

Chairman & Chief Executive



Stephen Gregg

Chairman
QTIC Chair 2008-12
QTIC Director 2005-12

We thank all our board members for their ongoing commitment and their guidance for QTIC, all provided as a service to the industry. Very special recognition goes to the outgoing Chairman, Stephen Gregg, who will leave the board after a seven year term. Stephen chaired the board for four years and in this time has overseen the continued maturing of QTIC into a relevant and credible industry body. Stephen's experience, insight, wisdom and dedication has been an inspiration and a great asset to QTIC.

Thank you!

Shane O'Reilly will take on the role of QTIC Chair in August 2012.

CHAIRMAN

I would like to thank all our QTIC members especially my fellow Board Members, Daniel and his team for the support and friendship over the past seven years.

Premier Campbell Newman and Minister Jann Stuckey approached me after the Destination Q Forum to work with the new government to help implement their tourism agenda.

Based on the ambitious growth objectives and the strength of commitment shown to our industry as one of the government's economic growth pillars, I was pleased to accept this new role. It reflects a new approach to how Government and industry will work together for the betterment of the industry.

It is pleasing that QTIC will be at the centre of the new direction as the voice of industry and I will work to ensure our industry's input is heard in the framing of new strategies.

Achieving the government's aim of doubling the value of our industry by 2020 will only come as a collaborative effort and I look forward to working with you to this end.

Congratulations to Shane O'Reilly as the incoming Chair. I know Shane's extensive business experience combined with his previous directorships with Tourism Queensland and Gold Coast Tourism will mean that QTIC will continue to grow from strength to strength.

It has been a pleasure and an honour to be able to represent your interests over the past seven years and I thank you again for your support.

A handwritten signature in black ink that reads "Stephen Gregg".

CHIEF EXECUTIVE

The past year will be a landmark in QTIC's evolution. Never before have we been able to make the industry's voice heard more clearly and more confidently. In working with our members and with both government and opposition throughout the year, we were able to bring a strong and united tourism perspective to the policy debate which has resulted in very significant outcomes. Tourism is now recognised in Queensland as a core part of the economy, to be dealt with comprehensively and in a whole-of-government way, as we always argued. QTIC will work closely with the Premier, Campbell Newman, Tourism Minister, Hon Jann Stuckey and the new Tourism Cabinet Committee to work for real progress.

I thank the Premier and the Tourism Minister for their cooperative approach to our industry and to QTIC, which has also led to the signing of a formal Partnership Agreement between QTIC and the Government. This agreement has laid the foundation for a constructive and outcome-focused relationship which can deliver for the industry and its business operators.

We will continue to speak up for our industry with determination to ensure that nothing is overlooked and tourism will never again be forgotten.

It was also a big year for the delivery of many of our industry programs. In 2011-12 we completed a number of government funded, multi-year initiatives that generated more than \$10 million of industry subsidies for business development and training opportunities. None of these funds would have become available to the industry without QTIC's ability to make a case.

We are still a young organisation but thanks to the dedicated support of our members and our corporate partners we have been able to make a difference – a difference that does benefit the industry.

The small but dedicated team at QTIC is ready to continue its work for our members, as a true industry representative organisation.



Daniel Gschwind

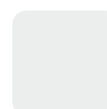
Chief Executive

A handwritten signature in blue ink that reads "Daniel Gschwind".

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Photos from Top (left to right):
 • Andrea Price & Tish Webster • Craig McLauren
 & Robyne Wilson • Peter Buckley • John Sharpe
 at Young Entrepreneur Luncheon

QTIC Role



Stephen Gregg
Chairman



Wayne Clift
Deputy Chairman



Fabienne Wintle



Greg Holmes



Laura Younger



Martin Winter



Neil Scanlan



Rob Giason



Brett Kapernick



John Atkin

QTIC's VISION

The Voice of Tourism.

QTIC's MISSION

To influence and shape the tourism business environment in Queensland.

QTIC BOARD

Stephen Gregg (Chairman to August 2012)

Wayne Clift Managing Director, Beetswalking Consulting (Deputy Chairman)

John Atkin Proprietor, The Falls

Bob East Chief Executive Officer, Mantra Group (to October 2011)

Rob Giason Chief Executive Officer, Tourism Tropical North Queensland

Greg Holmes Manager Strategic Partnerships, HOSTPLUS

Brett Kapernick Director, Design Arts & Hospitality, Southbank Institute of Technology

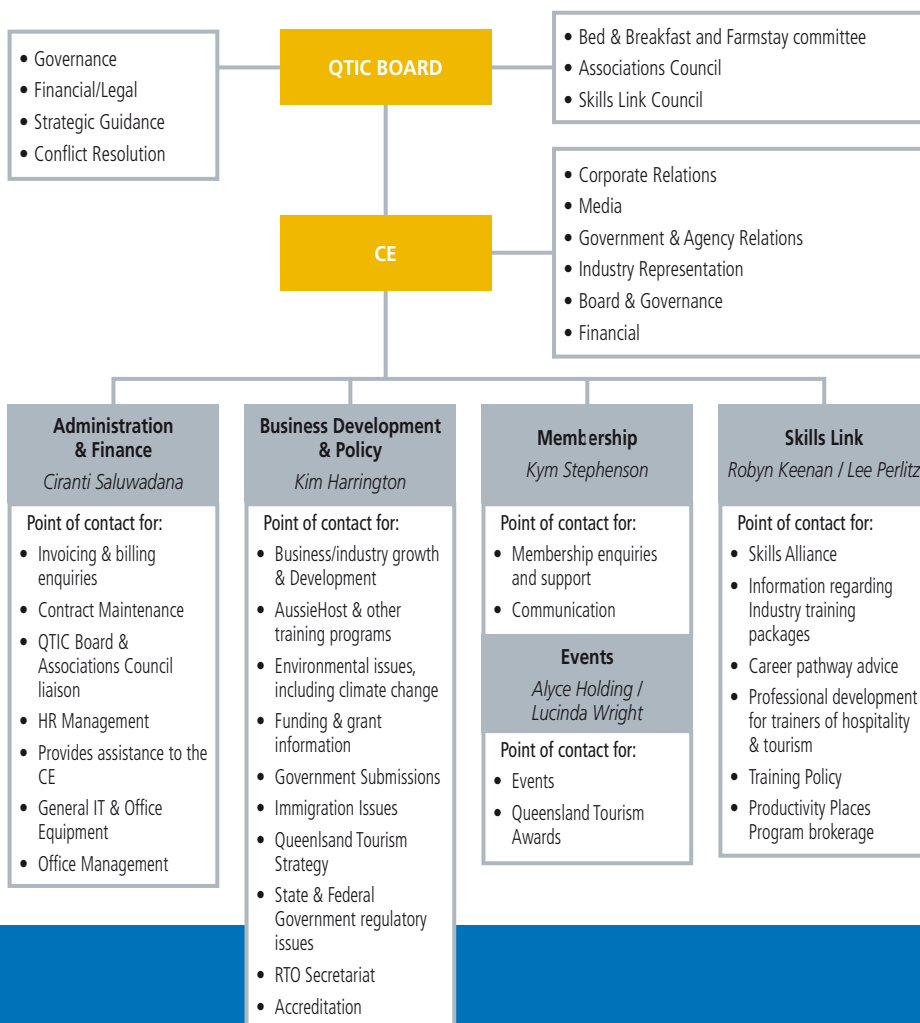
Neil Scanlan Regional Manager Queensland, Accor Hospitality (to May 2012)

