



QUEENSLAND TOURISM INDUSTRY COUNCIL
ANNUAL REVIEW 2010-11



Stephen Gregg
Chairman

CHAIRMAN

While this Annual Review looks back on an exceptionally difficult year for our industry, QTIC is looking forward with renewed purpose and determination. The time is right for tourism in Queensland to not only ‘dust itself off’ from the events of 2010-11 but also to address the gradual loss of the state’s prominence as the leading tourism economy of Australia and indeed a world leader in some fields of tourism innovation and development. We are no longer in that position. At QTIC we strongly believe that tourism has a great deal to offer to the economy of Queensland, to the sustainability of its natural wealth and – most importantly – to the prosperity of our communities.

To unlock this potential and to re-engage and re-focus industry and government we need to share a common vision and commit to it. The QTIC board has initiated a process that will, over the second half of 2011, lead to the development of a document that aims to articulate the ‘game changers’ needed to put tourism in Queensland back on a path of success. We will work with our members and other stakeholders to ensure that no relevant idea is overlooked and all parties who play a part in tourism are engaged in the same effort.

QTIC is committed to work inclusively with all tourism organisations and to offer leadership that can help the industry to navigate the challenges ahead.

I would like to thank my fellow board members, John Atkin, Wayne Clift, Bob East, Rob Giason, Greg Holmes, Neil Scanlan, Laura Younger, Martin Winter, Fabienne Wintle and also Suzette Pelt who left the board during the year.

I also acknowledge the dedicated staff and management at QTIC, led by Daniel Gschwind. Finally, I want to thank all our members who have continued their support for us in record numbers during the most difficult of times.



Daniel Gschwind
Chief Executive

CHIEF EXECUTIVE

Towards the end of 2010 the tourism industry in Queensland had reason to feel more upbeat about the future. It seemed that we had come through the worst of the global financial crisis and the summer holiday season was about to start. It didn’t quite work out that way. Instead, 2011 began with the worst series of weather events in living memory, effectively wiping out the tourism industry’s ‘summer harvest’ and precipitating the most difficult state-of-affairs for our industry possibly ever experienced. All the other issues that we face of overseas competition, government regulation and charges, labour and skills shortages were made that much more challenging with revenue streams for most business operators severely affected for months.

Our members had a right to expect QTIC to step up and give the industry a voice in these difficult times. We may not have been able to deliver all the support for tourism that we sought from governments but there was no opportunity missed to keep the interests of tourism business front and centre during the crisis and the recovery. QTIC participated in policy and response discussions at the highest level throughout this time and the level of cooperation with the Premier, government departments, Tourism Queensland and Regional Tourism Organisations was exceptional. We tried to stay in touch with our members as much as was possible during fairly chaotic times, recognising that many operators were fighting a lonely battle against enormous odds. I sincerely hope that we did live up to our members’ expectations during this time and I want to thank all of them for staying engaged with us.

It was a challenging year also for our staff who had to deal with not only the crisis but also maintain the momentum on our normal activities and programs. Our policy work at federal and state level achieved some significant outcomes on regulation, including the land valuation reform and the introduction of a better policy framework for operators in National Parks. Our business support programs were able to deliver very targeted and business-relevant help for countless operators around the state. QTIC’s efforts on the skill and labour front delivered not only significant policy outcomes but also channelled more than \$5 million in cash support for staff training to businesses.

I believe that as an industry and as an organisation we will emerge from this with more determination than ever and I look forward to working with all of you.

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FLUSHED AND BLOWN AWAY...

It was hard to imagine a more disastrous start to the year for the tourism industry in Queensland than what we witnessed in 2011. Two body blows from separate flooding events and then a king hit from Yasi. No tourism business in Queensland was spared from some impact. The damage reports from operators ranged from loss of infrastructure, access disruption, to loss of business activity. There is no doubt that our industry was facing its greatest challenge and continues to struggle through a long process of recovery. How many hundreds of millions of dollars were lost may never be known exactly. We are also unlikely to know how many tourism businesses have simply given up or have reduced their operations.

Despite all this and notwithstanding all the drama and tragedy, we should consider ourselves lucky to be in a state that has demonstrated such indomitable spirit and work in an industry that can muster such resilience. Every destination on this planet has faced its own 'darkest hour': terrorism, war, tsunamis, earthquakes, fires, volcanos and more. It would be difficult to find a place that could show more spirit, compassion, determination and efficiency in responding to such a drama than what we witnessed here in Queensland. It is a fact that was not lost on the media both here and particularly overseas. Stories are still appearing overseas, reporting on the recovery, including from a tourism perspective. This spirit of 'never-give-up' is the most solid basis imaginable to build a recovery on.

Credit must go to all government agencies involved and particularly the State Government under the leadership of Premier Bligh. Enormous work was done to minimise the damage and prepare for the worst. If we – and government – can take the same commitment forward into the longer-term recovery for tourism we will be very pleased.

QTIC was proud to play a not insignificant role in speaking up for our industry throughout the disaster and early recovery. We were able to articulate at the highest level, both state and national, what our industry's concerns were. Our members' interests were always the primary concern of QTIC's efforts during this time and we thank all of them for staying engaged with us.

“The Bligh Government has been proud to work side by side with QTIC to help the tourism industry navigate some significant recent challenges.”

While some ground has been made up since the early months of 2011, factors such as the strong dollar will continue to place demands on our industry. It's therefore imperative that we continue the effort to become innovative and resilient going forward.

I remain confident that with strong partners like QTIC guiding this journey, we will triumph over adversity and regain our place as the powerhouse of tourism in Australia.

Keep up the good work.

Hon. Jan Jarratt MP
Minister for Tourism, Manufacturing and Small Business



Rain, dear, and lots of it over the holiday break

AMON AIRMAN
SALLES-IGON

LIKE a long lost aunt bustling back to ravage the family lake, La Nina has up-ended Australia's climate system this year. The disruption looks set to continue through the Christmas period, and possibly into the decades beyond. Queenslanders can expect to see their state cups another drenching over the weekend, while those in Western Australia should stock up on sunscreen and a mini heater as temperatures towards the 40s. Queenslanders can expect the usual summer thunderstorms in the north and then conditions in the south. These wet days and showers from the north and south should be a relief to the southern states, where forecasters expect plenty of rain and dry conditions to prevail in South Australia, Tasmania and Victoria over the weekend.

Except, that is, in Melbourne, where a week front crossing the state on Boxing Day could bring weather conditions as unsettled as the recent cricket series. The weather in NSW will take a lead from the state government following the latest opinion polls, by looking rather grey.

Source: Meteorology climate

meteoologist Dr Harvey Stern said the latest of Australia's tourism temperature and rainfall maps was being set by La Nina, or El Niño as some say the weather called. La Nina is a natural climate phenomenon that brings warmer sea-surface temperatures and changed weather patterns around Australia and elsewhere. "We've got a very strong La Nina event at the moment and that has produced lots of rain over the country, and lots of it," he said. "If you go back to the 1970s, where we had a similar, very strong La Nina event, we had widespread flooding in many parts of Australia then too."

Australia's tourism states have been battered by floods this year, with the flood damage bill expected to reach into the billions. Parts of Queensland and NSW are still under water, and shock owners and Christmas campers in Queensland along the lower reaches of the Murray River in South Australia, were sent haggling yesterday to prepare for floodwaters in the nearby town of Sedan, 50km from Riverina, Ashley Brown, his partner Susan Anker-

son and local children were making the most of the unusual conditions. "Heaps of people have had it worse than I've got to see the river come up like this," Mr Brown said, predicting that the floodwaters would recede later. Maroon's speech was the silver lining to La Nina's clouds was that they offered respite from the extreme temperatures that afflicted many states during the past decade of drought.

"It's been wetter and more humid, but without the extreme heat," he said. "That's typical of a La Nina event."

Queensland Tourism Industry Council CEO Daniel Gochwind yesterday said the rain was "quite liberating" putting a dampener on the industry, still struggling after the economic downturn and with a high Australian dollar.

In Cairns on Queensland's Sunshine Coast, Phil and Sue Lacher and their family were preparing to spend a quiet Christmas in the city. "You make your own fun," Mr Lacher said.

More than 25,000 of rainwater expected to fall on southeast Queensland in coming days.

Source: ABC News

and the ways and time it takes to get to them - I'm the arms and legs for business so they can engage in the programs.

"I sit down and help them put together an action plan so they can take full advantage of the government programs available."

