Food and Wine Tourism Working Group
- Wet Tropics Management Authority (Tourism Industry Liaison Group)
- Working group for Tourism in Protected Areas (TIPA)

HAMILTON ISLAND

CORPORATE PARTNER – SILVER

Perfectly situated in the heart of The Great Barrier Reef, nestled among the 74 enchanting islands of the Whitsundays, Hamilton Island offers an experience like no other. In this quintessential aquatic wonderland, you can revel in the very best of everything that's great about Australia: glorious weather, azure waters, brilliant white beaches, awe-inspiring coral reefs, fascinating flora and fauna, fine food and wines, laid back luxury, and activities almost too numerous to mention.

Whether you're looking for action, relaxation, romance, or a fun family getaway, it's all here, with new experiences and adventures waiting around every corner.



LIST OF SUBMISSIONS

- Review of Australia Higher Education Discussion Paper, July 2008
- Business (Long Stay) Subclass 457 and Related Temporary Visa Reforms
- Discussion Paper, July 2008
- Visa Subclass 457 Integrity Review, Issue Paper #1, Minimum Salary Level and Labour Agreements, July 2008
- North Bank Redevelopment 'Enquiry by Design', June 2008
- National Mental Health and Disability Employment Strategy Submission, June 2008
- Future of Employment Services in Australia Submission, June 2008
- QOGR Skills Funding Report, May 2008
- South East Queensland Water Strategy Submission, May 2008
- Queensland Ecotourism Plan II Letter of Response, May 2008
- Productivity Places Program Submission, April 2008
- Exposure Draft of new National Employment Standards, April 2008
- Regulatory Review of the Accommodation Sector Project, March 2008
- External Reference Group's Review of Visa Subclass 457, March 2008
- Moreton Bay Marine Park 'Draft Zoning Review' March 2008
- Valuation of Land Act Submission, February 2008
- 2008 – 2009 Migration Program Consultations Submission, February 2008

QR TRAVELTRAIN

CORPORATE PARTNER – SILVER

Traveltrain, the dedicated tourism arm of QR offers Australia's largest and most comprehensive network of long distance trains, carrying more than half a million passengers each year from the domestic traveller to the international tourist.

QR Traveltrain offers a number of unique rail experiences across Queensland, taking travellers from the World-Heritage listed locations to the remote rural country townships of Queensland's outback.

Rail experiences range from an all inclusive journey between Brisbane and Cairns on the award winning Queenslander Class on The Sunlander; a true Aussie adventure to Queensland's outback on the Spirit of the Outback, or a short haul holiday on the innovative Tilt Train stopping at 28 popular tourist destinations along Queensland's east coast.

Each of QR Traveltrain's coastal, outback, and tropical north services offer a unique travel experience that makes the perfect start – or conclusion – to any Queensland holiday. Visit www.traveltrain.com.au



NTA – NATIONAL AGENDA

In the second week of Parliament, the National Tourism Alliance (NTA) had its first members meeting in Parliament House since the change of government. QTIC is a founding member of the NTA and is represented on its board. It was a timely event, given the Rudd Government's priorities are now starting to be implemented and industry groups need to be ready to respond appropriately.

In NTA meetings the Tourism Minister, Martin Ferguson put out a firm challenge to the NTA and the industry to be proactive and present clear and unified positions to the issues on his agenda. The government needs strong indications on industry views on issues like industry accreditation, quality standards and the problem of 'rogue operators'; working visa reforms; business regulation; infrastructure needs; transport priorities; and labour and skill issues. QTIC will do its part and work very actively with the NTA to take up the challenge of putting strong positions to the federal government on each issue of importance.

The NTA also decided to start a process to develop a strategic directions document by and for the tourism and hospitality industry. This document will become the framework for the industry's advocacy work in the future and is intended to give the tourism industry a common platform in seeking outcomes from the government. There is no doubt that the industry will need to be determined and resolute in making its case.

Some of these issues are being addressed collaboratively between industry, including the NTA and QTIC, and government. However, we need to ensure that all businesses in Queensland are right behind QTIC in bringing to bear the weight of one of the most important industries in all policy development of this new government.

WILSON HTM INVESTMENT GROUP

CORPORATE PARTNER – SILVER

Wilson HTM Investment Group is one of Australia's leading financial services businesses with over 110 years of investment experience.

We are committed to delivering client outperformance and leading our chosen markets in service excellence, corporate governance and community involvement.

Wilson HTM operates two core business lines; Investment Management and Capital Markets. We employ over 360 staff and have eleven offices in Sydney, Melbourne, Brisbane, Canberra and throughout regional New South Wales, Victoria and Queensland.