Martin Winter Chief Executive Officer, Gold Coast Tourism

Fabienne Wintle Managing Director, Untanglemyweb.com

Laura Younger General Manager, Australian Timeshare and Holiday Ownership Council

QTIC ORGANISATIONAL STRUCTURE



PLATINUM PARTNER



L-R (Seated) Ciranti Saluwadana, Kim Harrington, Kathryn Moody, Hazel O'Sullivan, Amanda Rohan, Lucinda Wright, Emma Alves, Daniel Gschwind, Abbie Lingwood, Alyce Holding, Kym Stephenson

THE TEAM

Daniel Gschwind Chief Executive

ADMINISTRATION & FINANCE

Ciranti Saluwadana Administration & Finance Manager/EA to the CE

Hazel O'Sullivan Receptionist

BUSINESS DEVELOPMENT & POLICY

Kim Harrington General Manager Business Strategy

Amanda Rohan Senior Research & Policy Officer/RTO Executive Officer

Abbie Lingwood Business Development Project Officer

Holly Simpson Business Development Project Officer (to December 2011)

Joyce-Anne Pinel Indigenous Champions Project Officer

Vicki Jones Accreditation Manager (to June 2012)

Makeeta Conlon Indigenous Champions project Officer
(from October to December 2011)

Diana Hassett Mature Age Employment Program Manager
(to April 2012)

Yulunta Logan Trainee Administration Officer
(to June 2012)

MEMBERSHIP & EVENTS

Kym Stephenson Membership Manager

Alyce Holding Events Planner

Lucinda Wright Events Coordinator

SKILLS LINK

Robyn Keenan Skills Link Manager (to January 2012)

Emma Schofield Alves Skills Link Project Officer

Lee Perlitz Skills Link Manager (from March to June 2012)

GOLD PARTNER



Industry Policy & Advocacy



TOURISM'S VOICE IS HEARD

2011-12 was a momentous year for both QTIC and for the industry in Queensland and unlike the year before, it will not be remembered for any natural disasters and other external challenges. Instead, it will mark the year when tourism took an important step in Queensland towards being recognised as a core part of our economy and our community.

With the support of its members QTIC developed and launched the *Game Changing Priorities for the Future of Tourism* document in October 2011. Under key headings, the industry's recommended responses to the challenges confronting tourism were laid out. It was made clear that much needed to be done if the aspirational growth targets for both Australia and Queensland were to be achieved over the current decade. The document was a battle cry for the industry and a call on government and opposition to consider a change in the policy approach to tourism.

Not long after, at a QTIC industry event, Campbell Newman launched the LNP Tourism Policy in the lead-up to the state elections. QTIC was encouraged to see that many of the Priority recommendations were reflected in the LNP document. Importantly, and for the first time, tourism was identified as one of the four core pillars of the Queensland economy.

QTIC engaged with the newly elected government early to take immediate steps to make the promise a reality. The Tourism Cabinet Committee, a long-standing QTIC recommendation, was promptly set up by the Premier to bring together key Ministerial portfolios with an unambiguous tourism focus to ensure tourism is recognised in policy development for transport, infrastructure, planning, training, national parks, business regulation and more.

Meanwhile the new Tourism Minister, Hon Jann Stuckey, set about hosting a major industry forum in June to map out the critical actions for the growth of the industry. The Destination Q outcomes exceeded everyone's expectations and it proved to be an inspirational event. QTIC was able to sign a historic Partnership Agreement with the Queensland Government as part of the outcomes of the event. QTIC was identified as the lead industry organisation to work with government to implement a broad range of actions. As a result, QTIC will co-chair a small Destination Q Post-Forum Working Group which will coordinate and lead the action implementation.

Never has the tourism industry, or QTIC, been better positioned to make its voice heard and be engaged in shaping the future for our sector.

Meanwhile, QTIC's ongoing policy and advocacy work on behalf of the industry continued unabated throughout the year. A large number of submissions were made to ensure a tourism perspective was provided wherever tourism businesses were affected. Similarly, QTIC representation on behalf of our members on many committees gives tourism a presence where decisions are made. A summary of relevant submissions and a list of committees is provided on pages 5 and 9.

Photos from Top (left to right):
• Daniel Martin, Jack Sim, Tracie Steele
& Patrick McElligott • Mark Greaves