But Ms Adams said despite a bleak start to the year the businesses she deals with have appeared more optimistic.

"We're starting to hear some positive stories of businesses having good long weekends," she said.

"The Easter long weekend was good and this weekend operators are saying they've got good bookings."

"If you would like to take advantage of Ms Adams' assistance contact her via email at amita.adams@qtic.com.au."

Source: ABC News

A BOOST: South Burnett recovery officer Anita Adams can connect local businesses to government assistance programs to help them get back on track after the floods. Photo: Contributed



Tourism fears false message State's 'still open for business'

By TONY BARTLEY of AAP

WHILE Queensland's floods could cost the tourism industry \$100 million, the state's tourism authority wants to get the message out that the industry is unaffected and open for business. An area the size of NSW has been inundated from Rockhampton in Central Queensland to Bundaberg, the Outback and the Western Downs.

But Brisbane, the Gold Coast, Sunshine and Fraser coasts, the Southern Downs, Toowoomba, Mackay, the Whitsundays, Townsville and tropical north Queensland are all unaffected.

The CEO of the Queensland Tourism Industry Council (QTIC), Daniel Gochwind, says while the floods could cost the tourism industry \$100 million, the perception of damage could be even greater.

"We don't know how many people from interstate or overseas are coming to Queensland, but we do know that our major tourism destinations are perfectly fine and open for business," Mr Gochwind said.

"We are very worried people will draw the wrong conclusion and assume that Queensland is not a good place to visit."

Mr Gochwind said it's worth remembering that Queensland has 19 airports and only one is closed. All three international airports are operating as normal.

While the flood disaster is serious in the impact zones, the majority of the state's tourism hot spots are unaffected.

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than we are a reality-driven industry."

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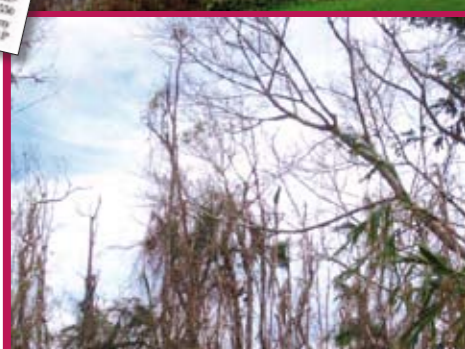
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QTIC Role



Stephen Gregg
Chairman



Wayne Clift
Deputy Chairman



Fabienne Wintle



Greg Holmes



Laura Younger



Martin Winter



Neil Scanlan



Rob Giason



Bob East



John Atkin

GOLD PARTNER



QTIC'S VISION

- To improve the tourism business environment
- To be responsive to and representative of industry's position 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, Beetswalking Consulting (Deputy Chairman)

John Atkin Proprietor, The Falls

Bob East Chief Executive Officer, Mantra Group

Rob Giason Chief Executive Officer, Tourism Tropical North Queensland

Greg Holmes Manager Strategic Partnerships, HOSTPLUS

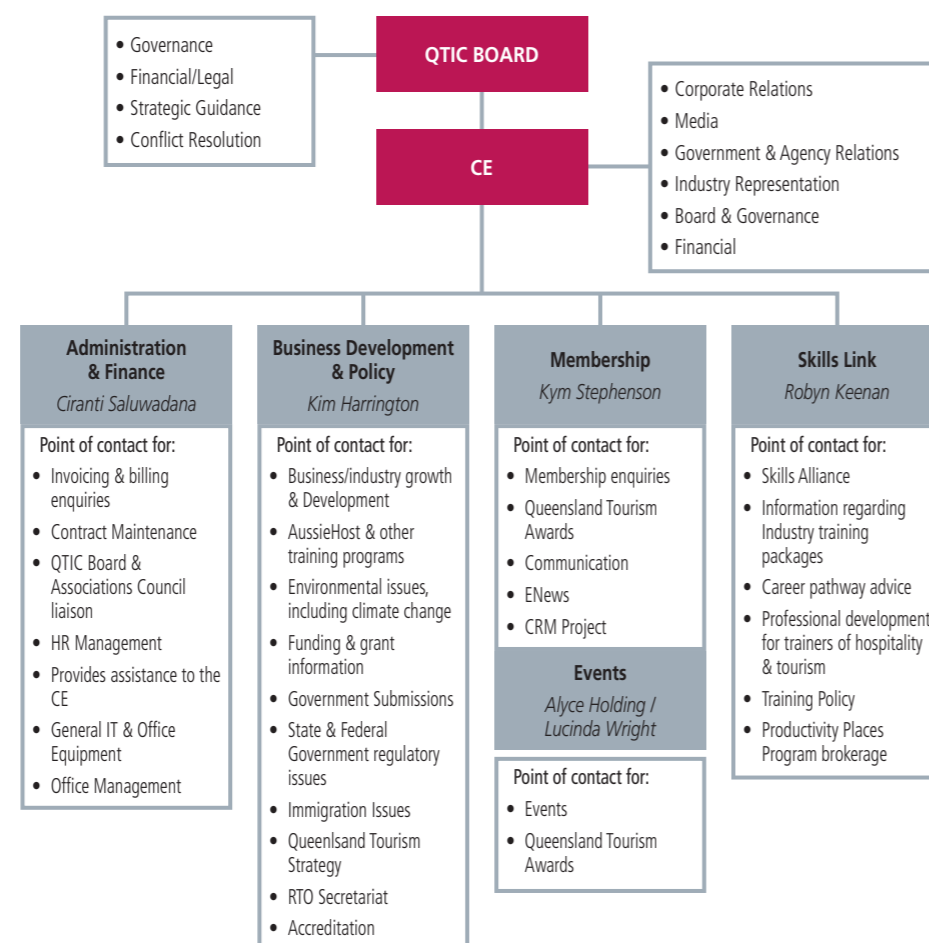
Neil Scanlan Regional Manager Queensland, Accor Hospitality

Martin Winter Chief Executive Officer, Gold Coast Tourism

Fabienne Wintle Managing Director, Untanglemyweb.com

Laura Younger General Manager, Australian Timeshare and Holiday Ownership Council (ATHOC)

QTIC ORGANISATIONAL STRUCTURE



QTIC Team

THE TEAM

Daniel Gschwind Chief Executive

ADMINISTRATION & FINANCE

Ciranti Saluwadana Administration & Finance Manager/EA to the CE

Antje Martins Receptionist

Michelle Behrend Receptionist (to October 2010)

BUSINESS DEVELOPMENT & POLICY

Kim Harrington General Manager Business Strategy

Amanda Rohan Senior Research & Policy Officer/RTO Executive Officer

David Liddell Senior Policy Officer/RTO Executive Officer (to September 2010)

Holly Simpson Project Officer

Judy Higgins Project Officer (to June 2011)

Lesley Whitfield Project Officer (to December 2010)

Sandra Perry Project Officer (to December 2010)

Vicki Jones Accreditation Manager

MEMBERSHIP & EVENTS

Kym Stephenson Membership Manager

Alyce Holding Events Planner

Lucinda Wright Events Coordinator

SKILLS LINK

Robyn Keenan Skills Link Manager

Keren Mackay Skills Link Project Officer

Sharon Galloway Skills Link Project Officer



GOLD PARTNER





INDUSTRY POLICY & ADVOCACY

In a year of floods, cyclones, a high Australian dollar and the continuing effects of the Global Financial Crisis, QTIC has continued to ensure that the voice of tourism operators is heard at all levels of government, and the needs of the industry, in a year without precedent, are presented in all policy and related forums.

QTIC strongly advocated for assistance to the industry following the floods and cyclones, which resulted in additional funding of \$10 million to advertise Queensland as an 'open for business' tourism destination. A further \$2 million was solicited to provide support services to industry. QTIC's position on the Economic Recovery Co-ordination Group is acknowledgement by the State government of the important role tourism plays in the economy of the State.

QTIC's lobbying efforts, in partnership with other industry bodies, have resulted in better industry outcomes in Queensland's Land Valuation Review and the Waste Strategy. QTIC also successfully lobbied to change the initial proposal of costly and unnecessary annual site inspections on Pool Safety Management Plans, to five yearly unless there are considerable changes to the premises.

The Federal Government, through the Department of Immigration and Citizenship (DIAC), has been actively reviewing its policies over the past twelve months, in relation to migration in terms of numbers, priorities and skills. For example there have been ongoing consultations with DIAC relating to changes including the skill stream of the migration program, the new points test and overseas student policies. Whilst the department is tightening up its policies for immigration and is implementing a policy of encouraging only 'the brightest and the best' to migrate to this country, QTIC continues to lobby for the specific needs of the tourism industry in Queensland.