Wilson HTM
INVESTMENT GROUP

AGENDA

AWARDS

QTIC CONGRATULATES THE 2007 QUEENSLAND TOURISM AWARD WINNERS

1.	Major Tourist Attractions	Australia Zoo, Sunshine Coast
2.	Tourist Attractions	Wildlife Enterprises - Billabong Sanctuary, Townsville
3.	Major Festivals and Events	2006 Cadbury Schweppes Australian PGA Championship, Sunshine Coast
4.	Festivals & Events	Mount Isa Rotary Rodeo, Outback
5.	The Steve Irwin Ecotourism Award	Daintree Discovery Centre, Tropical North QLD
6.	Heritage & Cultural Tourism	The Workshops Rail Museum, Brisbane
7.	Indigenous Tourism, Torres Strait Regional Authority	Gab Titui Cultural Centre, Tropical North QLD
8.	Specialised Tourism Services	Rubyvale Gem Gallery, Capricorn
9.	Visitor Information & Services	Gold Coast Information & Booking Centre – Coolangatta, Gold Coast
10.	Meetings and Business Tourism	Hamilton Island Conventions, Whitsundays
11.	Major Tour &/or Transport Operators	Quicksilver Group, Tropical North QLD
12.	Tour & Transport Operators	Outback Aussie Tours, Outback
13.	Adventure Tourism	Passions of Paradise, Tropical North QLD
14.	The Richard Power Award for Tourism Marketing	Tourism Noosa, Sunshine Coast
15.	Tourism Education and Training	James Cook University, Townsville
16.	Tourism Restaurant and Catering Services	Spirit House Restaurant & Cooking School, Sunshine Coast
17.	Tourism Wineries	Gecko Valley, Gladstone
18.	Tourist & Caravan Park	Cairns Coconut Caravan Resort, Tropical North QLD
19.	Backpacker Accommodation	Wildlife Enterprises - Bungalow Bay Koala Village, Townsville
20.	Hosted Accommodation	Lillydale Host Farm, Gold Coast
21.	Unique Accommodation	Queenslander Class on the Sunlander, Brisbane (State Wide)
22.	Standard Accommodation	Noorla Heritage Resort, Townsville
23.	Deluxe Accommodation	Turtle Beach Resort, Gold Coast
24.	Luxury Accommodation	Peppers Spicers Peak Lodge, Gold Coast
25.	New Tourism Development	Great Tropical Drive, Tropical North QLD & Townsville
26.	The Marie Watson-Blake Award for Outstanding Contribution by an Individual	John Menzies, Sunshine Coast.

2007 Qantas Australian Tourism Awards Winners

Heritage & Cultural Tourism
The Workshops Rail Museum

Specialised Tourism Services
Rubyvale Gem Gallery

Major Tour &/or Transport Operators
Quicksilver Group

Tourism Marketing
Tourism Noosa

Tourist & Caravan Parks
Cairns Coconut Caravan Resort

Backpacker Accommodation
Wildlife Enterprises – Bungalow Bay Koala Village

Standard Accommodation
Noorla Heritage Resort

(Captions - left to right)

Peter and Eileen Brown, Rubyvale Gem Gallery

The 2007 Queensland Tourism Awards Judging Panel
Chris Kidd, Karen Hanna, Andrew Millward, Lorna Hempstead, Justin McGurgan, Cam Charlton, Therese Saad, Elissa Keenan, Sharon Raguse, Gary Rice, Michael Davidson, Bob Hagley

Anthony Hayes, Tourism QLD, Peter Doggett, Gold Coast Tourism and Daniel Gschwind, QTIC

Cheryl Malone, Brett and Jo-Anne Wilkie, Aquarius Backpackers

GET REWARDED!

We have said it time and time again - you do not need a team of marketing experts or a huge budget at your disposal to write an award winning submission. First time entrant Rubyvale Gem Gallery is proof of this!

Peter and Eileen Brown entered the Queensland Tourism Awards in the Specialised Tourism Services category for the first time in 2007. Not only did Rubyvale achieve success in Queensland, they went on to win an Australian Tourism Award. Here is what they had to say...

“The publicity generated by our success at the Queensland Tourism Awards and subsequent win at the National Tourism Awards is advertising for our business and, for the entire Sapphire Gemfields and Central Queensland region, a huge economic benefit. Winning such a prestigious award also gave us increased confidence and pride in our business that translates into better business practices.

Producing the submission is a daunting task but it made us focus on, and implement beneficial changes for the improvement and growth of our business, and review core aspects of our business plan throughout the year.

The networking amongst other tourism industry people broadens our perspective and establishes relationships that have proved immensely beneficial to our business.”

Queensland dominated the Australian Tourism Awards last year taking home eight national awards. This is testament to the outstanding product that we have and we urge all businesses to get involved.

And remember - it's not just about winning on the night, after all the hype is over, you will be left with an invaluable planning tool that is an asset to any business!

For more information visit www.queenslandtourismawards.com.au.



