In the time since our last Annual Review, the resilience of the tourism industry has again been tested. Severe flooding, Cyclone Hamish and an oil spill in Moreton Bay have all affected the competitiveness of the industry and these events have been made worse by the global business conditions.

Supporting businesses in their struggle has been the focus for QTIC. We have been working hard on the policy and political front, both at state and federal level, encouraging governments to do all that can be done to create a policy and regulatory environment that allows tourism businesses to remain viable.

QTIC’s efforts to raise governments’ awareness to the plight of the industry have been rewarded with the State Government allocating a further $36 million for tourism marketing over the next three years. This was in line with QTIC’s election submission and will substantially enhance Tourism Queensland’s capacity to respond to marketing opportunities. Never has this additional funding been more important than now and, as Treasury’s coffers have tightened significantly, this was a major coup for the industry.

QTIC is now even better positioned to represent the interests of the industry to government. We look forward to the formation of a Ministerial Forum, one of a range of further commitments made before the election. This forum will be chaired by the Premier and will bring together key Ministers from those portfolios relevant to tourism. These considerations are a significant step towards placing tourism more firmly in the Government’s policy making and will ensure that our voice is heard on a number of important policy issues. We will continue to highlight major industry issues to government and we value your ongoing engagement in this important work.

A significant long term risk of the current business conditions is the potential loss of experience and skills through staff reductions. While skills and labour issues have been taken off some agendas in light of other pressing industry priorities, this is still a major issue for the industry and will become especially prevalent when the economy rebounds and business conditions improve. QTIC continues to allocate significant resources to ensure that the competitiveness of the industry is not undermined by these supply issues.

Our Chief Executive is an active member of the Premier’s ‘Employment Taskforce’ and meets regularly with other high profile industry and government representatives to discuss staff retention strategies. This has provided QTIC with a significant opportunity to work with government to review current business regulations and to ensure that government policy promotes the growth of our industry.

QTIC has also secured funding for business operators to deliver over 600 tourism and hospitality training opportunities through the Productivity Places Program. These places are directed at currently employed workers and will provide a major skills boost for tourism.

Despite the challenges faced this year, our industry has a very positive future and we look forward with some optimism to having a prosperous year ahead. QTIC is proud to continue supporting the industry and, with a clear vision, a very committed board of directors and a dedicated staff, QTIC will continue to build on its successes and provide a voice for tourism. We acknowledge that none of QTIC’s achievements would have been possible without the support of our members – thank you to all.
QTIC’s Vision
• To improve the tourism business environment.
• To be responsive to and representative of industry’s positions and needs.
• To advocate for the benefit of our members.

QTIC Board
Stephen Gregg Chief Executive Officer, Cairns & Mackay Airports (Chairman)
Wayne Clift Managing Director, Beetswalkin Consulting (Deputy Chairman)
Greg Holmes Manager Strategic Planning, HOSTPLUS
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
John Atkin Proprietor, The Falls
Suzette Pelt Director, Queensland Yacht Charters
Kim Henshaw Chief Operating Officer, Southern Downs & Granite Belt Regional Tourism

QTIC Organisational Structure

The hotel is set amongst seven acres of landscaped gardens and parklands, and is just a monorail ride away from pristine beaches and some of the finest shopping on the Gold Coast. Recreational facilities include swimming pools, spas, a gymnasium, massage services and tennis courts giving you plenty to do without even leaving the island. For more information please visit www.jupiterscasino.com.au

Brisbane Convention & Exhibition Centre
Corporation Partner – Silver
Brisbane Convention & Exhibition Centre is Australia’s most awarded venue. Internationally it is ranked among the leading three convention centres worldwide by the International Association of Congress Centres.

The Centre is uniquely located in a riverside convention precinct at South Bank, home to Brisbane’s vibrant arts and cultural community and Australia’s newest and most celebrated Gallery of Modern Art, together with more than 30 cafes, bars and restaurants and stylish shops.

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.

With the opening of five new levels of boutique meetings and event space, Brisbane Convention & Exhibition Centre will become Australia’s most flexible meetings and events venue with a total of 42 meeting rooms and three stand-alonePlenary Halls.