QTIC recently attended a National Broadband Network (NBN) forum which will be on the agenda for quite some time. The State government, in consultation with industry, is exploring how the NBN can assist business to become more efficient and effective.

Regulatory issues are reviewed on an ongoing basis and because of the diverse nature and geography of the industry will require constant monitoring, consultation and input. QTIC appreciates the time and effort of its members to assist with information and advice on the many issues we respond to, and have input into, over a twelve month period.

LIST OF POLICY SUBMISSIONS

2011-2012 Migration Program Consultations
 A Shared Responsibility – Final report by the Expert Panel
 Consumer Law Changes
 DEWR Employment Services Consultation
 Hire and Drive personal watercraft consultations
 Implementation of the Queensland Pool Safety Management Plans
 Indigenous Economic Development Strategy
 Industry comments on Airlie Beach Tourism Report
 Inquiry into Industry Skills Councils
 Land Valuation Reforms
 Liquor Amendment Bill
 Mandatory Responsible Service of Gaming
 Mitigation measures for properties impacted by site value
 Overseas Student Review
 Passenger Vehicle Transportation Award 2010
 Queensland NBN Approach
 Queensland's 10 year Disability Plan
 Queensland's Biodiversity Strategy
 Queensland's Waste Strategy 2010 – 2020
 Response to Economic Development Committee Inquiry into Grey Nomads Tourism
 Review of Australian Qualifications Framework
 Review of Car Sleeping
 Review of Regulatory Burdens on Business
 Review of the Skilled Migration Points Test
 Simpler Visa's
 Vocational Education and Training Workforce Issues Paper



GOLD PARTNER

ERNST & YOUNG
 Quality In Everything We Do

SILVER PARTNER

HAMILTON ISLAND
 GREAT BARRIER REEF AUSTRALIA

Industry Policy & Advocacy

Oprah to rescue of tourism industry

QUEENSLAND tourism operators are counting on the "Oprah effect" to save the floundering industry amid mass cancellations and poor bookings following the state's flood crisis.

Queensland Tourism Industry Council CEO Daniel Gschwind said the floods had a "devastating" effect on the industry, even in places well away from the disaster zones.

Operators are reporting mass cancellations and extremely low bookings for coming weeks and months, and Mr Gschwind said some would go broke as a result.

Mr Gschwind said the industry was counting on a bounce from US talk show queen Oprah Winfrey's *Ultimate Australia Adventure*, to revive the industry's fortunes.

MEDIA

The importance of giving tourism a high political profile through the media, based on reasoned commentary, cannot be underestimated.

QTIC's efforts to bring about positive policy decisions and to raise public awareness of the flow on benefits of a thriving and prosperous tourism industry have seen the organisation quoted more than 600 times in local, state and national press this year. On all of these occasions, QTIC strives to articulate the industry's views and ensure that important tourism issues are not overlooked.

With numerous appearances on television and radio and in trade publications and newspapers, QTIC's has also ensured that positive news stories are presented. These include showcasing state, national and international achievements, such as the winners of the Queensland Tourism Awards and 'recovery heroes' on national television.

Grey nomads put tourism on the road to recovery

Adventure-loving baby boomers hold the key to a prosperous future for rural and regional areas, according to tourism industry experts.

Jorge Ornela

GRV's monthly rental drive quantified tourism to rural highlights and help develop local and regional communities.

Tourism Australia's research showed Queensland had 15.5 million domestic overnight stayovers in the year ending March 3, a 3 per cent rise from the previous year.

...on coming through, will most certainly see the need to move," Mr. Goshorn said.

"We will make up the 30 years," he said.

...of the population in the same and three behavioral the way they live their lives is huge an impact.

"We know citizens are automobile sales are up again."

...the Economic De-

However, the good news was that grey national business remained "steady." Queensland Tourism Industry Council CEO

The state saw 324,000 greyhound deaths in the year ended March and they stayed on average of 15½ nights, an increase of 1.8 nights over the year.

"Every month, I see a very, very big chunk of American tourism and that still is in this important part."

Little things are big for tourism *high on low fares*

John Mauer is senior vice president of the American Society of Mechanical Engineers, which is the largest U.S. engineering organization. He is also a member of the U.S. House of Representatives.

SILVER PARTNER



NORTON ROSE

Industry Policy & Advocacy

BOARDS, COUNCILS & COMMITTEES

QTIC has been extremely active in representing the tourism and hospitality industry at meetings over the past year. As well as the normal committees, there were numerous committees to address issues relating to floods and the cyclones in early 2011.

QTIC had a seat on the Economic Recovery Co-ordination Group, a group that was set up to oversee the economic rebuilding of areas affected by flooding and cyclones. This is an acknowledgement by the Queensland Government of the important role tourism plays in the economic recovery throughout the state.

Further to this QTIC was also asked to represent the tourism industry at the Queensland Tropical Cyclone Consultative Committee meetings. These meetings comprise state, federal, industry and academic representation and as a result of this QTIC is now part of the Community Awareness sub-committee.

With so many changes at all levels of government, and with such a diverse range of subjects that have implications for tourism, QTIC's representation on boards, councils and committees is vital to ensure a consistent and proactive industry perspective at a strategic as well as operational level.

Many of the committees QTIC was involved with in the previous year have continued, some with a change in focus or priority and others with the same objectives that continue to feed into a bigger state-wide picture.

QTIC will continue to be vigilant in ensuring appropriate participation wherever necessary in all areas relating to tourism issues.

The QTIC Associations Council is an excellent forum for Queensland Tourism Associations of all sizes to come together on a regular basis and discuss issues impacting on specific segments of the Industry. This really helps to identify concerns and bring them to the attention of the industry body. The Associations Committee looks forward to a continuing and rewarding relationship with QTIC.

Laura Younger, General Manager, ATHOC (Committee Chairperson)



CHEAP SEATS

How to fly high on low fares

Jodie Munro O'Brien

[illegible]

Queensland is still tops: QTIC

Holiday-makers urged not to leave



NETWORK PARTNERS

Through important network partnerships, QTIC ensures that no business is too remote or specialised to benefit from the industry support that QTIC offers. The significance of including all stakeholders in QTIC's activities is well recognised given the broad differences between tourism regions and sectors in Queensland.

The membership of all 14 Regional Tourism Organisations (RTO's) ensures QTIC is well positioned to address specific regional issues and able to provide a key communication link to more than 4000 regional tourism businesses – who are able to access QTIC's support through their regional memberships. QTIC's vital link to these regional operators provides the industry with a powerful lobbying base to highlight the interests of the tourism industry.

Attending Regional Tourism Queensland (RTQ) meetings, also affords QTIC the opportunity to report back on state and federal policy issues while, at the same time, enabling the organisation to draw on the significant regional expertise that can be found around the table.

As RTOs often deal with issues of a similar nature – including resourcing concerns, infrastructure and product development issues and skills needs – QTIC also provides a secretariat function for the network. In close consultation with the RTQ Chair, Martin Winter, the secretariat coordinates quarterly meetings and provides an important link between the network and other industry stakeholders – including governments.

QTIC is increasingly able to fulfill its role as an industry-wide, representative body due to the strong support and cooperation received from its key sector association members – under the umbrella of QTIC's Associations Council.

Chaired by Laura Younger (General Manager of the Australia Timeshare and Holiday Ownership Council), QTIC's Associations Council draws on significant tourism experience and provides a forum for all tourism sector bodies to highlight major issues impacting on their members.

QTIC officially welcomed all of the Bed and Breakfast and Farmstay Queensland (BBFQ) members to our network. A sub-committee, chaired by Mary D'Arcy from Fern Cottage, has been established to provide advice on sector specific issues.

The united input of these bodies has enabled QTIC to address a number of prominent tourism issues including environmental regulations, workplace relations issues, changes to building provisions and migration policies.

Successfully representing the industry's wide and diverse interests is dependent on the continuation of strong working relationships across all regions and sectors of the industry in Queensland. QTIC looks forward to continuing these important partnerships as few other states have the benefit of such an inclusive structure from which to present policy decisions.

SILVER PARTNER



AUSSIE HOST

QTIC continues to develop strategies to enhance customer service quality and is proud to be the AussieHost Master Provider for Queensland across all industry sectors.