AWARDS

CAIRNS PORTS LIMITED

CORPORATE PARTNER – SILVER

Cairns Ports Limited (CPL) owns and operates the Cairns International Airport and Cairns Seaport, as well as being involved in the development of Cityport – a major urban waterfront planning project involving part of the port/CBD precinct. There is an intimate co-dependence between CPL and the region's tourism industry.

CPL considers the role of QTIC as vital to developing the tourism industry, providing a united voice on key industry development and policy issues.



EVENTS

QTIC ran a multitude of events throughout the year from Boardroom Luncheons to Parliamentary meet and greets, larger networking events and professional development seminars and workshops.

QTIC hosted the new Tourism Minister, the Hon. Desley Boyle MP at a breakfast in Brisbane. Minister Boyle addressed 300 tourism industry representatives and shared her vision for the future of Queensland's tourism industry. She outlined the Government's plans to continue to drive growth for Queensland and tourism while also effectively managing state and regional development.

QTIC also explored the shift to an on-line distribution environment with a panel of experts from organisations including Stella, QR, ATDW, Flight Centre and Roamfree. The question and answer forum provided a great opportunity for guests to hear first-hand from industry leaders the issues of vital importance in our rapidly changing tourism distribution environment.

Our popular State-of-Play series saw presentations from Tourism Queensland and Tourism Australia. Newly appointed CEO, Anthony Hayes briefed attendees on Tourism Queensland's strategic direction and goals for the year. He also outlined brand and tactical marketing strategies and provided a brief market overview and report on the implementation of the Queensland Tourism Strategy.

Without the support of our sponsors, QTIC events would not be possible. We would like to say a huge thank you in particular to the **Hospitality Training Association (HTA)**, the **Brisbane Convention and Exhibition Centre (BCEC)** and the **Brisbane Airport Corporation (BAC)**.

We would also like to thank Ernst and Young, OAMPS Insurance Brokers, RACQ, Southbank Institute of Technology and Wilson HTM Investment Group.

SALUTE TO EXCELLENCE

The aim of the Salute to Excellence awards program is to recognise and celebrate high achievers in tourism and hospitality training throughout Queensland whether achieved through secondary schools, stand-alone VET or school-based apprenticeships/traineeships delivered in partnership with industry.

Annually QTIC Skills Link will receive approximately 50 applications from students across the state, all of whom wish to join the tourism or hospitality industry on completion of their senior schooling studies.

More than 200 guests attend the Salute to Excellence Awards dinner where awards are presented in four award categories – tourism, food and beverage, outstanding school-based trainee and culinary.

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.

A TRIBUTE TO A TOURISM LEGEND

The greats of Australian tourism gathered at Customs House to celebrate the achievements of one of the industry's leaders and visionaries over the last 30 years, Sir Frank Moore AO. The dinner was hosted by QTIC and the Sustainable Tourism Cooperative Research Centre (STCRC).

Sir Frank was awarded a certificate of Honour in recognition of his leadership, vision and outstanding advancement of Australia's tourism industry.

The Directors of the STCRC also awarded Sir Frank as an Honorary Fellow of the STCRC for his outstanding leadership, personal contributions and achievements in the development and enhancement of scientific research benefiting Australian Tourism.

We salute you Sir Frank!

QANTASLINK

CORPORATE PARTNER – SILVER

QantasLink is Australia's largest regional airline and is proud to be a Diamond partner with the National Breast Cancer Foundation (NBCF) raising over \$500,000 for breast cancer research in 2008.

QantasLink operates 2,000 flights each week to 50 destinations across Australia and employs 1,000 people in Tamworth, Newcastle, Cairns, Mildura, Brisbane, Canberra, Sydney and Melbourne.

In October 2007, QantasLink announced the purchase of an additional 12 new Bombardier Dash 8-Q400 aircraft with an option to purchase a further 24 aircraft. The aircraft operate on Queensland, New South Wales and Canberra services. This \$400 million investment in new aircraft following the \$200 million investment in 2006 is a reflection of the Qantas Group's commitment to regional Australia.



(Captions - left to right)

Sir Frank Moore Dinner

Stephen Gregg, CEO Dreamworld and WhiteWaterWorld, Sir Frank Moore AO

The Hon. Desley Boyle MP Breakfast

The Hon. Desley Boyle

The Future of Retail Distribution Breakfast

Tony Ryan, Rowland

The Future of Retail Distribution Breakfast

James Gaskell, Stella, Mark Frawley, Roamfree Group, Colin Bowman, Flight Centre, Paul Scurrah, QR, Tony Ryan, Rowland and Liz Ward, ATDW

STRIVING FOR EXCELLENCE

Striving for Excellence is an annual conference to provide professional development to industry trainers and teachers. This year saw delegates from across Queensland travel to Brisbane for the conference to update knowledge and skills through a series of workshops and information sessions.

It was a full two day program with a range of industry speakers and hands on workshops designed to allow trainers and high school teachers to update their knowledge of the industry and their skills.