The Team
Daniel Gschwind Chief Executive
Kim Harrington Business Development & Policy Manager
David Liddell Policy Officer & RTO Executive Officer
Gayle Hughes AussieHost Administration Officer
Isabel Beckermann Project Officer (to December 2008)
Jennifer Tasker Indigenous Champions Project Officer
Jodie Brezzi Tourism Employment Growth Project Officer
Kym Stephenson Membership & Events Manager
Alyce Holding Membership & Events Coordinator
Robyn Keenan Skills Link Manager
Sharon Galloway Skills Link Project Officer
Jodie Munteanu Skills Link Project Officer (to June 2009)
Giranti Saluwadana Administration & Finance Manager / EA to the CEO
Jodie Behrend Administration Officer & BBQ Secretary
Tatiana Wickham Receptionist

QTIC continues to have a strong and effective working relationship with the Federal Government via its membership of the National Tourism Alliance. I appreciate QTIC’s input ensuring that the voice of Queensland’s tourism operators is heard on issues of national importance such as labour and skills, investment, infrastructure, marketing, deregulation, accreditation and research.

The Hon. Martin Ferguson AM MP
(Minister for Tourism, Resources and Energy)
ADVOCACY

As the ‘voice of tourism’, QTIC has continued to ensure that the industry speaks up for its collective interests in the political arena. In close consultation with its members and industry partners, QTIC prepared and presented over 25 submissions in 2008-09. These submissions covered a broad range of issues such as skills development, award modernisation and environmental issues (including marine biodiversity, water management and climate change).

QTIC has continued to meet regularly with the State and Federal Tourism Ministers to bring tourism issues to the centre of governments’ decision making. These meetings have been highly beneficial and have ensured that strong communication between the industry and governments is maintained.

QTIC will continue to generate attention for the industry and ensure that Queensland’s tourism industry continues to maintain a strong, unified voice to government.

STRONG RESULTS

In the lead up to this year’s State Election, QTIC called on the major parties to boost their support for the tourism sector. In its election submission, QTIC presented its key state-wide issues and expectations including greater government investment in tourism marketing and regional capacity, the removal of government regulations that negatively impact on tourism operators, further enhancement of Queensland’s natural tourism assets and further investments in training for tourism and hospitality staff.

This call for government to enhance its focus on tourism and to allocate greater resources to the industry was heard. In a major boost for the industry, the incoming Government agreed to:

- Provide an additional $36 million to Tourism Queensland over three years for new regionally-focused tourism marketing and product development campaigns. $6 million of this money will be used in partnership with Queensland Events to market major business, sporting and cultural events.
- Allocate $1.8 million over three years to deliver roadside infrastructure to support the drive tourism market in Queensland.
- Remove the Queensland Fuel Subsidy.
- Support for the tourism sector. In its election submission, QTIC presented its key state-wide issues and expectations including greater government investment in tourism marketing and regional capacity, the removal of government regulations that negatively impact on tourism operators, further enhancement of Queensland’s natural tourism assets and further investments in training for tourism and hospitality staff.

QTIC recognises the importance of this forum to ensure that tourism issues are considered across ministerial portfolios.

QTIC will be calling on the experience and expertise of the industry to ensure that the most significant industry issues are addressed at these forums.

SUBMISSIONS

- Apprentice Trainee, Retention and Skilling Strategies Discussion Paper
- Australian Apprentices Taskforce Discussion Paper
- Passenger Transportation Award 2010 Submission
- Issues and options paper on quality of assessment practices
- Training Ombudsman – School based apprentices and trainees
- Apprentice and Trainee Retention and Skilling Strategies
- Removal of the Queensland Fuel Subsidy
- Off-Shore Island Resorts Award 2010 submission
- Marine Tourism and Charter Vessels Award 2010 submission
- Hospitality Industry (General) Award Submission
- Water Efficiency Management Plan Draft Guidelines
- Draft South East Queensland Regional Plan 2009-2031
- Draft Disability (Access to Premises – Buildings) Standards Guidelines
- VHF Radio Licence Exemption Request
- National Carbon Offset Standard Discussion Paper
- State Election Submission 2009
- Changes to the 2008-09 Skilled Migration Program Consultations
- NARP Research Plan Marine Biodiversity Consultation Draft
- Policy for the Management of the Coral Fishery Discussion Paper
- Draft Rural Futures Strategy for South East Queensland
- Visa Subclass 457 Integrity Review – Integrity and Exploitation Discussion Paper
- Future Governance of the National VET System Discussion Paper
- Review of the Queensland Government Climate Change Strategy
- Review of Queensland’s Fuel Subsidy Scheme
- North Bank Enquiry by Design Summary and Consultation Document
- Carbon Pollution Reduction Scheme Green Paper
- Visa Subclass 457 Integrity Review – Minimum Language Requirements and ORS Discussion Paper
- Visa Subclass 457 Integrity Review – Minimum Salary and Labour Agreements Discussion Paper