As the driving force behind customer service reform in Queensland, QTIC has seen 368 participants successfully complete the AussieHost Customer service program by attending one of 34 workshops across Queensland. With 16 accredited AussieHost Trainers in Queensland, QTIC looks forward to further growing the AussieHost program in the years to come.

“Thank you for a fantastic professional approach, mannerism and knowledge at the recent Aussie Host training. Staff have been very positive following this training, displaying so much more positive awareness of their duties and environment.”

Jackie Anderson, Retail and Visitor Services Manager, Reef HQ, Townsville

QTIC-Y

Through its QTIC-Y project – a Generation Y network linking tourism students, employees, employers and entrepreneurs – QTIC encourages our future industry leaders to increase their knowledge of the industry and engage further with industry colleagues.

This year the QTIC-Y network held various events for its members to increase their industry contacts and to provide opportunities for professional development. In addition to networking events and seminars, the QTIC-Y project team provided career path information and further industry insight at a range of University and TAFE Careers Days.

In 2011 the QTIC-Y Mentoring Program was launched, to allow young professionals in the tourism and hospitality industry to gain professional development, knowledge and skills through the sharing of information and experience with a senior industry professional. A total of 21 young industry employees from throughout the state completed the 5 month program, which will become an annual program available to QTIC-Y members.

“I believe this program has been the best thing I have done whilst being in this position and in the industry. It has really made me reflect on myself with how I'm going in my current role and my options for my future. The mentor program has been excellent and highly beneficial for furthering my skills and knowledge in this industry. I would recommend this program for all young people looking to develop further in the industry.”

Emily Phillips, Sales Executive, The Wildlife Habitat (2011 mentee)



SILVER PARTNER





- During the 2010-11 financial year, QTIC was notified of 34 (not including DEEDI) Indigenous placements in the tourism industry through the Tourism Indigenous Champions Network.

- QTIC spoke to over 4,000 Indigenous school students and jobseekers about tourism career opportunities at the FOGS Indigenous Employment & Careers Expos in 2010-11.

- During 2010-11 QTIC's Indigenous Champions participated in over 65 meetings, networking events, seminars and forums to promote and increase the number of Indigenous Australians employed in the tourism industry.

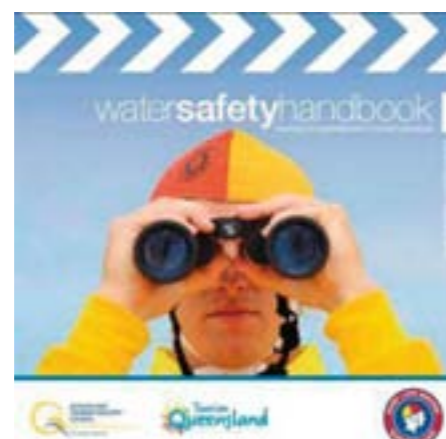


INDIGENOUS EMPLOYMENT CHAMPIONS NETWORK

Funded by the Department of Employment, Economic Development and Innovation (DEEDI), the Tourism Indigenous Employment Champions Network is an initiative that aims to increase Indigenous employment in the tourism and hospitality industry.

QTIC, in conjunction with its 15 Employer Champions (a network of tourism industry volunteers), has engaged with tourism operators throughout Queensland to promote the benefits of recruiting Indigenous employees. QTIC's Employer Champions have also been able to share their successful Indigenous employment strategies with industry peers to maximise employment outcomes.

By participating in 6 Former Origin Greats (FOGS) Indigenous Employment & Careers Expos, presenting at a range of industry conferences, and a number of industry networking events throughout the state, QTIC has contributed to promoting the tourism industry as a career path for Indigenous Australians.



BEST PRACTICE GUIDELINES FOR TOURISM OPERATORS NOW AVAILABLE

QTIC, in partnership with Surf Life Saving Queensland, updated the Water Safety Handbook, as part of the ongoing priority that tourism industry stakeholders have towards achieving the aim of 'Zero water deaths' held by the Queensland Visitor Safety Working Group.

The handbook is a set of best practice guidelines for tourism operators to assist in keeping Queensland's visitors safe in all aquatic environments. It is intended that tourism operators refer to these guidelines to develop their own operations manuals and to utilise the checklists to conduct regular safety audits.

QTIC BUSINESS BAROMETER & COACHING

The QTIC Business Barometer (QBB) is an online diagnostic tool enabling tourism operators to assess their business practices and performances. The tool has assisted operators by providing individual business evaluation reports, and has allowed QTIC to identify specific support requirements for operators, monitor industry trends and changes, and establish industry benchmarks.

QTIC has held workshops in 3 areas to address the key industry issues as identified in the QBB. After the summer events, the need for one-on-one support to businesses was identified as a priority, and QTIC went on to deliver 74 individual coaching sessions to operators throughout the state.

“ Like many small businesses we suffered the affects of Cyclone Yasi damage, and the costs of the resulting down time. The coaching session from QTIC made us realise that this is only a 'speed bump', we are not alone and most importantly, there is help out there to get us back on track and back in the skies flying again. ”

Carol Mills, Red Baron Seaplanes, Magnetic Island

IMMIGRATION OUTREACH OFFICER

2010-11 saw a number of significant migration announcements that have the potential to impact positively on the tourism industry in regional Queensland.

Regional Migration Agreements (RMAs) are localised migration initiatives that will bring together employers, local and state government and unions to cooperate on addressing local labour needs. RMAs will set out the occupations and numbers of overseas workers needed in the area while ensuring Australian workers remain the first choice for employers and industry. Concessional access to semi-skilled overseas workers will be negotiated where there is a demonstrable and critical need. Consultation for RMAs will begin in early 2011-12.

A number of regional initiatives were also announced including streamlining permanent residence for those holding Temporary Business (Long Stay) Subclass 457 visas, increasing Regional Sponsored Migration Scheme places, improvements to the priority processing arrangements and developing and implementing an enhanced Regional Engagement Strategy from 1 July 2011. In addition, a new processing centre for subclass 457 visas was opened in Brisbane and together with other funding, this measure aims to halve processing times for subclass 457 visas.

In other announcements, a new points test will apply to certain skilled migration applications made from 1 July 2011 and there are also changes to the Skilled Occupation List with 13 occupations added and four occupations removed. Then from 1 July 2012 a new Skilled Migrant Selection Model (SkillSelect) will be introduced. Under SkillSelect applicants will first register their claims through an online Expression of Interest, and subsequently may be invited to make an application for an Independent, State or Family sponsored visa.



QTIC
Business
Barometer

“ Well done for providing such a simple and cost effective tool that can be used by any business. I got even more out of it the second time around. ”

Kim Morgan,
Maroochy River Resort & Bungalows,
Sunshine Coast

“ As a small business we do not usually have the funds for this type of support so just to be able to receive some advice on specific issues was great. I came away from the meeting very motivated and have already tried to put some changes in place. Prior to this I had been feeling very despondent with the state of the business and the tourism industry. ”

Heather Batrick,
Yongala Dive, Ayr

SILVER PARTNER



SILVER PARTNER





SILVER PARTNER



QUEENSLAND TOURISM AWARDS 2010 PROUDLY PRESENTED BY QUEENSLAND AIRPORTS LIMITED

When it comes to Awards, 2010 marked a very exciting year for QTIC. With the support of Queensland Airports Limited and Tourism Queensland we were able to take over the management of Queensland's largest annual tourism awards event. Having worked with Tourism Queensland for 10 years in organising the judging process of the Queensland Tourism Awards, we were very proud to take over the reins of the Awards Gala Ceremony as well.

The 2010 event was held on Friday 19 November at the Brisbane Convention and Exhibition Centre. 800 people attended from across the State, including the Premier of Queensland, Federal and State Ministers, Senior Industry Representatives and tourism operators. The feedback from all event stakeholders was very positive and we look forward to managing and co-ordinating the Awards again in 2011.

We would like to extend our appreciation and thanks to all sponsors of the Awards. A particular mention must go to Queensland Airports Limited, the naming sponsor, and Tourism Queensland, our Awards partner.

“Many congratulations to all of the QTIC team for putting on a wonderful event on Friday night. It was a great credit to all involved.”