GOLD PARTNER

ERNST & YOUNG
Quality In Everything We Do



LIST OF POLICY SUBMISSIONS 2011-12

1. **June 2012 – Inquiry into Legal Barriers to Mature Age Participation in the Workforce**
Feedback to the Australian Law Reform Commission into reducing legal barriers to mature age participation in the workforce.
2. **May 2012 – Carbon Pricing Information Fact Sheet**
Developed a fact sheet for tourism industry businesses (small and micro) to better understand the Carbon Pricing on their business. Developed in partnership with Ernst & Young with QTS funding by Tourism Queensland.
3. **May 2012 – Federal Budget Summary 2012-13**
Overview of key Federal budget items affecting the tourism industry. Media release was issued by Daniel relating to the PMC increase and security charges at airports and impact on industry.
4. **May 2012 – ACCC – Survey Response Australian Consumer Law**
Feedback on industry specific guidelines being prepared by the ACCC replacing the previous state and territory based fair trading laws.
5. **April 2012 – State Election Campaign Commitment Summary**
Matrix mapping the QLD state election commitments with QTIC platforms.
6. **March 2012 – Discussion paper – Template Labour Agreement for the tourism and hospitality industry**
Feedback to the Labour and Skills Working Group on a template labour agreement for the recruitment of overseas workers in occupations for the tourism and hospitality industry.
7. **March 2012 – Modern Award Review - Hospitality Industry (General) Award 2010**
Application to Fair Work Australia to vary the Hospitality Industry (General) Award 2010, as part of the review of modern awards.
8. **March 2012 – Modern Award Review – Passenger Vehicle Transportation Award 2010**
Application to Fair Work Australia to vary the Passenger Vehicle Transportation Award 2010 as part of the review of modern awards.
9. **March 2012 – Fraser Coast – Shoreline Erosion Management Plan**
Feedback on the Shoreline Erosion Management Plan for the Fraser Coast tourism region.
10. **February 2012 – Fair Work Act Review 2012**
Submission to the Fair Work Review Panel to report on areas where the operation of the Fair Work legislation could be improved for the tourism and hospitality industry.
11. **January 2012 – Marine Mammal Legislative Review**
Feedback to DERM on the legislative options provided as part of marine mammal legislative review.
12. **January 2012 – Stradbroke Island Economic Transition Strategy**
Letter of support provided to Brisbane Marketing relating to the Stradbroke Island Economic Transition Strategy discussion paper.
13. **December 2011 – Whale Watching in Commonwealth Waters 2011**
Submission to the Australian Government on the review of management arrangements for Whalewatching in Commonwealth Waters.
14. **December 2011 – Tourism Action Plan 2012 – 2015**
Feedback to DEEDI to inform the development of the Tourism Action Plan 2012-2015.
15. **November 2011 – Cooroy to Curra Upgrade**
Letter to Federal and State governments regarding the withdrawal of \$100 million towards construction costs of the Bruce Highway (Cooroy to Curra) upgrade.
16. **October 2011 – Productivity Commission Business Regulation Benchmarking – Role of Local Government**
Report to the Productivity Commission to benchmark the extent to which particular approaches to the exercise of regulatory responsibilities by local governments affect costs incurred by business, both within and between jurisdictions.
17. **October 2011 – Council of Australian Governments - Future Regulatory Reform Agenda**
Feedback to the Business Regulation and Competition Working Group on reform priorities to inform the Future COAG regulatory reform agenda.
18. **October 2011 – National Cultural Policy Discussion Paper**
Submission to the Australian Government to inform the National Cultural Policy.
19. **October 2011 – Getting the Balance Right, a Proposal on Holidays in Queensland**
Feedback to the Queensland Government review into the spread and allocation of public holidays in Queensland.
20. **October 2011 – Bunk Beds Regulation Consultation**
Submission to Fair Trading Queensland regulating short-term accommodation premises to comply with mandatory safety standard for bunk beds, where the accommodation can be used by people under 16 years of age.
21. **September 2011 – Australian Building Codes Board– Class 2 and 3 Building Classifications**
Letter to ABCB relating to proposed amendments to Class 2 & 3 buildings classification and use.
22. **September 2011 – Queensland Regionalisation Strategy, Queensland Infrastructure Plan & Bruce Highway Upgrade Strategy**
Submission to Growth Management Queensland regarding the inclusion of tourism planning at a regional and state level as part of the growth management Queensland plans.
23. **September 2011 – Review of Permanent Employer Sponsored Visa Categories**
Submission to DIAC on permanent employer sponsored visa programs, including the Employer Nomination Scheme, the Regional Sponsored Migration Scheme (RSMS) and Labour Agreements.
24. **August 2011 – Skills and Training for a Career Draft Policy**
Submission to Generation One to inform the development of a draft policy for closing the gap to indigenous employment.
25. **August 2011– Issues paper to Inform Development of a National Food Plan**
Letter to the Australian Government to inform the development of a national food plan.
26. **July 2011 – Skills Queensland, Strategic Priorities Issues Paper**
Submission to Skills Queensland addressing critical skills and workforce development challenges in Queensland.
27. **July 2011 – Carbon Pricing Mechanism Summary**
Summary of the Australian Government Carbon Pricing and the potential impact and opportunities available for the tourism industry.
28. **June 2011 – State Budget Summary**
Summary of the Queensland State budget relating to the tourism industry.

Industry Policy & Advocacy

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 800 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, radio, trade publications and newspapers, QTIC has ensured that positive news stories are presented.



Indigenous tourism



LOUISE MARSHALL
Soyndi Rindwin Cultural Heritage Manager

AS recently as 10 years ago, the tourism industry was a fairly different place with far fewer Indigenous Australians looking for careers outside their communities, let alone in tourism.

Today it is widely accepted that as well as experiencing Australia's unique flora and fauna, the ancient history and traditions of Indigenous people also offer a lot of appeal.

Indigenous people and learn about their customs and culture. Today it is widely accepted that as well as experiencing Australia's unique flora and fauna, the ancient history and traditions of Indigenous people also offer a lot of appeal.



Operator a finalist in tourism awards



Forging new paths



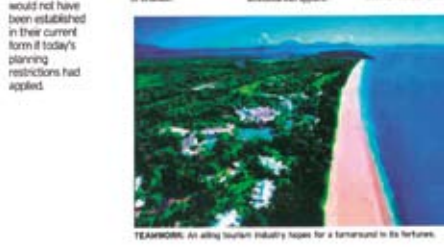
Tourism operators hope to (back)pack up their troubles

TOURISM operators are hoping to (back)pack up their troubles as the industry looks to the future. The industry is facing a number of challenges, including a decline in international arrivals and a shift in the composition of the visitor market. Operators are looking for ways to diversify their offerings and attract new types of visitors.



Government joins forces with tourist body to boost visitor numbers

THE GOVERNMENT has joined forces with the Queensland Tourism Industry Council (QTIC) to boost visitor numbers. The partnership aims to promote Queensland as a premier tourist destination and attract more international and domestic visitors. The government will provide funding and support for marketing campaigns and other initiatives.



SILVER PARTNER





BOARDS, COUNCILS AND COMMITTEES

Achieving positive outcomes for tourism businesses also means QTIC must be engaged with government and other stakeholders in all forums where issues are debated and recommendations and decisions are made.

QTIC's representation on relevant boards, councils and committees is vital to ensure a consistent and proactive industry perspective is presented at a strategic as well as operational level.

It is partly through this work that QTIC has been able to position the industry right in the centre of the Queensland Government's new policy focus.

LIST OF COMMITTEES

Approved Destination Status (ADS – China) Advisory Panel

Alliance for Sustainable Tourism – Cairns

Australian Technical College Brisbane North Advisory Committee

Australian Tourism Awards – Owners Group

Australian Tourism Awards – Coordinators Working Group

Bond University – Regional Advisory Board

Caterers Gold Licence Accreditation Board

Chamber Commerce and Industry Queensland – Workplace Skills and Productivity Policy Committee

Department of Immigration and Citizenship (DIAC) – Client Reference Group

Destination Q – Post-Forum Working Group

Economic Recovery Advisory Committee

National Tourism Alliance (NTA) – Executive Committee

Great Barrier Reef Marine Park Authority (GBRMPA)

Great Barrier Reef Marine Park Authority – Tourism Reef and Recreation Advisory Committee

Growing Tourism Investment Program – Grant Assessment Committee

Industry Skills Bodies Forum

Land Valuation Reform Reference Group

Minor Tourism Infrastructure Grants Industry Consultative Committee

National Long Term Tourism Strategy: Labour and Skills Working Group

Public Transport Advisory Committee

Queensland Parks and Wildlife Service Northern Forum

Queensland Skills and Training Taskforce

Queensland Tourism Strategy Implementation working group

Queensland Visitor Centre Accreditation Panel

Queensland Visitor Safety Working Group

Queensland Small Business Advisory Council

Queensland Tropical Cyclone Consultative Committee

Reef and Rainforest Research Centre

Regional Landscape and Open Space Advisory Committee

Regulatory Assessment Statement (RAS) – Steering Group

Sarina Russo Schools Australia Industry Advisory Committee

State Environment Ministers' State Wide Tourism Forum

Tourism Australia's Tourism Forecasting Committee

Tourism Climate Change Action Group (Great Barrier Reef)

Tourism Queensland's Food and Wine Tourism Working Group

Worldskills Australia Brisbane Region Committee

“The Post-Forum Working Group is a top level industry and government led body that will ensure those pledges are carried forward. This Post Forum Working Group will help us to build stronger partnerships, as we re-position Queensland as Australia's number one tourist destination.”