“Through its strong representation of the industry, QTIC ensures that the views of tourism operators are considered at all levels of government and across a wide range of government departments and agencies. I am very pleased that QTIC continues to be a strong focal point for the industry and continues to provide an important bridge between operators and government.”

The Hon. Peter Lawlor MP
(Minister for Tourism & Fair Trading)
Speaking Up and Being Heard

QTIC has continued to speak up for the industry and has delivered strong tourism messages through radio, television and print media over the last 12 months.

With numerous appearances on ABC Stateline, the 7.30 Report, A Current Affair and the ABC National Radio, QTIC has ensured that industry issues are not overlooked by decision makers and by the wider community. As an example, QTIC raised its concerns through the media about the proposed abolition of Tourism Queensland as a statutory authority and sought to ensure that the industry and wider community were aware of the implications of this proposal.

Media is not only about speaking up, it is also about presenting good news stories like the Productivity Places Program and the Queensland Tourism Awards.

QTIC has also been quoted hundreds of times in local, state and national newspapers and, on all of these occasions, has taken the opportunity to raise the political profile of the industry. By preparing regular columns for trade publications, such as the Resort News, QTIC’s Chief Executive has also ensured that important information is disseminated down to the industry.

Through presentations at regional, state and national forums, QTIC staff have also continued to clearly articulate the views of operators to business leaders and government. In forums such as these, the significance of speaking up and being heard cannot be overstated.

QTIC will continue to present consistent commentary on tourism issues through the media to promote positive policy decisions and to clearly articulate the views of the industry to decision makers and the community – throughout both Queensland and Australia.

Groups lobby for tour body

There are also enough activities on Hamilton Island to keep you entertained for weeks on end, from snorkelling the reef, to sea kayaking and scenic helicopter flights. When it comes to food and wine, Hamilton Island does fine dining just as well as it does fish and chips, with almost as many eating options as you’d expect to find on the mainland. Whether you’re looking for plenty to do or nothing at all, Hamilton Island is the ultimate Great Barrier Reef getaway.

Visit www.hamiltonisland.com.au

Hamilton Island is situated in the middle of Queensland’s Whitsunday Islands and at the edge of the Great Barrier Reef. Here you’ll experience everything that is great about Australia – beautiful natural surroundings, calm waters, warm weather, fascinating coral reefs and diverse flora and fauna.

On Hamilton Island you’ll find a wide range of accommodation, from free-standing bungalows to the amazing views of the Reef View Hotel or the absolute luxury of qualia. Or if self-catering is more your style, choose a hotel-style holiday apartment or an exquisite private property.

Whether you are looking for plenty to do or nothing at all, Hamilton Island is the ultimate Great Barrier Reef getaway.
**COMMITTEES**

QTIC has continued to represent the interests of the tourism industry through its participation on over 30 state and nationwide committees and taskforces. This involvement has ranged from representation on supply issues (including being on the Board of Tourism Accreditation Australia) to inclusion in regionally focused environmental issues (such as the Wet Tropics Management Authority).

Through its representation on the Premier’s ‘Job Squad’, QTIC has committed to taking all steps possible to protect tourism and hospitality jobs during the global financial crisis. This high level group is chaired by the Premier and includes the Treasurer and the Minister for Trade, Employment and Industrial Relations. CEOs from banks, mining, welfare groups, unions and some industry bodies are also represented on the taskforce. QTIC has used this forum as a means to address restrictions to tourism business growth (such as land and payroll tax) – which also act as inhibitors to staff retention.