Peter O'Reilly, Chief Executive Officer, Tourism Whitsundays

2010 WINNERS

Major Tourist Attractions

Australian Outback Spectacular

Tourist Attractions

Jungle Surfing Canopy Tours

Major Festivals and Events

2009 Gold Coast Airport Marathon

Festivals and Events

Queensland Home Garden Expo

The Steve Irwin Award for Ecotourism

Daintree Discovery Centre

Heritage and Cultural Tourism

The Workshops Rail Museum

Indigenous Tourism

Riverlife Mirrabooka

Specialised Tourism Services

tourstogo.com

Visitor Information and Services

Brisbane Visitor Information & Booking Centre

Meetings and Business Tourism

Gold Coast Convention and Exhibition Centre

Major Tour and/or Transport Operators

Fantasea Adventure Cruising

Tour and/or Transport Operators

The Discovery Group

Adventure Tourism

Jungle Surfing Canopy Tours

Tourism Marketing

Mantra Group

Tourism Education and Training

Griffith University – Department of Tourism, Leisure, Hotel & Sport Management

Tourism Restaurant and Catering Services

Capers at the Beach Bar/Grill

Tourism Wineries, Distilleries and Boutique

Breweries

O'Reilly's Canungra Valley Vineyards

Tourist and Caravan Parks

Cairns Coconut Holiday Resort

Backpacker Accommodation

Brisbane City YHA

Hosted Accommodation

Witches Falls Cottages

Unique Accommodation

Rose Gums Wilderness Retreat

Standard Accommodation

Long Island Resort

Deluxe Accommodation

azjre studio retreat

Luxury Accommodation

Spicers Peak Lodge

New Tourism Development

Spicers Clovelly Estate

Qantas Award for Excellence in Sustainable Tourism

Skyrail Rainforest Cableway

Outstanding Contribution by a Volunteer or

Volunteer Group

Moreton Bay Regional Council Volunteer Group

Young Achiever's Award

Fabienne Wintle

The Marie Watson-Blake Award for Outstanding

Contribution by an Individual

Charles Woodward

QUEENSLAND TOURISM AWARDS JUDGING

The Queensland Tourism Awards is a submission and inspection based program which provides operators with the opportunity to be publicly recognised for their outstanding achievements and commitment to the tourism industry in Queensland.

It's not all about winning though – there are benefits for all entrants:

- Addressing the criteria will enable you to review core aspects of your business plan and improve your performance
- The chance to benchmark your business against your peers and competitors
- All entries receive feedback from judges after the Awards

In 2010, a total of 197 entries were received from across the state. Each entry was assessed by our very hard working and committed judging panel, which was led by our Chairman Bob Hagley. We would like to express a huge thank you to all of the judges that were involved this year.



“The Queensland Tourism Awards have become an integral part of Jungle Surfing's business activity and identity. Winning awards has massively increased our profile with consumers, trade and media, and provides a competitive edge in a tough climate. But it's also an important annual exercise to hold ourselves up to scrutiny from our peers, to assess our achievements and to continually strive to be the best we can be.”

Sheena Walshaw, Managing Director, Jungle Surfing Canopy Tours



“Winning the 2010 Queensland Tourism Award in the Festivals and Events category has proved to be a catalyst that has spurred us on to make Queensland Garden Expo an even better event. It has added credibility to our event and attracted increased media attention. We have already recommended the Awards to others, as very worthwhile and we are proud to display the logo on all marketing material.”

Marion Beazley, Event Manager, Queensland Garden Expo





MATURE AGE EMPLOYMENT PROGRAM

The past year has seen the completion of the Intergenerational Pilot Project at Kedron Wavell Services Club. This pilot was a wonderful learning experience for those participating, the Club and all involved. A final report was completed by Griffith University, who was involved from the initial development of the pilot, and a copy of that report is available on the QTIC website.

A more strategic approach has been taken for the second half of the year, in terms of developing tools to assist members with more skills to recruit, retrain and retain older workers. Fact sheets have been developed as well as information that should be considered when looking for new staff.

Importantly a checklist and tools have been developed to assist members to manage intergenerational workplaces. Given the ageing of the population and the subsequent ageing of the workforce, it is an issue that will only become more prevalent in the future running of our businesses.

A survey was undertaken to ascertain whether or not there was an opportunity to link with grey nomads as a source of labour, particularly in the regional and remote areas of Queensland. This survey is being analysed and further work will be undertaken on any opportunities with grey nomads in 2011-12.

A feasibility study has been undertaken on the employment of mature age Indigenous women. This was done through consultation with industry and mature age Indigenous women and a key focus was on the inhibitors to employment. The study will wrap up late June/early July with the intended outcome of addressing those inhibitors through a project that will assist these women into employment in the tourism industry.

ACCREDITATION

Accreditation has gained a higher profile in Australia recently with the launch of the National Tourism Accreditation Framework and its TQUAL branding. Building on previous industry research and operator feedback, QTIC commenced the Queensland Tourism Accreditation Program in 2011 to promote and facilitate the uptake of accreditation by tourism businesses.

This project is funded by the Queensland Government Department of Employment, Economic Development and Innovation (DEEDI) and developed in conjunction with Tourism Queensland.

TRAINERS CONFERENCE

The QTIC Skills Link annual Trainers Conference is designed to update the knowledge and skills of industry trainers through a series of workshops and information sessions.

Delegates from as far as Longreach, Toowoomba, Oakey, Rockhampton, Cairns and Kingaroy travelled to Brisbane for the full-day conference and optional study tours the following day.

A new addition to the program in 2010 were sessions on the importance of Aboriginal and Torres Strait Islander cultural awareness, followed by 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 acknowledge and thank the event sponsors: Service Skills Australia, Voc Ed Learning Group and Education Queensland for their support.

MAYORAL MASTER CHEF CHALLENGE IN LONGREACH

The Central West Mayors displayed their culinary skills at the inaugural Mayoral Master Chef Challenge.

Visiting Chef Alison Taafe carried out a demonstration, then set the Mayors to task replicating their allocated dish. While the camaraderie was high, the competition was fierce with Boulia Mayor Cr Rick Britton announced as the winner with his well-presented beef and grilled vegetables.

The evening was also an opportunity to showcase local produce with the beef sourced from the Blackall-based Mitchell Grass Meats and the lamb from Silverwood Doper.

Alison Taafe had been visiting the region, working with school students and chefs, raising the profile of hospitality careers.

SUSTAINABILITY TRAINING TAKES OFF

Over 1,000 tourism and hospitality industry staff and trainers embraced accredited sustainability training throughout Queensland. QTIC Skills Link secured funding from the Department of Education and Training to design, trial and implement this innovative program. Participants gained valuable skills and knowledge to be able to participate in environmentally sustainable work practices; develop workplace sustainability policies; communicate, implement and review policies in the workplace and evaluate the practical outcomes.

Too often good sustainability intentions are a constraint to management plans. This program aims to bring sustainability practices to the workplace for real outcomes.

“ I just wanted to say thank you for a great session yesterday. I really enjoyed myself and learnt that there are many things we can do at a resort level to improve our sustainability and save dollars! The workshop proved that it doesn't matter how old your property is, there is always something you can do, you just need to look outside the square and Sophie & Claire from EC3 Global helped me do that. Thank you to One Step Further and QTIC for running these workshops. ”

Wayne Lee, Resort Manager, Cedar Lake



“ Infectious, inspiring, motivational ”

Motivational and so relevant

Fantastic – Practical hands on – out of comfort zone but loved it!

Shows how training can be important in any industry ”



SILVER PARTNER



SILVER PARTNER



Workforce Capacity Building

Workforce Capacity Building



“As a mature age person I cannot wait to start my career as a chef. I should have done it earlier”

“What a fun and exciting industry. I didn't know there were so many career options to choose from in tourism and hospitality”



SILVER PARTNER



CAREER DAYS

QTIC represented industry at a number of career days across Queensland, to promote training and career opportunities in the tourism and hospitality industry.

Through these events QTIC was able to provide as many as 40,000 attendees with career information on Vocational Education and Training (VET) and University pathways for jobs in hotel management, sales and marketing, barista, tour guiding, gaming, travel agencies, bar management and cookery.

Feedback from young and older participants at these events was very positive and enthusiastic – with many attendees giving greater consideration to careers in tourism and hospitality as a result.

Some career days attended 2010-2011:

- RNA Career Expo
- Former Origin Greats Indigenous Career Expo's
- Redlands Career Expo
- Trya' Trade – Brisbane, Townsville, Mackay
- Gold Coast Career Expo
- Various high schools and universities

2010 SALUTE TO EXCELLENCE AWARDS

It is encouraging to see enthusiastic and bright young people wishing to enter the tourism and hospitality industry.

QTIC presented the 2010 Salute to Excellence Awards in categories of tourism, food and beverage and cookery. Over 100 family, friends and industry gathered to recognise and congratulate the Year 11 and Year 12 students who participated in the Awards.