The feedback from the delegates was overwhelming with a positive response to attending next year, some comments included:

- 'relevant and real. Ideas can be transferred into the classroom';
- 'Fantastic, love hands on and would love to have attended more session like this'; and
- 'provided very useful resource ideas'

CAREERS THAT ROCK

Worldskills Try a Trade is an event QTIC Skills Link attends annually to promote career opportunities within tourism and hospitality. Held at the Brisbane Convention and Exhibition Centre, the event was run in conjunction with the National Careers and Employment Expo. The combined events welcomed more than 30,000 visitors over two days.

There was up to 20 industry volunteers and several student volunteers and the atmosphere was abuzz with sounds of coffee grinders, pots and pans and sawing. Across 400 square metres of space QTIC showcased skills including coffee making, accommodation services, restaurant services, security operations, gaming operations, bar operations, tourism and travel and culinary.

The main goals of attending Try a Trade is to:

- Motivate students and others through a hands-on experience
- Share information about career choices
- Encourage participants to appreciate that skill education and training offer more choices for the future

EVENTS

COURAN COVE

CORPORATE PARTNER – SILVER

Couran Cove Island Resort on South Stradbroke Island is only 40 minutes from the Gold Coast mainland and has 22 kms of pristine surf beach to the east, natural broadwater frontage to the west with a spectacular island rainforest in the centre.

Offering more than just unspoilt beaches and the pleasure of peace and quiet, there's plenty for the adventurous to do at the resort. The resort boasts an unparalleled range of activities including leisure, sporting facilities, nature activities and water sports.

It's ideal for a family holiday, romantic escape or business event.

Visit our website www.couran.com or contact us on 1800 268 726.



EVENTS

UPDATE

CONRAD JUPITERS

CORPORATE PARTNER – PLATINUM

Set in the heart of the stunning Gold Coast, Conrad Jupiters combines the luxury of a five-star international resort with the excitement of 7 award-winning restaurants, 8 lively bars, a live stage show spectacular and non-stop casino action.

The hotel is set amongst seven stunning acres of landscaped gardens and parklands and is just a monorail ride away from some of the best shopping on the coast. Recreational facilities include swimming pools, spas, a gymnasium and tennis courts giving you plenty to do without even leaving the island.

With an endless supply of leisure and entertainment options, Conrad Jupiters is the only place to be 24 hours-a-day, 7 days-a-week



AUSSIEHOST

Queensland is leading the way in customer service reform as the new revitalised AussieHost program is integrated into communities across the state. Each region in Queensland has an enthusiastic AussieHost Provider that is working with industry groups to promote the theme of “Better Service is Better Business”.

The AussieHost program currently has 44 Trainers in Queensland who deliver workshops on behalf of 33 Providers. During the 2007/2008 financial year over 700 people in Queensland became proud ‘AussieHosts’ acting as customer service ambassadors for their communities.

In February 2008, QTIC coordinated the first national AussieHost conference for past and present trainers and providers across Australia. Representatives from nearly every state attended and delegates from the owners of the program, Australian Retailers Association, were also present.

Key speaker at the conference, Mr Simon Nikoloff, General Manager of KiwiHost delivered an informative presentation on the progress of our sister program in New Zealand. Mr Nikoloff’s attendance at the conference provided an opportunity to strengthen the relationship between the sister programs for future development.

The theme is also continuing throughout Australia with QTIC Business Development & Policy Manager, Kim Harrington liaising with Tourism Industry Councils and State Tourism Organisations in New South Wales, Tasmania, Western Australia, South Australia and Northern Territory to introduce the program to their respective tourism industries.

The AussieHost program is already underway in ACT, with the ACT TIC acting as a state Provider, working closely with five trainers at the Canberra Institute of Technology.

CYCLONE LARRY

Tropical Coast Tourism (TCT) successfully applied for Cyclone Larry Stage 2 funding from the Department of Tourism, Regional Development and Industry.

QTIC was pleased to be one of the subcontracted organisations to continue to work across the region to implement some of the actions identified through the QTIC led 2006 Tourism Action Plan.

Key Activities:

- Industry coordination through the development of a Tourism Leadership Group which identified key areas of priorities where stakeholders could share information and inform decision making processes.
- Product Development was reviewed by the contracted services of Joe Sproats and Associates and through a leadership role by Tourism Queensland and QTIC. Industry attended a series of workshops which explored the Regional definition and identity which has led to the commissioning of a series of creatives for the Great Green Way as a destination. QTIC and TQ will continue to work with TCT to support the communication activity and implementation in 2008/09.
- An infrastructure review of Mission Beach was completed by PROBE with its core focus to develop a business case for the enhancement of infrastructure to meet visitor and community needs in Mission Beach. Key agencies have received the report and are reviewing how the recommendations can be incorporated into current planning processes.
- A Skills Audit of the tourism industry was conducted. Results from the survey will assist key agencies to inform future training delivery as well as discussions regarding funding support required within the region.