**ASSOCIATIONS COUNCIL MEMBERS**

- Association of Marine Park Operators
- Australian Federation of Travel Agents
- Australian Timeshare & Holiday Ownership Council Ltd
- 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
- ARAMA – Queensland
- Queensland Bus Industry Council Inc.
- Queensland Hotels Association
- Queensland Information Centres Association
- Queensland Online Working Group
- Queensland Visitor Centre Accreditation Panel
- Queensland Visitor Safety Working Group
- Regional Landscape and Open Space Advisory Committee
- Skills Alliance Committee
- State Lease Rate Review Stakeholder Panel
- The Australian Tourism Awards Working Group
- The Board of the Reef and Rainforest Research Centre
- The Tourism Shopping Reform Group
- The State Environment Ministers’ State Wide Tourism Forum
- 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 (RANA) 
- Premier’s Employment Task Force
- Queensland Institute of Business and Technology
- Tourism Skills Group (Sunshine Coast)
- WorldSkills Australia Brisbane Region Committee
- Commerce Queensland – Employment, Education and Training Policy Committee
- Worklinks North Brisbane
- Skilling Beyond South – Building Tomorrow’s Workforce
- Australian Technical College Brisbane North Advisory Committee
- Australian Standing Committee on Tourism Working Group
- Caterers Gold Licence Accreditation Board
- Queensland Inland Waterways Association
- Queensland Tourism Industry Association
- Queensland Tourism Operators Association
- Royal Queensland Agricultural Show
- Tourism Business Regulation Review Committee

**ASSOCIATIONS**

- Australian Timeshare & Holiday Ownership Council Ltd
- Queensland Tourism Strategy Implementation Working Group
- Queensland Government’s Regional Arrangements Advisory Group (RAGA)
- 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
- State Lease Rate Review Stakeholder Panel
- The Australian Tourism Awards Working Group
- The Board of the Reef and Rainforest Research Centre
- The Tourism Shopping Reform Group
- The State Environment Ministers’ State Wide Tourism Forum
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- Queensland Tourism Operators Association
- Royal Queensland Agricultural Show
- Tourism Business Regulation Review Committee

**NETWORK PARTNERSHIPS**

The importance of maintaining strong links and communication between QTIC and its network partners has been well recognised. Given the diversity between tourism regions and sectors in Queensland, these connections enable the industry to reach a collective understanding on tourism issues and to provide unified and coordinated responses to governments.

The continued partnership between the Regional Tourism Organisations of Queensland (RTO) and QTIC is integral to ensuring that the whole of the state is represented when formulating policy positions. Through its quarterly meetings with the RTO Managers, QTIC is involved in discussions about the direction of marketing, product development and tourism resourcing in Queensland.

Aside from its representation at these meetings, QTIC also provides the secretariat function for the RTOs. The RTO secretariat organises the RTO Managers’ meetings, provides a central point of contact for the Network and liaises with the RTO Chair, Kim Henshaw, to identify areas where a collective and coordinated RTO response is required.

QTIC also pursues every opportunity to collect and represent the interests of Queensland’s tourism industry operators through its Associations Council. QTIC hosts bimonthly meetings of the Associations Council and provides secretariat services to the group.

Associations Council meetings are chaired by James Visser (CEO Restaurant and Catering Queensland) and, with all of the diverse sectors of the industry represented, this forum draws on significant tourism expertise and ensures that the policy positions taken by QTIC are representative of all sectors of the industry.

Secretariat support is also provided for the Bed & Breakfast and Farmstay Queensland Association (BBFQ). By facilitating this secretariat role, QTIC organises monthly teleconferences and annual general meetings, coordinates marketing campaigns and ensures the membership network is kept informed of industry news and initiatives. This year a considerable number of BBFQ members have participated in the customer service training course, AussieHOST. These participants wish to strengthen consumer awareness of BBFQ (and the hosted accommodation sector) as a quality experience.

**PARTNERSHIPS**

The inclusion of the Associations Council in the structure of QTIC ensures that all tourism sector associations have the opportunity to lobby and promote the interests of the industry in a united and coordinated way. This collective voice is what our industry needs and we look forward to continuing our strong support of QTIC in its crucial leadership role.

James Visser
(CEO Restaurant and Catering Queensland and Chairman of the Associations Council)
AUSSIEHOST

QTIC is proud to be the driving force behind customer service reform in Queensland. During 2008/2009, 1,149 participants successfully completed the AussieHost Customer Service program by attending one of 98 workshops across Queensland. This participation rate represents an increase of nearly 285% from the previous financial year. Business commitment to customer service is also reflected in the increasing number of AussieHost Accredited Businesses – which more than tripled in 2008/09 to over 30 businesses.