All Queensland state and non-state secondary schools were invited to nominate their high achieving Year 11 and 12 students for the Awards and the winners were selected by a panel of judges in three categories – tourism, cookery and food and beverage, based on both theory and practical tests.

The Awards have been running for several years and highlight the importance of promoting vocational education and training to secondary schools in Queensland. QTIC is proud to be driving this initiative and remains committed to raising industry standards through training and education.

Grade 12

The 2010 Salute to Excellence winners:

Tourism Award
– Shannyn Jensen of Nambour State High School
Cookery Award
– Adam Dau of Helensvale State High School
Food and Beverage Award
– Laura Carr of John Paul College

The 2010 Salute to Excellence runner up:

Tourism Award
– Marta Rus of Mabel Park State High School
Food and Beverage
– Georgina Chambers of Browns Plains State High School

Grade 11

The 2010 Salute to Excellence gold medallists:

Cookery Award
– Alexandra Scambler of Caloundra Christian College
Food and Beverage
– Mac Wahlheim of AB Paterson College

The 2010 Salute to Excellence silver medallists:

Food and Beverage
– Mikayla Coop of Aquinas College

The 2010 Salute to Excellence encouragement award:

Eima Messa of Djarragun College

2010-11 SKILLS LINK COUNCIL MEMBERS

QTIC BOARD

Greg Holmes HOSTPLUS

INDUSTRY REPRESENTATIVES

Damian Steele Queensland Hotels Association

Troy McGilvery Conrad Treasury

Cherie McGill Mantra Group

Marli Kovacevic Brisbane Convention and Exhibition Centre

Trevor Maher Hamilton Island

Don Jolly ATEC

Phillip Charlton Hospitality Training Association

Garry Bushell Caravan and Trade Industries Association

Doug Flockhart Clubs Queensland

UNION OF EMPLOYEES

Michael De Brenni Liquor Hospitality and Miscellaneous Union

Stacey Schinnerl Australian Workers Union

UNIVERSITY

David Solnet / Anna Hood University of Queensland

TAFE QLD

Janniene McDonald TAFE Queensland

OBSERVERS

Linda Pearmine Department of Education and Training

QTIC MANAGES OVER \$9.4 MILLION IN TOURISM AND HOSPITALITY TRAINING FOR QLD

The Productivity Places Program (PPP) is the largest funding grant that QTIC has managed. We are now in our third year of a funding agreement with the Department of Education and Training (DET) to manage the delivery of over \$9.4 million worth of training to job seekers and existing workers within the tourism and hospitality industry.

The allocation of job seeker funding has ensured that eager job seekers are given the opportunity to receive formal training and work experience in the industry; the job outcomes are proving to be a success with strict selection processes in place.

The allocation of existing worker funds has assisted business operators to respond proactively to the market challenges the industry is currently facing and will offer a major skills boost for the industry. With the introduction of PPP funding businesses have another option in offering training for staff and themselves.



“QTIC Skills Link has worked hard in 2010-2011 to work pro-actively and co-operatively with Skills Queensland, Registered Training Providers and industry, in order to ensure a higher skilled workforce and to attract and retain our people.”

Phillip Charlton, Chairman,
QTIC Skills Link Council



SILVER PARTNER



Workforce Capacity Building

Connections



PPP SUCCESS STORIES

One Step Further in partnership with Joe Sproats (Platypus Wealth) has successfully been conducting Certificate II and III in Hospitality courses for local and remote indigenous job seekers using PPP funding.

The Hospitality course at Noorla Heritage Resort has demonstrated success with 10 students successfully gaining employment on Palm Island and 3 job opportunities have been identified for new graduates at Yarrabah in the local service station.

Placements for other graduates have also been negotiated with Orpheus Island Resort when the resort opens later in 2011, the new owners are very keen to employ Aboriginal hospitality workers as a means of providing employment for local people as well as enhancing the tourism experience for their guests.

ANNE AUGUSTYEN, OWNER OF CAPRICORN CAVES

“Consistent on the job training and offering staff formal training to recognise their skills and knowledge plays a major role in the success of any business!”

Mark Essenhigh, lead trainer and proprietor of Career Training Institute of Australia (CTIA) Regional Queensland, had the pleasurable task of presenting one of Queensland's leading tourism identities with a well deserved Diploma of Tourism in Rockhampton recently. With the introduction of the Productivity Places Program, Anne decided to formalise her years of experience into a qualification, supplying the most comprehensive evidence folder for recognition of prior learning (RPL) and undertaking formal training in the areas where she felt that she was lacking.

JESS BROWN, HR TRAINING & TRAINEE COORDINATOR, AUSTRALIA ZOO

“I thought that any further learning and development opportunities would be out of my reach due to my own limited finances. When the opportunity from QTIC presented itself, I leapt at the chance.”

Jess Brown has been working at Australia Zoo for 4 years, initially taking on a customer service role in the Admissions department as a supervisor. When an Administration position within the Human Resources department became available, Jess jumped at the chance to advance her career. Within 6 months of taking on that position Jess signed up to commence a Certificate IV in Business traineeship using government funding. Whilst undertaking this traineeship Jess embraced her passion for training and progressed into her new position in the HR team, Training Assistant.

It was Jess's ambition to further her career to become the Training Coordinator and someday, Training Manager for Australia Zoo. To follow this career path, the next logical step was to complete a Certificate IV in Training & Assessing but options for funding this course for Jess were limited. Jess was then made aware of PPP funding available through QTIC and chose Sunshine Coast TAFE to deliver the training. Jess has now completed her Certificate IV TAA and is in her new position of HR Training & Trainee Coordinator at Australia Zoo.

PPP is an existing worker initiative offered by QTIC and funded jointly by the Commonwealth and Queensland Government.

EVENTS

Over the last year QTIC organised a number of events covering a variety of topics relevant to industry. These events provided operators and industry representatives with the opportunity to gain knowledge and advice and to network with others in the industry.

CHINA SOUTHERN AIRLINES LUNCHEON

QTIC hosted an industry luncheon with guest speaker Mr Tan Wangeng, President and CEO of China Southern Airlines, following the announcement that the airline would operate direct flights between Guangzhou and Brisbane beginning in November 2010. Mr Tan addressed a high profile group of representatives, including government and opposition tourism ministers and State Tourism Commission CEOs from around Australia. He discussed the new air services and the benefits they would bring to both Australian and Chinese tourism. The event allowed for a strong relationship to be established between China Southern Airlines and the industry.

“It was a great honour and pleasure for me to attend the QTIC luncheon and deliver a speech at this important function. I want to thank QTIC for offering such an excellent platform for me to introduce China Southern Airlines, our Australia Strategy and the beautiful city of Guangzhou to such a high-profile audience in Australia.”

Tan Wangeng, President & CEO, China Southern Airlines

PRE-AWARDS STRATEGIC FORUM

The annual Pre-Awards Strategic Forum provides a setting for ideas and opportunities to be generated that will help to give a competitive edge to Queensland Tourism. In 2010-11 the focus of the forum was on the strategic 'Tourism Potential' plan released by Tourism Australia. Attendees heard from Tourism Australia's General Manager for Strategy and Research, Nell Anderson, as well as Andrew Hogg from Qantas and Neil Scanlan from Accor Hospitality.

MINISTER'S WELCOME BREAKFAST

QTIC also welcomed the new Tourism Minister, the Hon. Jan Jarratt MP at a major industry breakfast held in Brisbane. Minister Jarratt briefed the guests on her plans and vision for the tourism industry in Queensland and the attendees also had the chance to put their questions to the Minister.



SILVER PARTNER



SILVER PARTNER





QTIC'S 10TH BIRTHDAY DINNER

In 2011, QTIC celebrated a very important milestone – our 10th Birthday! We held a dinner attended by 200 members and key partners, who have been great supporters of QTIC over the years. We took a look back at the significant events that have occurred in the industry over the last 10 years as well as the initiatives that QTIC has worked on on behalf of the industry. We also recognised a few of the people who have made a real difference to tourism and hospitality in recent years.

“Congratulations on a great night and thanks for your kind words Daniel. It was great to be there amongst so many friends who have shared your journey over the last 10 years.”

Gary Smith, Managing Director, Tourism Leisure Corporation

STATE-OF-PLAY – RE-FOCUS & RE-ENERGISE

As part of our State-of-Play series, we ran an interactive forum ‘Re-focus & Re-energise’ to discuss the future of the tourism industry and for QTIC to initiate a discussion of ideas to shape a vision for tourism in Queensland. The forum addressed issues such as; what are the key initiatives that the industry should drive? What do we really expect of our governments in terms of supporting this industry? How will we stay competitive and survive the successive ‘crises’?