Hon Jann Stuckey,
Minister for Tourism, Major Events,
Small Business and the
Commonwealth Games.



Photos from Top (left to right):
• QTIC Staff • Mike O'Connor, Sharyn Ulcoq & Julie McDonald

SILVER PARTNER



HAMILTON ISLAND
GREAT BARRIER REEF AUSTRALIA

Coordination



Photos from Top (left to right):

• Jan Sommer, Kim Harrington, Therese Phillips & Cathie McBean • Wayne Clift • Stephen Gregg, Elizabeth Roberts & Daniel Gschwind • Geoff Donaghy

NETWORK PARTNERS

State and local government elections added to the agenda for tourism this year. Engagement with government through the QTIC Associations Council and Regional Tourism Organisation Committee provided the unified voice required to highlight the needs of the industry in all relevant policy and advocacy forums. QTIC continues to provide the secretariat function to support these formal networks to develop strategies and respond to industry challenges and opportunities.

All of Queensland's 13 Regional Tourism Organisations (RTOs) are members of QTIC, as are 17 Industry Sector Associations representing in excess of 3,500 regional members, operating in all sectors of the tourism industry.

QTIC'S ASSOCIATIONS COUNCIL

QTIC's Associations Council consists of highly diverse industry sector bodies who meet to address and action state-wide (and national) tourism and hospitality issues of significance.

Chaired by Laura Younger (General Manager of the Australian Timeshare and Holiday Ownership Council), QTIC's Associations Council met quarterly throughout the year and ran a strategy day aimed at bringing together the interests of the diverse industry sectors to inform the QTIC document, *Game Changing Priorities for the Future of Tourism in Queensland*. In addition to this, the Associations Council members provided consultation and input into all key policy and advocacy issues of local, state and national significance (please refer to the full list of submissions on page 5).

QTIC's Association Council is only able to fulfil its role as an industry-wide representative body due to the strong support and cooperation received from its key sector association members.

Members of the Associations Council:

Accommodation Association of Australia
Adventure Queensland (formerly Backpacking Queensland)
Association of Marine Park Tourism Operators
Australian Federation of Travel Agents
Australian Residential Accommodation Managers Association
Australian Timeshare & Holiday Ownership Council Ltd
Caravan Parks Association of Queensland
Caravan Trade & Industries Association of Qld
Clubs Queensland
Far North Queensland Tour Operators Association
Queensland Bus Industry Council Inc.
Queensland Hotels Association
Queensland Information Centres Association
Queensland Wine Industry Association
Surf Life Saving Queensland
Taxi Council of Queensland
Whitsunday Charters Boat Industry Association

SILVER PARTNER

 **NORTON ROSE**

Coordination

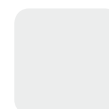


REGIONAL TOURISM ORGANISATIONS

Queensland's 13 Regional Tourism Organisations (RTOs) come together to collaborate on a range of strategic issues affecting tourism in Queensland, through the RTO Committee. The RTO Committee works together to provide a coordinated approach to deliver a sharper focus to government and its agencies for the tourism industry in Queensland. Chaired by Mary Carroll CEO, Capricorn Enterprise (Martin Winter CEO, Gold Coast Tourism 2011-12), the RTO Committee brings together the whole of state and regional interest that informed the QTIC document, *Game Changing Priorities for the Future of Tourism in Queensland*, in the lead up to the state election. A key success of the *Game Changing Priorities* for the RTOs was the securing of additional grant funding, the first such increase for the RTOs in years.

The RTO Committee will continue to play a pivotal role in delivering actions under the DestinationQ agreement. This group provides an efficient and effective network to address supply and demand side tourism priorities at a local, regional and state level.

Queensland's tourism regions are divided into thirteen regions, each represented by an RTO responsible for the development and marketing of the region as a tourism destination.



Brisbane	Brisbane Marketing*
Bundaberg	Bundaberg North Burnett Tourism
Capricorn	Capricorn Tourism and Economic Development Organisation Ltd*
Fraser Coast	Tourism Fraser Coast
Gladstone	Gladstone Area Promotion and Development Limited*
Gold Coast	Gold Coast Tourism
Mackay	Mackay Tourism Limited
Outback	Outback Queensland Tourism Association Inc
Sunshine Coast	Sunshine Coast Destination Limited
Toowoomba	Southern Queensland Country Tourism
Townsville	Townsville Enterprises Limited*
Tropical North Queensland	Tourism Tropical North Queensland
Whitsundays	Tourism Whitsundays

*Denotes RTOs that are responsible for both the development and marketing of the region as a tourism destination

BED & BREAKFAST AND FARMSTAY COMMITTEE

A sub-committee under the QTIC Board, the Bed and Breakfast and Farmstay Committee meet 6 times a year to provide support and advice on sector specific issues. The committee is responsible for enhancing representation within this sector and identifying opportunities for the growth of the Bed and Breakfast and Farmstay sector.

Mary D'Arcy Owner, Fern Cottage (Chairperson)

Grace Cross Owner, Naracoopa Bed and Breakfast

Thomas Jones Owner, Staple House Bed and Breakfast

Anne Menken Owner, Cream Gables Bed and Breakfast

Victoria Menkins Owner, Moorlands Farmstay

Sharon Lagan Owner, Alexander Lakeside Bed and Breakfast

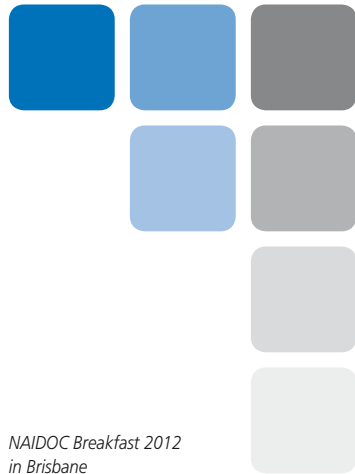
Photos from Top (left to right):

- Bill Hauritz and John O'Sullivan
- Heather Epstein & Hannah Todman
- Kerry Watson & Leanne Coddington
- Hon Jann Stuckey MP & Dean Miller

SILVER PARTNER



Sustainable Businesses



NAIDOC Breakfast 2012
in Brisbane

INDIGENOUS EMPLOYMENT CHAMPIONS NETWORK

Funded by the Department of Employment, Economic Development and Innovation (DEEDI), the Tourism Indigenous Employment Champions Network is in its third year. This QTIC initiative aims to increase Indigenous employment in the tourism and hospitality industry with the support of its 15 'Employer Champions' (a network of tourism industry volunteers) and tourism operators throughout Queensland. Through this network, QTIC has been successful in the development of resources that highlight the benefits, provide case studies, government funding and support, working towards Bridging the Gap for Indigenous employment in tourism and hospitality.