QTIC continues to work with TCT, Tourism Queensland, Department of Tourism, Regional Development and Industry, Townsville Enterprise Limited and Tourism Tropical North Queensland on progressing any issues and opportunities identified throughout the program.

QTIC SKILLS LINK

QTIC Skills Link manage and coordinate the Australian Hospitality Review Panel (AHRP) accreditation process. The AHRP grants industry recognition to trainers who are suitably qualified and experienced to conduct formal training in specific skill areas via a formal trainer registration process. The panel is made up of industry representatives, who consider the extent of recent, relevant industry experience and training qualifications the applicant possesses.

The registration process not only provides you with recognition of your training and industry skills, but also assists Registered Training Organisations (RTOs) to easily recognise the trainer and assessor as meeting industry’s requirements. This assists these organisations to implement the Tourism, Hospitality & Events National Training Package (SIT07) and satisfy the registration requirements of their local State Government registration authority. It also provides industry with a quality assurance that trainers’ skills and knowledge of the tourism and hospitality industry is current.

(Captions - left to right)

Hon Desley Boyle MP, Premier Anna Bligh
Queensland on Show
Townsville Trainers



AUSTRALIAN COLLEGE OF OUTBACK TOURISM

Industry, government, schools and other key stakeholders met in Longreach earlier this year in an inaugural Industry Forum for the development of tourism training in the Central West Region.

The project is a partnership between Australian Agricultural College Corporation, Education Queensland—Central West Schools and the Tourism Industry in the Central West Region.

The project, titled the *Australian College of Outback Tourism* will be delivered in a variety of modes which best suit the different communities in the Central West.

AACC has secured a Training Coordinator, who has extensive experience in the hospitality and tourism industry. AACC Training Coordinator will develop the course program and the schools program, *A TASTE OF TOURISM*.

Longreach State High School is set to start delivering A Taste Of Tourism school-based subject to Year 10 students at Longreach State High School this year with sixteen students having elected to undertake this exciting new subject.

INDUSTRY SUPPORT

QTIC provided a wide range of business support into policy development during the year through our involvement in strategies, consultations and specific ‘hands on’ projects.

Key Achievements

- **Local Government Reform** consultations including information gathering from our members via surveys and subsequent input into submission papers.
- **Queensland on Show Expos** - QTIC represented the Queensland tourism industry in Melbourne (August) and Sydney (October). The expo gave us the opportunity to promote Queensland and the multitude of employment opportunities available in the Queensland tourism and hospitality industry. Potential job seekers making the move to Queensland were encouraged to upload their resume onto the www.hospitality-crew.com website for employers to view.
- **Queensland Visitor Information Centre (VIC) Signage Policy and Management Group** – supporting the implementation of the high quality standards of accredited visitor information centres in Queensland.
- **Small Business Solutions** – formed a partnership to support this service which gives small business owners the opportunity to gain formal qualifications through recognition of prior learning, whilst having ongoing access to relevant information to support their business.



UPDATE

“The relationship between Parks Agencies and tourism operators invariably has its highs and lows, as does any relationship.

However, I believe the relationship between EPA/QPW and QTIC has developed into an excellent one and has greatly helped us in dealing with some tough issues that affect us all.

QTICs support for the idea of the Parks Tourism Forums, the MaMu Canopy walk project, the Infrastructure on Parks trial project, and its vocal support for recognition of the role Parks play in Queensland's tourism industry is outstanding and is much appreciated.

I also appreciate the fact this good underlying relationship allows us to have the disagreements we sometimes have but still move on and resolve those issues we are able to and I look forward to that remaining long into the future.”

Gary and Daniel's forthright but honest approach to dealings has been instrumental in moving the debate forward on a number of controversial issues such as the Infrastructure on Parks project and again that has been of great assistance”

Alan Feely, Executive Director – Parks, Environmental Protection Agency

- **Mary Valley and Scenic Rim** Tourism Project - QTIC was contracted by Tourism Queensland to conduct a skills audit to identify the training needs of the tourism industry and to identify opportunities to support industry. Plans are now being reviewed for training support in 2008/09.
- **Cape York & Torres Strait Tourism Development Action Plan** - led by Tourism Queensland with the intent of developing a strategic vision and key priorities for the development of a sustainable tourism industry.
- **Indigenous Employment Map** - a project funded by the Department of Employment and Workplace Relations which identified over 170 activities within Queensland that provide a pathway to employment within the tourism industry for Indigenous Australians.
- **Tourism Assistance Database** – a joint project with Tourism Queensland to link relevant funding programs and grants available to prospective and existing operators, community members and not-for-profit organisations.
- **Product Distribution Strategy** – led by Tourism Queensland with RTO, industry and Department Advisory Group members, to develop strategies that achieve more effective distribution of tourism product and marketing.
- **Queensland Adventure Tourism Strategy** – led by Tourism Queensland this strategy has been developed to provide industry stakeholders, government and Tourism Queensland with a clear direction for the future development and marketing of the adventure tourism sector over the next three years.
- **Queensland Indigenous People in Tourism Strategy** - led by Tourism Queensland this strategy is two-fold: to increase Indigenous participation in mainstream tourism and to assist Indigenous people to develop commercially sustainable tourism ventures