BOARDROOM LUNCHEONS

Our boardroom luncheon series once again generated lively debate, with guests having the opportunity to hear from industry leaders and government figureheads.

2010-11 speakers included:

- Graham Dixon, CEO, Queensland Cricket;
- Hon. Desley Boyle MP – Minister for Local Government and Aboriginal and Torres Strait Islander Partnerships;
- Stephen Gregg, CEO, Cairns & Mackay Airport;
- Rod Camm, CEO, Skills Queensland; and
- David Elia, CEO, HOSTPLUS.

We would like to thank all of the sponsors who have supported us this year with a special mention going to the Holiday Inn Brisbane for their support of our 10th birthday celebration!!

SILVER PARTNER



- | | | |
|---|--|---|
| Alexander Lakeside Bed and Breakfast | Bli Bli House Luxury Bed & Breakfast | Club Training Australia |
| Amamoor Homestead | Blueprint Career Development | Clubs Queensland |
| 707 Pty Ltd | Bond University | Conrad Travel |
| A.B. Paterson College | Braeside Bed and Breakfast | Coomera College of Business and Industry Training |
| Abbey Museum of Art and Archaeology | BreakFree Acapulco | Coral Sea Charter Company Pty Ltd |
| Academy Hospitality Australia | BreakFree Alexandra Beach | Coral Sea Resort |
| Accommodation Association of Australia | BreakFree Aloha | Cream Gables B&B |
| Accor Hospitality | BreakFree Beachpoint | Cross Country Tours |
| Adrenalin Dive | BreakFree Cosmopolitan | Crown Towers Resort |
| Adventure North Australia Pty Ltd | BreakFree Diamond Beach | Crowne Plaza Surfers Paradise |
| Adventure Waters Water Park | BreakFree French Quarter | CRVA |
| Air Whitsunday Seaplanes | BreakFree Grand Pacific | CTIA |
| Airlie Beach Hotel | BreakFree Great Sandy Straits | Cudgerie Homestead B&B |
| Airlie Beach YHA | BreakFree Imperial Surf | Currumbin Wildlife Sanctuary |
| All Seasons Mount Isa | BreakFree Longbeach | Custom Built |
| Amamoor Lodge | BreakFree Moroccan | Daintree Discovery Centre |
| Anita Clark Tourism Services | BreakFree Neptune | Dalrymple Tourist Van Park |
| Aquarius Backpackers | BreakFree Noosa International | Daniels Associates |
| ARAMA Queensland Inc. | BreakFree Peninsula | David Osborne (personal membership) |
| Araucaria Ecotours | BreakFree Rainbow Shores | Dayboro Cottages and Llama Walks |
| Aries Tours Pty Ltd | BreakFree Royal Harbour | Department of Environment and Resource Management |
| Arrow Training Services | BreakFree Savannah | Deshons Retreat |
| Ashbourne House Bed & Breakfast | BreakFree South Pacific Noosa | Di Bella Coffee |
| Ashmore Palms Holiday Village | BreakFree St Tropez | Diamantina Visitor Centres |
| Association of Marine Park Tourism Operators | Brisbane Airport Corporation | Discovery Holiday Parks Longreach |
| at Hotel Group | Brisbane City YHA | Dolphin Wild Island Cruises |
| ATHOC | Brisbane Convention & Exhibition Centre | Down Under Tours |
| Auckland Hill Bed and Breakfast | Brisbane Holiday Village | Dracula's Pty Ltd |
| Aurora Training Institute | Brisbane Marketing | Dreamworld & White Water World |
| Australia Zoo | Brisbane North Institute of TAFE | Eastwood Farm |
| Australian Academy | Broadbeach Alliance | EC3 Global |
| Australian Council for Private Education and Training | Brockhurst Cabins Farmstay - Retreat | EIM Training |
| Australian Federation of Travel Agents | Suncoast Cable Watersports | Elandra Resort |
| Australian International Business Institute | Buderim White House | Element on Cooloom Beach |
| Australian Outback Spectacular | Bundaberg Coastal Farm Retreat | Elissa Keenan (personal membership) |
| Australian Stockman's Hall of Fame | Bundaberg North Burnett Tourism | Emporium Hotel |
| Australian Trade College - North Brisbane | Bundaberg Rum BONDSTORE | Equathon |
| Australian-Italian Festival Assn Inc | Bunk Brisbane | Ernst & Young |
| Avalon | Business Action Centre | Ethihad Airways |
| AVIS Australia | Cairns Central YHA | Eumarella Shores Noosa Lake Retreat |
| Aynsley Bed and Breakfast | Cairns Coconut Holiday Resort | Eumundi Markets |
| azjre studio retreat | Cairns Convention Centre | Events Queensland |
| Babinda Kayak Hire | Cairns Harbour Lights | Executive Retreats |
| Backpacking Queensland | Cairns Wildlife Safari Reserve | Extra-Mile Tourism & Leisure Management |
| Balgol Beach Holiday Units | Calypso Reef Charters | Family Parks Ltd |
| Bali on Bribie | Campervan & Motorhome Club of Australia | Far North Queensland Tour Operator Association |
| Bay Bed & Breakfast | Candle Mountain Farmstay | Fern Cottage |
| bbs Communications Group | Capricorn Caves | Floating Images Hot Air Balloon Flights |
| Beccles on Margaret Bed and Breakfast | Capricorn Tourism & Economic Development Organisation Ltd. | Focal Holdings Pty Ltd |
| Beenleigh State High School | Caravan Parks Association of Queensland | Focus on Research |
| Beetswalkin Consulting | Castaways Resort & Spa | Franklyn Scholar |
| Bendles Cottages and Country Villas | Catalina Cruises Noosa | Fraser Coast Regional Council |
| Bethany Cottages | Cedar Glen Farmstay | Fun Over Fifty Pty Ltd |
| Big 4 Adventure Whitsunday Resort | Cedar Grove Cottages | Gab Titui Cultural Centre |
| Big Cat Green Island Reef Cruises | Chapel Woods B&B | Gee See Gold Coast |
| BIG4 Atherton Woodland Tourist Park | Charter Yachts Australia | Ghost Tours |
| Black & White Cabs | Chef Central | GKI Resort Pty Ltd (Tower Holdings) |
| | Classic Holidays | Gladstone Area Promotion and Development Limited |
| | Clovely Estate Wines | |

Members List

Glass on Glasshouse
Gold Coast Airport Pty Limited
Gold Coast City Council
Gold Coast Convention and Exhibition Centre
Gold Coast Institute of TAFE
Gold Coast Institute of Technology
Gold Coast Mini Coaches
Gold Coast Tourism
Grand Mercure Twin Waters Apartments
Great Green Way Tourism Incorporated
Griffith University
Groves Christian College
Gympie Cooloola Tourism
Hamilton Island Limited
Harbour Town Outlet Shopping Centre
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Hidden Peaks
Hidden Valley Cabins and Tours
Hideaway Haven Bed & Breakfast
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Hilton Brisbane
Holiday Inn Brisbane
Holiday Inn Cairns
Holiday Inn Surfers Paradise
Holiday Inn Townsville
Hospitality Training Association
Hospo1.com.au
HOSTPLUS
Hotel Ibis Brisbane
Hotel Ibis Townsville
Hotel Noorla
HR Coach Academy
Hyatt Regency Coolum
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In 2 Tourism
Industry Accreditation
Industry Training Services (ITS)
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interNATIONAL PARKtours
Ipswich City Council
Jacaranda Creek Farmstay B&B
James Cook University
Jimbour House
Jondaryan Woolshed
Julatten Birdlovers Cottage
Jungle Surfing Canopy Tours
Jupiters Hotel & Casino
Jupiters Townsville
Kedron-Wavell Services Club
Kellys Beach Resort
Kenmore State High School
Kepnock State High School
Kert Crossan Creative
Kilcoy Upper Sandy Creek B & B
Kingfisher Bay Resort Group
Kingfishers Manor
Kirnicama Elegant Escapes B&B
Kirribilli Manor B & B
Kookaburra Tours and Charters
Kwik Kopy Printing Geebung