These resources can be found on the QTIC website:

- Employers Guide to Indigenous Employment June 2012.
- Indigenous Employer & Employee Case Studies.
- Directory of Queensland Indigenous Services and Programs June 2012.
- Indigenous Employment Network's Acknowledgment to Country.
- DVD *Sharing the Stories*.

QTIC continues to inform Indigenous students in grades 10 to 12 of the opportunities in tourism at various government and community events. The FOGS Indigenous Employment & Careers Expos in 2011-2012 attracted over 1,200 students at each event and PASS Australia's 'Battle of the Industries' Life Skills Day recorded 120 students.

During the 2009-2012 financial years, QTIC was notified of over 120 new Indigenous jobs in the tourism sector through the Tourism Indigenous Champions Network.

QTIC participated in the development of the *Darwin Declaration on Indigenous Tourism* establishing principles for the development of Indigenous tourism and its incorporation into mainstream tourism activities which will be reviewed and endorsed by Indigenous tourism leaders from around the region.



Pacific Asia Indigenous Tourism Conference 2012

SILVER PARTNER



Sustainable Businesses



QUEENSLAND TOURISM ACCREDITATION PROGRAM

The Queensland Tourism Accreditation Program (QTAP) is a two-year project (2011-2013) funded by the Queensland Government to raise awareness of accreditation and facilitate the uptake of T-QUAL Accreditation by tourism businesses.

T-QUAL Accreditation is the Australian Government's quality benchmark for the tourism industry. It is a federal framework that assesses and supports quality assurance schemes, and endorses their members with its national symbol of quality, the T-QUAL Tick. Since its launch in April 2011 and the more recent marketing campaign launch in December 2011, more than 3800 Queensland businesses have become T-QUAL Accredited with one of 10 quality assurance programs.

In order to raise awareness of accreditation and T-QUAL, QTIC's Accreditation Manager has provided more than 30 presentations, including 15 direct, to more than 550 operators and 16 updates to RTO and LTO teams and industry associations.

QTIC-Y MENTORING

The QTIC-Y Network has continued to assist Generation Y members in the industry through participation in a mentoring program. The second annual program ran from February 2012 to the end of July and included 13 generation Y tourism employees from throughout the state, matched with suitable senior industry mentors.

The objectives of the mentoring program are:

- To facilitate a professional forum for the sharing of information and experience between senior and newer members of the industry, with the aim of increasing awareness, education and industry connections.
- To create, support and foster an environment that offers the opportunity for professional development and career advancement gained through the experience of others.
- To encourage the retention of young professionals in our industry.

The program was again very well received and supported by both participants and industry mentors.

The State Committee provided the following feedback in regard to the Program for 2012/13:

- Profile the mentors on the website.
- Revise the mentee workbook.
- Bring more rigour into the application process to give greater prestige to the program.
- Introduce a component of work shadowing as part of the program.

“Pro Dive Cairns are proud to be able to display the T-Qual Tick alongside our Advanced Ecotourism Certification as we strongly believe it provides our clientele with the quality assurance and added confidence in knowing that they are choosing to learn to dive, continue their dive education or go on one of our liveaboard dive trips to the Great Barrier Reef with a professional and reputable company that's committed to professionalism, quality and sustainable practices.”

Rod Punshon,
General Manager, Pro Dive Cairns



Pro Dive Cairns Team

SILVER PARTNER



Sustainable Businesses



“I have completed the QBB business survey – what a fantastic process! Absolutely brilliant, found myself thinking about every aspect of the business. Ideas for improvement jumped into my brain!”

Jack Sim, Owner, Ghost Tours

“The Stride experience is a positive tool and resource that all businesses/managers/owners should experience. This opportunity shows us as an industry that we have support, we just need to ask and take advantage of it.”

Joanne Wilkie, Owner, Aquarius Backpackers

QTIC BUSINESS BAROMETER (QBB) AND MINDSET

The QTIC Business Barometer (QBB) assists tourism businesses by providing a holistic business evaluation report. As of 12 June 2012, 138 tourism businesses had completed the QTIC Business Barometer health check and 114 completed the Mindset Barometer. QTIC will focus on the follow-up of all registered businesses to repeat the questionnaire as core activity in 2012-13.

The QBB has identified key development areas for ongoing support including business planning, marketing practices, business performance, customer management, opportunities for sustainability and business finance.

We encourage all operators to use this free resource for two key reasons:

- 1 It provides individual businesses with a customised report to be used immediately.
- 2 It provides QTIC with a real-time understanding of business needs which is used to argue a business case for funding support – such as the \$500,000 provided by the Queensland Government for the Take it all in my Stride program.

STRIDE PROGRAM

QTIC delivered the Take it all in my Stride program as a direct response to QBB data and industry feedback during the 2011 Crisis. A total of 241 operators attended 64 workshops and over 900 units of competency were completed.

QTIC has spent a great deal of time working with business operators and training subcontractors to deliver a business development outcome utilizing a training framework. It has at times been an extremely challenging program, however, the benefits for industry, and the potential model for future 'training' contracts are significant. Listed below are some of the tangible business outcomes that have been realised as a result of the Stride Program:

- Identification of new product/buyers.
- Public relations strategy.
- Website reviews/developments.
- Staff development/management strategies.
- New sales strategy.
- Staff recruitment strategy.
- Communications strategy.
- Indigenous product development.
- Concept of 'employer of choice'.
- Commercial negotiation support of land purchase.
- Immigration issues for seasonal workers (referred to QTIC for follow up).
- Review of regional partnerships and supply chain opportunities.

The bulk of the delivery costs were covered by funding secured from Department of Education and Training with smaller contributions received from Department Employment Economic Development and Innovation (DEEDI) and Enterprise Connect.

SILVER PARTNER



Sustainable Businesses

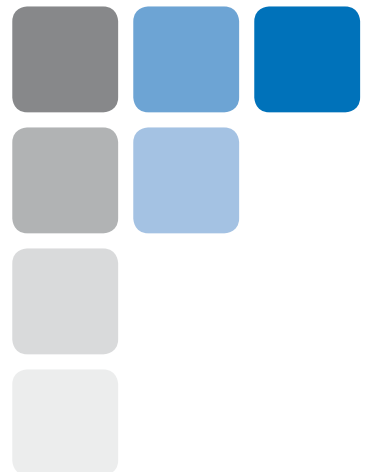


COACHING SUPPORT

Twenty completed individual sessions were supported with government funding this year. Additionally, QTIC directed businesses to the QTIC Take it all in my Stride Program and supported a further 77 business owners in 13 regions with coaching support.

One-on-one coaching is still regarded as the best form of support for our industry. Criteria were developed to prioritise businesses that had suffered flood damage, were at risk of business closure, at risk of loss of staff, and businesses that experienced significant loss of sales. It was also offered to businesses who had undertaken the QBB health checks and who were identified through their evaluation reports as either needing significant business development support, or strong businesses with the potential for growth.