QTIC has partnered with the Australian Institute of Management to develop an AussieHost pathway for Registered Training Organisations. This project will enable the AussieHost program to be “mapped” to a unit of competency. The project will bridge the current gap by developing an e-learning tool to provide an additional learning resource and assessment. This is due to be released in the second half of 2009.

As of 1 June 2009, KiwiHost has taken over national management of AussieHost which will be run as its own entity with a revitalised management team. This partnership with KiwiHost will bring its experience, resources and energy to the AussieHost brand. Under the new licensing system for AussieHost, QTIC is very proud to now be the AussieHost Master Provider for Queensland across all industry sectors. This new agreement creates opportunities for QTIC to focus on growing the AussieHost business during 2009/10 and beyond.

“It was great! I had fun and learned a lot.”
Sam, Mitchell

“Well presented & interesting. Gave us a different perspective of how to approach our job and people.”
Norma, Maryborough

SUSTAINABLE TOURISM COOPERATIVE RESEARCH CENTRE
CORPORATE PARTNER – SILVER

Sustainable Tourism Cooperative Research Centre (STCRC) was established under the Australian Government’s Cooperative Research Centres program in 1997, and has grown to be the largest dedicated tourism research organisation in the world.

STCRC was formed to underpin the development of a dynamic, internationally competitive and sustainable Australian tourism industry. In consultation with a broad cross section of stakeholders, STCRC undertakes research into the strategic challenges facing Australian tourism and produces reports, information, tools and products, to improve business practices and inform policy development. Please visit www.ctctourism.com.au for more information.
QTIC-Y

With Generation Y now representing over 26% of the workforce, it is becoming more important that the three working generations embrace their differing perspectives on work, life and professional engagement. QTIC-Y brings together tourism students, employees, employers, entrepreneurs and other stakeholders in an effort to close generation gaps.

This year the QTIC-Y network held various events for Gen-Y members to engage with the industry and improve their professional development. One such event was ‘Bridging the Gap’, which aimed to facilitate the entry of new graduates into the industry. Employers were given the opportunity to hold quick 5 minute interviews with current students. Several students found employment and work experience placements directly from the event.

INDIGENOUS CHAMPIONS NETWORK

In a bid to increase the level of Indigenous employment within the tourism sector, QTIC has launched an Indigenous Employer Champions Network (along with an Employer Guide and Directory) to facilitate employers’ engagement with Indigenous workers. The initiative was funded through the Australian Government’s Department of Education, Employment and Workplace Relations (DEEWR) and is the first of its kind within Queensland.

By showcasing these employer champions and sharing their success stories, the Champions Network offers advice to Queensland’s tourism operators and highlights the tremendous potential for the employment of Indigenous Australians within the tourism and hospitality industry.

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.

For more information please visit www.skyrail.com.au

TOURISM PIPELINE

QTIC, in partnership with Tourism Queensland and the Department of Employment, Economic Development and Innovation, has continued to facilitate business development and mentoring through the tourism pipeline program. This program encourages small business growth and sustainability by promoting a range of resources and support networks for tourism operators.

In stage two of this program, QTIC has conducted a number of regional workshops and, with assistance from its business mentors, has provided over 250 tourism operators with business support and information about regional training opportunities.

This program has been implemented across a number of regions in Queensland including the Scenic Rim, Cairns, Townsville, Bundaberg, Gladstone and the Capricorn Coast. In addition, QTIC’s reference resource Connecting Tourism, has been updated and provides a comprehensive resource guide to support tourism and hospitality businesses.

The project continues to provide very tangible outcomes for businesses and demonstrates a wide range of benefits for operators, industry bodies and government. The Tourism Pipeline project is a Queensland Tourism Strategy action item and will be finalised in 09/10.
QTIC SALUTE TO EXCELLENCE AWARDS

Over 140 proud parents, teachers, friends and industry representatives gathered at the Brisbane Convention and Exhibition Centre to recognise the achievements of Year 12 tourism and hospitality students.