TOURISM PIPELINE

Tourism Pipeline, a Queensland Tourism Strategy activity, continues to progress across the State in customised ways to meet the needs of our different regions. In each region the partners include Tourism Queensland, Department of Tourism, Regional Development and Industry (DTRDI) – both the Brisbane Venture Capital Unit and the regional centre, and QTIC. Regional Tourism Organisations assist in the identification of key issues for industry support and help to prioritise activities.

Tourism Pipeline is about developing tourism businesses' awareness of the wealth of resources and expertise that each of the stakeholders have available. In this age of information overload and resource tight organisations the Pipeline offers our industry the opportunity to link with dedicated business tools and resources.

Activities in the past year have included:

- Establishment of partnership arrangements in Townsville, Cairns, Scenic Rim, Central Queensland and Bundaberg.
- Roadshows in Ingham, Townsville, Charters Towers, Ayr and Magnetic Island.
- Review and production of the Connecting Tourism for Business Success brochure.
- Inclusion of Adrenalin Dive (Townsville) and Passions of Paradise (Cairns) in the DTRDI pilot program, Maximising Enterprising Performance. Both Passions of Paradise and Adrenaline Dive have participated in the Mentoring for Growth program and have completed a comprehensive international benchmarking procedure.
- Commencement of a Skills and Training Audit of the Central Queensland and Bundaberg region.
- Commencement of a Product Audit of the Central Queensland and Bundaberg region.
- Support for the implementation of Mentoring for Growth including the direct involvement of Kroombit Park, Adrenalin Dive and Passions of Paradise.

The Pipeline partners look forward to developing deeper working relationships and knowledge in order to respond to the varied needs of industry. As key agencies in the industry, it is through projects like this that we can pool resources to better equip our businesses as we move into a tough year ahead.

VISITOR SAFETY

Surf Life Saving Queensland, Tourism Queensland and the Queensland Tourism Industry Council, together with other Queensland Visitor Safety Program Working group members, actively seek to improve the safety of international and domestic visitors to Queensland. The group does this through the positive promotion of safe practices by both operators and visitors.

The Visitor Safety Ambassadors program forms an important part of the suite of activities to support this.

As recognised leaders in the tourism industry, Ambassadors are significantly assisting our efforts in reaching tourism operators and visitors and improving the dissemination and retention of safety messages.

The primary role of our Visitor Safety Ambassadors is to assist in communicating visitor safety messages and visitor-safe operator behaviours to tourism operators and visitors. Ambassadors will bring their specialist skills and existing industry and media networks to the role to support the dissemination of general safety messages and messages for specific markets, as part of general awareness raising activity or as specific issues arise.

One such example is highlighted by the leadership demonstrated by Suzette Pelt in relation to the February boating incident in the Whitsundays.

“In my role as Visitor Safety Ambassador, I will be talking to Maritime Safety Queensland (MSQ) and the Charter Boat Industry Association to see if there were any failures in the legislation that allowed this type of thing to happen and if anything could be done better in the future.”

Tony Baker, Visitor Safety Ambassador in Cairns, is providing his industry expertise to the recently formed Marine Stinger Advisory Committee, Prevention and Awareness Working Group.

QTIC will continue to work with Ambassadors and the QLD Visitor Safety Working Group to support the good work of our many tourism businesses in providing a safe destination for all visitors.

TOURISM RECRUITMENT AND RETENTION PROJECT (TRARP)

QTIC has completed this 18 month project in partnership with Regional Tourism Organisations (Capricorn Tourism, Gladstone, Mackay, OQTA, Sunshine Coast and Whitsundays) to develop and implement strategies to expand the recruitment pool available to the tourism and related businesses in regional Queensland.

The strategies included:

- Raising employers' awareness of the need to recruit from the broader recruitment pool including mature aged, sole parents, carers, Indigenous people, multicultural etc.
- Facilitating employers' access to target group employment and training initiatives
- Enhancing business owners' and managers' skills through accessing training programs and workshops in HR management with a particular emphasis on recruitment and retention skills

A total of 671 industry members and 482 job seekers have been involved in the project since it commenced. Involvement has ranged from attendance by business owners at workshops focused on Human Resource Management and in excess of 50 cases of participation in employment and/or training programs by non traditional labour supplies. These include 10 migrant and refugee women who participated in an employment program with Accor; 19 people from target groups who participated in Earn a Lifestyle in Rockhampton and many cases where one or two Indigenous people, people with a disability and parents & carers were placed into employment.