The QTIC coaching team worked in partnership with TQ Regional Directors, DEEDI staff from the regions and RTOs to promote the support available. The service was promoted extensively throughout the year through newsletters and industry events.



“The 'Take it all in my Stride Program' was providential! The displacement and devastation of two floods in Rockhampton in the summer of 2010/11 left my business efforts shattered. The action of QTIC to deliver a practical and targeted program to regional Queensland businesses was nothing short of brilliant and I am in considerable gratitude to their support and the caring team of the Stride Program.”

Paul Ryan, Director, Museum of Rockhampton

Photos from Top (left to right):

• Angela Esdaile & Kim Rosenthal
• John Atkin & Greg Holmes • Robbie & Peter Giesemann • Tourism Minister's Breakfast 2012

SILVER PARTNER



Sustainable Businesses

This is a very important event for our industry and without the support of our sponsors, it would not be possible, so our appreciation and thanks goes out to following organisations:

Avis

Brisbane Convention & Exhibition Centre

Cornerstone Press

Ernst & Young

HOSTPLUS

One Step Further

Qantas

Queensland Airports Limited

Queensland Rail Travel

RACQ

Royal on the Park

Southbank Institute of Technology

The University of Queensland

– School of Tourism

Tourism Queensland

TPD Media

Skytrans

Village Roadshow Themeparks



Photos from Top (left to right):

- Guests enjoying the night QTA 2011
- Sofie Formica and Dean Miller

QUEENSLAND TOURISM AWARDS 2011 PROUDLY PRESENTED BY QUEENSLAND AIRPORTS LIMITED

For over 25 years the Queensland Tourism Awards Gala Ceremony has been a platform for showcasing and celebrating our most outstanding tourism operators. In 2011, with the support of our major sponsor, Queensland Airports Limited and our Awards Partner, Tourism Queensland, QTIC successfully co-ordinated this prestigious event for the second year running.

Held on Friday 4 November at the Brisbane Convention and Exhibition Centre, the event attracted almost 800 guests, including tourism operators, the Premier of Queensland, Federal and State Ministers and senior industry representatives.

Businesses and individuals were recognised on the night for their outstanding achievements, including two products that were inducted into the Hall of Fame – the Gold Coast Airport Marathon and azure studio retreat.

Congratulations to Terri Irwin from Australia Zoo who was the deserving recipient of the coveted Marie Watson-Blake Award for Outstanding Contribution by an Individual.

2011 WINNERS

Major Tourist Attractions

Sea World

Tourist Attractions

The Workshops Rail Museum

Major Festivals and Events

2010 Gold Coast Airport Marathon

Festivals and Events

Blues on Broadbeach Music Festival

The Steve Irwin Award for Ecotourism

Paronella Park

Heritage and Cultural Tourism

The Workshops Rail Museum

Indigenous Tourism

Mungalla Aboriginal Tours

Specialised Tourism Services

Villa Botanica

Visitor Information and Services

Ipswich Visitor Information Centre

Meetings and Business Tourism

Sofitel Gold Coast Broadbeach

Major Tour and/or Transport Operators

Fantasea Adventure Cruising

Tour and/or Transport Operators

Fun Over Fifty

Adventure Tourism

Equathon

The Richard Power Award for Tourism Marketing

Tourism Whitsundays – Queensland Tourism Digital Web Project

Tourism Education and Training

Australian Tourism Data Warehouse – The Tourism e-kit

Tourism Restaurants and Catering Services

Capers at the Beach Bar/Grill

Tourism Wineries, Distilleries and Boutique Breweries

Ocean View Estates Winery & Restaurant

Tourist and Caravan Parks

BIG4 Adventure Whitsunday Resort

Backpacker Accommodation

Brisbane City YHA

Hosted Accommodation

Narrows Escape Rainforest Retreat

Unique Accommodation

Rose Gums Wilderness Retreat

Standard Accommodation

Maroochy River Resort & Bungalows

Deluxe Accommodation

azure studio retreat

Luxury Accommodation

Spicers Peak Lodge

New Tourism Development

Spicers Balfour Hotel

Qantas Award for Excellence in Sustainable Tourism

Daintree Discovery Centre

Outstanding Contribution by a Volunteer or Volunteer Group

Moreton Bay Regional Council Volunteer Group

The Marie Watson-Blake Award for Outstanding Contribution by an Individual

Terri Irwin

SILVER PARTNER



Sustainable Businesses



2011 Queensland Tourism Awards Judging Panel

QUEENSLAND TOURISM AWARDS JUDGING

Winning a Queensland Tourism Award is no easy feat. Each entrant is required to go through a two-step process to enter the Awards. The first being a site visit by a judge and the second, completing a written submission addressing a series of questions that measure and assess business excellence. The Awards are open to tourism businesses, industry suppliers and outstanding individuals in Queensland.

In 2011, the panel of 18 judges assessed 178 entries, as far north as the Torres Strait. Judges are selected for their knowledge and extensive experience in both business and tourism and work hard to ensure they have selected the best tourism products. We would like to thank all judges for their commitment to the Awards, with particular mention to Bob Hagley for his three year service as Chairman of the judging panel.

Over the years, there have been many success stories from members, who have benefitted from entering the Awards and have grown their business.

“ Friday's awards dinner was one of the best, if not the best, I felt I have attended. It was made good by the great entertainment and relaxed style of the presenters. Great work by the team. ”

Shane O'Reilly, Managing Director,
O'Reilly's Rainforest Retreat

“ I wish someone had told me years ago that The Queensland Tourism Awards are the single most cost effective way for a tourism operator to improve their business. The value of the results far outweighs the value of time or dollars invested in the process. It is not about competing with others in the industry - it is about publicly committing yourself to ask the hard questions around your business. The answers, when considered thoroughly, highlight both folly and opportunity. The answers to these questions are the precious gems we now seek each year. The trophy is the icing on the cake. And a very tasty treat it is. An explosion of opportunity and growth well worth striving for. ”



Kim Morgan, Managing Director,
Maroochy River Resort & Bungalows

SILVER PARTNER



Sustainable Businesses



QUEENSLAND TOURISM AWARDS 2011

“Congratulations on the event! Perhaps a big ask of the organisation, but QTIC came through with flying colours. You are to be commended for the overall staging of the Queensland Tourism Awards presentation.”

Peter Doggett, Director, In2Tourism



Photos from Top (left to right):

- Former Premier Anna Bligh
- Students from Griffith Conservatorium
- Centre Piece QTA 2011

SILVER PARTNER



Photos from Top (left to right):

- Fantasea accepts their award • QTIC Staff • Terri Irwin • Room Shot QTA 2011

Sustainable Businesses



TOURISM INDUSTRY RECOVERY OFFICERS (TIRO'S) – SOUTH EAST QUEENSLAND REGION

QTIC was pleased to lobby for and secure support for disaster recovery efforts from the Queensland Government in the form of two part-time industry-known individuals who took on the role of TIRO for South East Queensland from April through to September 2011.