Queensland state and non-state schools were invited to nominate up to two Year 12 students for the awards and the winners were selected in four categories: tourism, cookery, food and beverage and school-based apprenticeship.

Education and Training Minister, Rod Welford, was the guest of honour and presented the TAFE Scholarships to four secondary school students.

The 2008 Salute to Excellence winners were:

- **Tourism** – Lauryn Johansen of Victoria Point State High School
- **Cookery** – Rachael McKintyre of Helensvale State High School
- **Food and Beverage** – Sarah McVickers of Redeemer Lutheran College
- **School-based apprentice** – Haleigh Cox of Kirwan State High School

It is encouraging to see these enthusiastic and bright young people entering into the tourism and hospitality industry.

TOURISM STUDY TOUR

QTIC’s Study Tours for training and industry professionals have proven very popular. The tours are designed to update industry knowledge and inform teaching strategies.

One of QTIC’s most popular tours was its ‘Food Glorious Food’ tour where more than 20 participants spent a day looking at food trends within our industry. The day started at the Gold Coast Convention and Exhibition Centre where attendees looked at volume catering. The tour also took in the Outback Spectacular and Kitchenware Plus – where participants enjoyed a ‘hands on’ session creating a variety of machine and hand cut pastas, traditional potato gnocchi and the amazing sauces that bring them to life.

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WARNER VILLAGE

CORPORATE PARTNER – SILVER

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.

For information on Warner Village Theme Parks, please visit www.myfun.com.au

CELEBRITIES FEATURE IN CAREER DAY

The atmosphere was abuzz with grinding, sawing and the clinking of pots and pans as over 30,000 students attended ‘WorldSkills, Try’a Trade’ at the Brisbane Convention and Exhibition Centre.

Across 400 square metres of space QTIC showcased cookery skills, coffee making, accommodation services, restaurants, gaming and bar preparations, tour guiding and adventure tourism. Around 20 industry professionals and student volunteers provided the necessary expertise.

Brisbane’s own celebrity chefs, Alastair McLeod (from Brett’s Wharf, and television’s ‘Ready Steady Cook’ fame) and Philip Johnson (from acclaimed Brisbane restaurant écco), talked the students through the journey of becoming chefs and the value of working with apprentices in the field.

Philip Johnson’s apprentice, Kevin Docherty, impressed many students with his inspirational tale of how working in the trade with écco had helped him shape his future.

DREAMWORLD AND WHITEWATER WORLD

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! For further information please visit www.dreamworld.com.au
GET INVOLVED AND AWARD YOURSELF!

QTIC is pleased to continue its involvement in the judging of the Queensland Tourism Awards. This year the judging panel, chaired by Cam Charlton, assessed over 200 tourism award entries over a variety of categories. This assessment process included both reviews of written submissions and attendance at site inspections throughout Queensland – all of which involved considerable organisation by QTIC’s awards team.

QTIC continues to see the advantages of entering into the Queensland Tourism Awards as the benefits gained through the awards program far outweigh the sometimes overwhelming task of producing submissions. Completing the entry criteria can provide operators with a clearer understanding of who they are and how they can meet their business objectives.

Being involved in the Queensland Tourism Awards leaves operators with an increased confidence over their product – no matter the result.

TOURISM CHAMPION RECOGNISED

This year’s Tourism Awards saw one of QTIC’s own long-term directors and lifetime member, John Atkin, recognised for his long standing dedication to the tourism industry.

John, who was awarded the 2008 Marie Watson-Blake Award for Outstanding Contribution by an Individual, spent more than 40 years in the transport industry before taking over the multi-award winning property, The Falls in Montville in 2000. John is also a former Queensland Tourism Awards judge and has become a mentor for businesses and individuals during the preparation of their awards submissions.

John was, “frankly blown away, humbled and honoured – all at the same time,” when he heard his name called out on the night.

“I’m very appreciative of the career this industry has given me and I’ve always tried to put something back into it,” he said afterwards.

I commend QTIC for its capacity to develop and implement strong and credible strategies to support tourism businesses. QTIC’s range of high quality training programs, business skills and research initiatives provide valuable assistance to operators and ensure that tourism workplaces remain productive, innovative and sustainable. I have always found the QTIC team to be easily approachable and I applaud them for their promotion of the industry and the assistance they provide to operators.