Lake Weyba Cottages
Lillydale Host Farm
LMA - SM Group
Logan City Council
Longreach School of Distance Education
Lucerne on Fernberg
Mackay Tourism Ltd
Main Creek Bower
Maleny Hideaway
Maleny Lodge Guest House
Mango Hill Cottages B&B
Mantra Amphora
Mantra Aqueous on Port
Mantra Bel Air
Mantra Broadbeach on the Park
Mantra Circle on Cavill
Mantra Coolangatta Beach
Mantra Esplanade
Mantra Group
Mantra Heritage
Mantra Hervey Bay
Mantra In the Village
Mantra Legends Hotel
Mantra Mooloolaba Beach
Mantra On Queen
Mantra On The Inlet
Mantra Paradise Centre
Mantra Phoenician
Mantra PortSea
Mantra Q1 Resort and Spa
Mantra Sierra Grand
Mantra Sirocco
Mantra Southbank
Mantra Sun City
Mantra Trilogy
Mantra Wings
Mantra Zanzibar
Maroochy River Resort
Marsden State High School
Maxi Action
Mayfair College
Mercure Cairns Harbourside
Mercure Hotel Brisbane
Mercure Hotel Townsville
Mermaid Beachside Bed and Breakfast
Meta Dynamics Investments Pty Ltd
Metro College of Technology
Metro Hotel Tower Mill
Metropolitan South Institute of TAFE
MI Helicopters Pty Ltd
Minmore Homestead
MIRVAC Hotels and Resorts
Mission Beach Business and Tourism
Moorlands Farmstay
Moreton Bay Regional Council
Moreton Island Adventures
Mount Isa Airport Pty Limited
Mt Barney Lodge Country Retreat
Mt Coolum Retreat 'A Bed & Breakfast'
Mt Cotton Guesthouse
Murdering Point Winery

Naracoopa B&B
Narrows Escape Rainforest Retreat
Ninderry House
Noosa Thriller
Noosa Valley Manor Luxury B&B
North Burnett Regional Council
North Lakes State College
North Queensland Airports Pty Ltd
Northern Experience Eco Tours
Northern Greenhouse Cairns
Norton Rose Australia
Novotel Brisbane
Novotel Cairns Oasis Resort
Novotel Palm Cove
Novotel TwinWaters Resort
Oaklea Bed & Breakfast
OAKS 212 on Margaret
OAKS Aspire
OAKS Aurora
OAKS Calypso Plaza
OAKS Casino Towers
OAKS Charlotte Towers
OAKS Felix
OAKS Festival Towers
OAKS Gateway on Palmer
Oaks Hotels and Resorts
OAKS iStay River City
OAKS Lagoons
OAKS Lexicon Apartments
Oaks M on Palmer
OAKS Seaforth Resort
OAMPS Insurance Brokers
Ocean Dynamics
Ocean Rafting
Oceans Queensland Pty Ltd
Old Saint John's Church
On Kariboe
One Step Further Pty Ltd
Opus International Consultants Pty Ltd
O'Reilly's Rainforest Guesthouse
Outback at Isa
Outback Aussie Tours
Outback Queensland Tourism Association Inc.
Oz Tours Safaris
Pacific Asia Tourism
Paradise Bay Eco Escape
Paradise Country
Paradise Jetboating
Parker Travel Collection
Parkwood B&B
Paronella Park
Passions of Paradise
Pearl of the Bay
Peppers Beach Club
Peppers Beach Club & Spa
Peppers Blue on Blue
Peppers Broadbeach
Peppers Coral Coast Resort
Peppers Pier Resort
Peppers Ruffles Lodge
Personalised Training Consultancy

Peter Roberts Promotions
Pierre Displays
Pimlico State High School
Preston Peak Wines
Pro Dive Cairns
PROBE
PST
Pullman Reef Hotel Casino
Q Deck
Qantas Founders Outback Museum
QantasLink
Quality Training and Hospitality College
Quay West Suites Brisbane
Queensland Airports Limited
Queensland Bus Industry Council
Queensland Folk Federation
Queensland Hotels Association
Queensland Information Centres Association
Queensland Rail Limited
Queensland Tourism Industry Council
Queensland Wine Industry Association
Queensland Yacht Charters
Quicksilver Group
R & R @ Woodgate Beach
RACQ
Rainbow Shores Pty Ltd
RAPAD SKILLING
Redcliffe State High School
Redland Art Gallery
Redland City Council
Redlands IndigiScapes Centre
Redlands Kayak Tours
Reid's Place
Restaurant and Catering Queensland
River City Cruises
Riverlife Pty Ltd
Riverside Marine
Rock-Al-Roy
Rose Gums Wilderness Retreat
Rosevale House
Royal on the Park
Rubyvale Gem Gallery
Rumbalara Bed and Breakfast
Sails Restaurant & Function Centre
Sarina Russo Schools Australia
Sarina Sugar Shed
Scenic Rim Escapes Inc
Scenic Rim Regional Council
Scenic Rim View Cottages
Sea Temple Resort and Spa Palm Cove
Sea Temple Resort and Spa Port Douglas
Sea Temple Surfers Paradise
Sea World Whale Watch
Seaspray Resort & Spa
Seawalker Australia Pty Ltd
Secrets on the Lake
Shailer Park State High School
Sheraton Noosa Resort & Spa
Siena Catholic College
Skyrail Rainforest Cableway
Skytrans

Smartskill Pty Ltd
Southbank Institute of Technology
Southern Cross University School of Tourism and Hospitality Management
Southern Downs & Granite Belt Regional Tourism
Southern Queensland Tourism
Spencer College
Spicers Balfour Hotel
Spicers Canopy
Spicers Clovelly Estate
Spicers Hidden Vale
Spicers Peak Lodge
Spicers Tamarind
Spirit House Restaurant and Cooking School
Springwood State High School
St Mary's College
Staple House Bed and Breakfast stay247.com
StayWell Hospitality Group
Steps Social Ventures
Story Bridge Adventure Climb
Sugarloaf Mountain Country Retreat
Sunferries
Sunshine Castle
Sunshine Coast Council
Sunshine Coast Destination Ltd
Sunshine Coast Institute of TAFE
Sunshine Coast Regional Council Visitor Information Centres
Surf Life Saving Queensland
Surfers Paradise YHA at Main Beach
Tallship Adventures P/L
Tamborine Mountain Distillery
Tangalooma Island Resort
Taxi Council of Queensland
The Birdsville Hotel
The Bremer Institute of TAFE
The Broad Arrow Pty Ltd
The Central Group
The Collingwood
The Discovery Group
The Falls
The Gainsdale Group
The Mouses House
The Point Brisbane
The Sebel & Citigate King George Square Brisbane
The Sebel Cairns
The Sebel Maroochydore
The Sebel Resort Noosa
The Sebel Suites Brisbane
The Spotted Chook Ferme Auberge and Amelie's
The Station Store
The University of Queensland
The Workshops Rail Museum
Tony Charters & Associates
Toowoomba Golden West Tourism & South Burnett Tourism
Toowoomba Regional Council
Torres Strait Heritage
Torres Strait Regional Authority

Tour Gold Coast
Tourism Fraser Coast
Tourism Leisure Corporation
Tourism Naturally
Tourism Noosa
Tourism Port Douglas Daintree
Tourism Potential
Tourism Services Pty Ltd
Tourism Tropical North Queensland
Tourism Whitsundays
Townsville Airport Pty Limited
Townsville Enterprise Limited
TPD Media
TRAC Consulting Group of Companies
Training and Development Australia
Training Direct Australia
Training Experts Australia
Transit Systems - Bay Islands Transit and Big Red CAT
Treasure Island Holiday Park
Treasury Casino & Hotel
Tropic Wings Pty Ltd
Tropical Coast Tourism
Tropical North Queensland TAFE
Tyto Wetlands Information Centre
Undara Experience
Unique Hospitality
University of Southern Queensland
Untanglemysweb.com
Villa Botanica
Villa Cavour Bed & Breakfast
Villa della Rosa Bed and Breakfast
Waltzing Matilda Centre
Warner Village Theme Parks
Wattle Gully Retreat
Wet 'n' Wild
Whales in Paradise
Whitsunday Charter Boat Industry Association
Whitsunday Escape
Whitsunday Heritage Cane Cutters Cottage
Whitsunday Jetski Tours
Whitsunday Moorings B&B
Whitsunday Private Yacht Charters
Wilderness Challenge Pty Ltd
William Angliss Institute of TAFE
Wiss House B&B
Witches Falls Cottages
Wittacork Dairy Cottages
YHA Ltd
Zengarra Country House & Pavilions



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