QTIC TIROs, Anita Adams and Wayne Clift, covered a vast area, working with Regional Tourism Organisations. Wayne provided support in Greater Brisbane, Gold Coast and the Sunshine Coast and Anita covered the Toowoomba and Darling Downs regions.

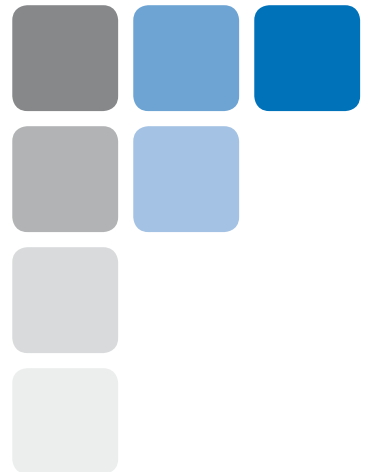
The TIROs met with businesses and spoke at networking functions to promote and importantly, to help decipher the most relevant services that became available to industry.

Through the program at least 112 tourism operators received some support.

Additionally 300 referrals were made to tourism related services.

Of fundamental importance was the emotional support offered by the TIRO. The TIRO was that person who was willing to listen – face-to-face, or over the phone. Support was about building trust where a personal and sensitive approach was much needed.

QTIC commends the Queensland government for supporting the TIRO roles in South East Queensland, Tropical North Queensland, North Queensland and Central Queensland.



Photos from Top (left to right):

- Darren Barton, Fabienne Wintle & Michael Sommer
- Stephen Gregg, Jan Stuckey, Campbell Newman & Daniel Gschwind
- Kayleen Allen, Andrew Steel & Kelli Vettoretto

SILVER PARTNER



Workforce Capacity Building



Martha, Phillip and Garna completed the WET Tropics Guiding Program photo supplied by Connect Training Group Pty Ltd

WORKFORCE DEVELOPMENT – QTIC INITIATIVES

In the wake of the difficult times Queensland has endured over the previous 12 months, a variety of business and training needs were identified within the small to medium tourism sector. In order to address these needs QTIC, in partnership with industry experts, developed a series of training and development programs. These were designed to boost organisational confidence, re-invigorate the operations of these tourism businesses and drive the Queensland tourism industry forward.

The programs offered included full qualification programs as well as skill sets as defined by industry needs as follows;

- Culinary Career Start – designed to pave the way for entrants into the hospitality industry by way of pre-apprenticeship training, this initiative was aimed at Certificate I and II in Hospitality (Kitchen Operations) – encouraging school leavers to join the hospitality industry.
- Wet Tropics – a requirement was identified to have fully trained environmental specialist guides for world heritage regions. The program was offered in the Wet Tropic Heritage Area between Townsville and Cooktown.
- Mature Aged Program – The aim of this initiative is to identify reasons why mature aged workers are not applying for positions in large hotels. The outcome of the project is to increase employment within this age group in large hospitality operations in the Brisbane, Sunshine Coast and Gold Coast regions.
- Sustainability in Business – With sustainability being more widely adopted by businesses today, a need was identified to guide tourism operators through the process of including sustainability as part of their core business activities. A skill set, including three sustainability units of competencies was developed and offered to tourism operators Queensland wide.



Oz Tours Safaris

Steve Grainger

Steve Grainger began with Oz Tours just last year as a long haul safari guide based on his lifelong passion for the bush and the animals within. Steve was a former policeman and Oz Tours took this opportunity of PPP funding to provide Steve with the skill set to increase his knowledge and fine tune a newly formed craft.

This was an extremely successful journey for Steve and his work and practical assessment was a testament to his focus and commitment towards being a first class guide.

SILVER PARTNER



Workforce Capacity Building



INITIATIVES TO IMPROVE TRAINING QUALITY

While it is important to ensure that training candidates receive the best possible education and opportunities to up-skill, it is equally important to ensure that those providing the training be given the opportunity to keep their skills current and up-to-date.

In addition to the initiatives designed to assist existing and potential tourism employees and operators, QTIC is undertaking a number of projects with tourism and hospitality trainers in mind:

Professional Development Strategy

Professional development for trainers in Vocational Education and Training (VET) remains an ongoing challenge. While it is a requirement under Australian Quality Training Framework (AQTF) and Australian Skills Quality Authority (ASQA) standards and conditions, many Registered Training Organisations (RTOs) and trainers find it difficult to fit professional development in to their day to day operations.

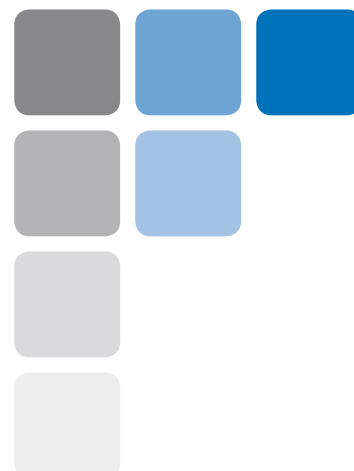
To this end, and in line with *Tourism and Hospitality; Workforce Development Plan – August 2011*, Skills Link is developing a professional development strategy for trainers and RTO's as follows:

1. Implement a state-wide program for professional development.
2. Develop a road show program.
3. Provide online / computer based options for professional development.
4. Grow Trainer's Conference to appeal to trainers and other participants statewide.

These strategies will involve the cooperation of a number of organisations along the Queensland Coast. It is envisaged that Professional Development Committees be set up in Cairns, Townsville, Mackay (or Airlie Beach), Rockhampton, Wide Bay, Sunshine Coast (Nambour), Brisbane and the Gold Coast. Work is currently underway to establish these committees.

Recognition of Prior Learning (RPL)

Acknowledging the existing skills of a person with tourism and hospitality experience though a formal recognition and qualification process is a step towards developing a strong workforce in Queensland. QTIC Skills Link is working closely with Skilling Solutions and the Queensland VET Development Centre to streamline and promote the opportunities that RPL affords.



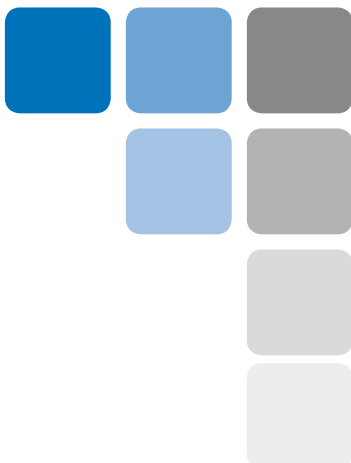
Photos from Top (left to right):

- MIZU Japanese Restaurant – Chef Chaki - Salmon Filleting Demonstration for Sashimi
- Mayfield Chocolates – Peter Ingall, Chocolate making workshop
- QTIC CEO at The Trainers Conference
- Key note speaker – Rod Camm, Skills Queensland

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Workforce Capacity Building



INITIATIVES TO IMPROVE TRAINING QUALITY

Trainers Conference

QTIC Skills Link continues to offer trainers in vocational education the opportunity to further their professional development with this event. Running over two days the event allows trainers to attend seminars on subjects relating to their own specific fields and to take part in industry tours to get hands on experience. Day one offers trainers a range of workshops to choose from in categories such as Tourism, Accommodation and Food Services as well as Cookery. Industry operators and specialists donate their time to present information on their fields and to talk about emerging technologies and trends. On day two trainers take part in study tours designed to show first hand how tourism and hospitality operations are run. Study tours can involve anything from looking behind the scenes at large restaurants to taking a cruise on the Brisbane River.