Pam Hardgrave
(Director of Lilydale Farmstay – an inductee into the Queensland Tourism Awards; ‘Hall of Fame’)

There were 207 entries in the Queensland Tourism Awards in 2008.

STRIVING FOR EXCELLENCE

QTIC Skills Link has staged its third ‘Striving for Excellence’ state wide conference. The conference is designed to update the knowledge and skills of industry trainers through a series of workshops and information sessions.

Delegates from Longreach, Toowoomba, Daquey, Rockhampton, Cairns and Kingaroy travelled to Brisbane for the full day conference and optional study tour the following day.

Preliminary sessions on the importance of cross cultural training were followed by hands on and interactive breakout periods. During the concurrent sessions attendees swapped learning strategies and best practices to improve their training programs in the future.

QTIC would like to recognise and thank our sponsors Tourism Queensland, Education Queensland and Service Skills Australia for their support.

I commend QTIC for its capacity to develop and implement strong and credible strategies to support tourism businesses. QTIC’s range of high quality training programs, business skills and research initiatives provide valuable assistance to operators and ensure that tourism workplaces remain productive, innovative and sustainable. I have always found the QTIC team to be easily approachable and I applaud them for their promotion of the industry and the assistance they provide to operators.

Pam Hardgrave
(Director of Lilydale Farmstay – an inductee into the Queensland Tourism Awards; ‘Hall of Fame’)

There were 207 entries in the Queensland Tourism Awards in 2008.

THE SESSION GAVE ME HANDS ON INFORMATION WHICH I CAN TAKE BACK AND USE WITH MY STUDENTS.

“This year’s conference has been more beneficial and hands on. It was difficult to choose sessions as they all were worthwhile.

An Excellent day. Great variety of activities, great presenters and excellent networking opportunities.”

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 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 Queensland 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

There were 207 entries in the Queensland Tourism Awards in 2008.
EVENTS

Over the past year QTIC has delivered a number of successful events, including interactive seminars and workshops, boardroom luncheons and parliamentary meet and greets. These events have given guests the chance to access first hand knowledge and advice from key industry leaders and have provided opportunities for industry networking.

During the year QTIC hosted a major industry breakfast with key speakers Rick Allert AO, Chairman of Tourism Australia, and Margaret Jackson AC, Chair of the Steering Committee for the National Long-Term Tourism Strategy. Mr Allert discussed how Tourism Australia plans to respond to the predicted 4.2% fall in international visitor numbers to Australia in 2009, while Ms Jackson shared her thoughts on the preparation of the national strategy to move tourism into the future.

QTIC has also welcomed the new Tourism Minister, The Hon. Peter Lawlor MP, with a cocktail reception. The Minister addressed guests and spoke about his ideas for the future of tourism in Queensland. Guests also had the chance to meet and speak with the Minister himself.

Another significant event on the QTIC calendar was the Business Leaders Luncheon where the Federal Minister for Tourism, The Hon. Martin Ferguson AM MP, outlined his vision for tourism and discussed how the government is addressing challenges currently facing the industry.

QTIC has also taken its popular State-of-Play seminar in a different direction by making it more interactive for participants. Through the use of new technology, participants input and key learning outcomes from the presentations were collated and provided to the entire group on the day. Attendees left the workshop having received good advice and a number of ideas to explore!

QTIC events would not be possible without the support of our sponsors. We extend a very big thank you to all.

This year QTIC ran over 20 industry events

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 2008-2009, for the first time ever, 19.2 million passengers travelled through Brisbane Airport, breaking all records. Brisbane Airport also continues to be the second largest airport for welcoming International tourists to Australia.

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

Brisbane Airport is the Gateway to Queensland, delivering a $4.2 billion privately funded infrastructure program and generating more than 40,000 jobs within the next 20 years.

As an engine room for growth, Brisbane Airport will play an integral role in the growth and globalisation of the Queensland economy, while elevating Brisbane as a global destination and business location.

For further information please contact www.bne.com.au

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.

We value QTIC’s prominent voice, speaking up for the collective interests of the industry in Queensland. QTIC’s capacity to advance the interests of industry operators has assisted the tourism industry in remaining competitive. I congratulate Daniel and the QTIC team on another great year of achievements.

Don Morris AO
Chairman, Tourism Queensland