QTIC developed online training through its website in three key subjects to improve the capacity of business to recruit and retain staff more effectively: Recruitment and Selection, Time Management and Performance Management. We encourage you to utilise this great resource for all your staff.

A free 'HR Kit' has been developed as an online resource and downloaded from the QTIC website by over 1,000 employers.

QTIC remains committed to working in this critical area and encourage industry to keep sharing their experiences so that we can continue to identify opportunities for support strategies as well as lobbying for change as and when required.

Visitor Safety Ambassador Launch

(Left to right) Anthony Hayes, Stephen Gregg, Toni Scanlan, Suzette Pelt, Daniel Gschwind



UPDATE

MEMBERS

Accor Hospitality
Adelyn Retail
Adrenalin Dive
AIH Group (QLD Branch)
Airlie Beach Hotel
All Seasons Cairns
AMS Security
Ann Garms Emporio
AOT Group P/L
Aquarius Backpackers
Aquarius on the Beach
Araucaria Ecotours
Aries Tours Pty Ltd
ASAP Casuals
Ashmore Palms Holiday Village
Association of Marine Park Tourism Operators
ATHOC
ATOMIQ Design Group

Aussie Trax 4x4 Rentals
Australia Zoo
Australian Day Tour Group
Australian Federation of Travel Agents (AFTA)
Australian Leisure Concepts
Australian Outback Spectacular
Australian Stockmans Hall of Fame
Australian Technical College - North Brisbane
Australian-Italian Festival Assn Inc
Aviation Adventures
Backpacking Queensland
BBS
Beaudesert Country Tourism
Bed & Breakfast and Farmstay Qld Inc.
Beetswalkin (QLD) P/L
Bethany Cottages
Big 4 Adventure Whitsunday Resort
Big Cat Green Island Reef Cruises
Billabong Sanctuary
Blazing Saddles
Bluedog Pty Ltd
Blueprint Career Development
Boathouse Floating Restaurant
Brisbane Airport Corporation
Brisbane Convention & Exhibition Centre
Brisbane Holiday Village
Brisbane Marketing
Brisbane North Institute of TAFE
Brisbane's Airtrain
Broadbeach Alliance
Brookfield Multiplex Developments Australia Pty Ltd
Bundaberg Region Tourism
Bundaberg Rum BONDSTORE
Bungalow Bay Koala Village
C4 Marketing and Communications P/L
Cairns Coconut Caravan Resort
Cairns Convention Centre
Cairns PASS
Cairns Port Authority
Cairns Wildlife Safari Reserve
Caloundra Visitor Information Centres
Campervan & Motorhome Club of Australia
Capricorn Caves
Capricorn Coast Tourism
Caravan Parks Association of QLD
Caravan Trade & Industries Association of QLD Ltd
Cassawong Cottages
Catalina Cruises Noosa

Charter Yachts Australia
Chocolate Downunder
Citigate King George Square
Classic Holidays
Cliftons
Clovely Estate Wines
Clubs Queensland
Coffeehouse Apartment Motel
Conrad Jupiters
Conrad Treasury
Coral Sea Charter Company Pty Ltd
Coral Sea Resort
Core Semantics
Cork 'n' Fork Winery Tours
Couran Cove Island Resort (Interpacific Resorts)
Cross Country Tours
Crowne Plaza Royal Pines Resort
Crowne Plaza Surfers Paradise
CRVA
CTIA
Currumbin Wildlife Sanctuary
David Lorkin
de Brueys Boutique Wines
Deshons Retreat
Di Bella Coffee
Diamantina Visitor Centres
Dolphin Wild Island Cruises
Down Under Tours
Dracula's Pty Ltd
Dreamworld & White Water World
EarthHoppers.com
EC3 Global
Ecotourism Australia
Emporium Hotel
Ernst & Young
Etihad Airways
Eumundi Markets
Executive Retreats
Far North Queensland Tour Operator Association
First Currency Choice
Floating Images Hot Air Balloon Flights
Focal Holdings Pty Ltd
Focus on Research
Fraser Coast Regional Council
Fraser Coast South Burnett Regional Tourism Board
Gainsdale Group (Peppers Spicers Peak Lodge & Peppers Hidden Vale)
Gary's Australian Rainforest Safaris
Ghost Tours

Gladstone Area Promotion and Development Limited
Global Refund Australia Pty Ltd
Gold Coast Airport Pty Limited
Gold Coast City Council
Gold Coast Convention and Exhibition Centre
Gold Coast Mini Coaches
Gold Coast Motor Events Co.
Gold Coast Tourism
Got 2 Go Car Hire
Great Adventures
Great Green Way Tourism Incorporated
Griffith University
Gunnadoo Caravan Park (Beston Parks Pty Ltd)
Hamilton Island Limited
Harbour Town Outlet Shopping Centre
Hartley's Crocodile Adventures
Heaven in the Hills Hinterland Retreat
Herveys Range Heritage Tea Rooms
Hidden Peaks
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 Crew
Hospitality Training Association
HOST PLUS
Hotel Ibis Brisbane
Hotel Ibis Townsville
Hotel Motel & Accommodation Assn
Hotel Noorla
Humanoz Pty Ltd
Huxbury Quinn Marketing and Advertising
Industry Training Services (ITS)
Infliight Magazine Pty Ltd
International Hotel Services
interNATIONAL PARKtours
Ipswich City Council
J & G Angel Consulting
James Cook University
Japan Tourism Gold Coast
Jillian Litster
Jimbour Wines
Jungle Surfing Canopy Tours

Jupiters Townsville
Katarzyna Group (Bunk Brisbane)
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
Loaves and Fishes Catering
Longreach School of Distance Education
MacAir Airlines
MacDonnells Law
Mackay Tourism Ltd
Makin Tracks Tours
Maxi Action
Mercure Hotel Brisbane
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 Bay Regional Council
Moreton Island Ferries
Mount Isa Airport Pty Limited
Mt Barney Lodge Country Retreat
Murdering Point Winery
New Universal Travel P/L
Noosa Blue Resort
North Shore Twin Waters Resort
Northern Experience Eco Tours
Novotel Brisbane
Novotel Twin Waters Resort
OAMPS Insurance Brokers
Ocean Hotels
Ocean Rafting
Oceans Queensland Pty Ltd
Offset Alpine Printing
One Step Further Pty Ltd
Opus Qantec McWilliam Pty Ltd
O'Reilly's Rainforest Guesthouse
Outback at Isa
Outback Queensland Tourism Authority
Outback Spirit Tours
Outrigger Hotels and Resorts

Oz Tours Safaris
Pacific Asia Tourism
Pacific Pines SHS
Palazzo Versace
Paradise Country
Paradise Jetboating
Parker Travel Collection
Paronella Park
Passions of Paradise
Petrac Leisure
Pierre Displays
Pip Close Marketing Services
Pitcher Partners
PLOYME
Port of Brisbane Corporation
Portside Wharf
Pro Dive Cairns
PROBE
Q Deck
Qantas Founders Outback Museum
QantasLink
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 Rail
Queensland Wine Industry Association
Queensland Yacht Charters
Quicksilver Group of Companies
RACQ
Rainbow Shores Pty Ltd
Redland City Council
REIQ
Restaurant and Catering Queensland
River City Cruises
Riverlife Pty Ltd
Riverside Marine
Roma Tourism Development Unit
Rose Gums Wilderness Retreat
Royal on the Park
Royal Woods Resort
Rubyvale Gem Gallery
Rydges Southbank Townsville
Sarina Russo Schools Australia
Sarina Sugar Shed
Scenic Rim Regional Council

Scenic Rim View Cottages
Sea World
Shaftson International College
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 & Granite Belt Regional Tourism
Southern Queensland Tourism
Spirit House Restaurant and Cooking School
stay247.com
StayWell Hospitality Group
Stella Hospitality Group
Stradbroke Ferries Limited
Stradbroke Weddings
Sunferries
Sunlover Reef Cruises
Sunsail Australia
Sunsea Cruises
Sunshine Castle
Sunshine Coast Institute of TAFE
Surf Life Saving Queensland
Surfers Aquarius on the Beach
Sustainable Tourism CRC
Take a Break Away
Tallship Adventures P/L
Tamborine Mountain Distillery
Tamborine Mountain Garden Club Inc
Tangalooma Wild Dolphin Resort
Taxi Council of Queensland
Templar Distribution Australia Pty Ltd
Terraces on Wickham
The Bremer Institute of TAFE
The Broad Arrow Pty Ltd
The Central Group
The Falls
The Fraser Island Company
The Mouses House
The Point Brisbane
The Rainforest Habitat
The Sebel Maroochydhore
The Sebel Reef House and Spa Palm Cove
The Sebel Resort Noosa
The Sebel Suites Brisbane & Quay West Brisbane

The Station Store
The University of Queensland
The Workshops Rail Museum
Tony Charters & Associates
Toowoomba & Golden West Regional Tourist Association
Torres Strait Regional Authority
Tourism Jondaryan
Tourism Leisure Corporation
Tourism Media
Tourism Naturally
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
Tropic Wings Pty Ltd
Tropical Aviation
Tropical North Queensland TAFE
Tyto Wetlands Information Centre
Undara Experience
University of the Sunshine Coast
Untanglemyweb.com
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 Village Theme Parks
Watt Modern Dining
Wavedancer
Wet 'n' Wild
Whales in Paradise
Whitsunday Escape
Whitsunday Private Yacht Charters
Wilderness Challenge Pty Ltd
Wilson HTM
Winton Shire Council
Witches Falls Cottages
Writeclick
XXXX Ale House
Zenith Hospitality Services
Zenith Training



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