SALUTE TO EXCELLENCE

Now entering its 21st year, Salute to Excellence provides an excellent avenue to encourage young school leavers to enter the tourism and hospitality industry. With a growth in jobs predicted in tourism over the coming years, the youth of Australia represent the future of the industry.

Once again, all Queensland State and non-state secondary schools were invited to nominate their high achieving Year 11 and 12 students for the awards. Winners were then selected by judges from the hospitality and tourism industry.

In 2011 the Salute to Excellence winners were:

Tourism:

Ashley Stranger – Deception Bay State High School

Cookery:

John Speranza – Stanthorpe State High School

Food and Beverage:

Mac Walheim – AB Paterson College and Robert Hodge – Marist College Ashgrove

Photos from Top (left to right):

- Witches Falls Winery – Carmen Anchor – Aroma and Flavour Appreciation
- Ashley Stranger, John Speranza, Mac Walheim & Robert Hodge

SILVER PARTNER





EVENTS, EVENTS, EVENTS

QTIC's events play a vital role in keeping its members and industry stakeholders up-to-date on key issues and trends within tourism. It hosts a variety of events throughout the year including awards presentations, industry luncheons and breakfasts, regional forums and workshops, boardroom luncheons and member networking events.

Major events held in 2011-12 include:

QTIC Member Forum

QTIC sought feedback from members and stakeholders for its vision document released prior to the state election.

Queensland's Young Entrepreneurs Luncheon

Guests were inspired by three young and successful Queensland entrepreneurs and heard about their challenges and triumphs.

Campbell Newman Talks Tourism

Campbell Newman launches *The CANDO LNP Tourism Strategy* prior to the state election.

Pre-Awards Forum

QTIC launches its *Game Changing Priorities for the Future of Tourism in Queensland* document to industry.

Queensland Tourism Awards

A celebration of the industry's achievements at a gala presentation evening with over 800 guests.

A New Year with New Beginnings

Members were invited to celebrate the new year as we looked towards a positive future for the industry.

Event-tatious

Through a panel of experts, we explored the integral role events play in the tourism industry.

New Tourism Minister Breakfast

When welcoming our new Minister, the Hon Jann Stuckey MP, at a breakfast in May this year, more than 250 guests turned out to hear about her plans for the industry.

“Without doubt this was one of the most enlightening and enjoyable QTIC luncheons that I have attended during my 14 plus years membership, and this includes politicians and industry leaders. I very nearly did not register for this event as I thought these young entrepreneurs are not going to tell the audience anything that we have not heard before - how wrong was I! Their enthusiasm, honesty and frankness was infectious. To hear three young talented and very successful entrepreneurs was a delight and quite inspirational. These young leaders have seen opportunities and grabbed them with both hands unlike people of my vintage who have to dot every "i" twice and cross every "f" three times before we would embark on such a journey. It is the opportunity to attend quality events such as today that makes being a member of QTIC so valuable.”

John Atkin, The Falls Rainforest Spa Cottages

“Congratulations to you and your team for co-ordinating the Event-tatious luncheon this week, it was a very interesting and informative lunch.”

Jeff Bell, Director, Resort 2



Photos from Top (left to right):

- Premier Campbell Newman
- Jan, Joanna, Raquel & Toni – Fun Over Fifty
- Tourism Minister's Breakfast 2012

Connections



Photos from Top (left to right):

- Tourism Minister Jan Stuckey
- Panellists Event-tatious Luncheon
- Steve Craig-Smith, UQ
- Panellists Qld Young Entrepreneurs



EVENTS, EVENTS, EVENTS



At our members networking function in early 2012, former QTIC Chairman, Gary Smith was awarded QTIC's Life Membership for Individuals.

Life Membership is the highest honour that QTIC can bestow. It is recognition of exceptional and dedicated service to the industry, as well as recognition of significant personal achievement.

The only other recipient of this award is John Atkin from The Falls.

“ I think that Wednesday's lunch at Suncorp was the best one I've been to. The quality/calibre of the speakers, the facilitator's questions and the format were terrific. Congratulations. ”

Brian Clinton, GM Marketing, Queensland Rail



In March 2012 the QTIC 'girls' participated in the RACQ International Women's Day Fun Run and successfully raised over \$2,400 for Multiple Sclerosis Queensland.

Meanwhile, QTIC Chief Executive, Daniel Gschwind braved the winter cold sleeping outdoors in support of the annual CEO Sleepout for St Vincent de Paul's. Daniel raised over \$5,000 to drum up funds to help Vinnies continue to do the job they do so well and raise awareness for Australia's homeless.

This would not have been possible without our members support. A big thank you to everyone who made a donation, especially the team at **Fun Over Fifty!**

Members List



707 Pty Ltd	Bali on Bribie	Cairns Coconut Holiday Resort	Dunk Island
A.B. Paterson College	bbs Communications Group	Cairns Convention Centre	Eastwood Farm
Abbey Museum of Art and Archaeology	Beach and Bush Tours	Cairns Harbour Lights	EC3 Global
Academy Hospitality Australia	Beccles on Margaret Bed & Breakfast	Calypso Reef Charters	EIM Training
Accommodation Association of Australia	Beetswalkin Consulting	Campervan & Motorhome Club of Australia	Element on Cooloom Beach
Accor Hospitality	Bendles Cottages and Country Villas	Capricorn Caves	Elissa Keenan
Adrenalin Dive	Bethany Cottages	Capricorn Enterprise	Emporium Hotel
Adventure North Australia Pty Ltd	Big 4 Adventure Whitsunday Resort	Caravan Parks Association of Queensland	Equathon
Adventure Queensland	Big Cat Green Island Reef Cruises	Caravan Trade & Industries Association of Qld Ltd	Ernst & Young
Air Whitsunday Seaplanes	BIG4 Atherton Woodland Tourist Park	Career Training Institute of Australia	Eumarella Shores Noosa Lake Retreat
Airlie Beach Hotel	Black & White Cabs	Castaways Resort & Spa	Eumundi Markets
Airlie Beach YHA	Bli Bli House Luxury Bed & Breakfast	Catalina Cruises Noosa	Events Queensland
Alexander Lakeside Bed and Breakfast	Blueprint Career Development	Cedar Glen Farmstay	Executive Retreats
All Seasons Mount Isa	Bond University	Chapel Woods Bed & Breakfast	Extra-Mile Tourism & Leisure Management
Amamoor Homestead	Braeside Bed & Breakfast	Charter Yachts Australia	Family Parks Ltd
Amamoor Lodge	BreakFree Acapulco	Classic Holidays	Far North Queensland Tour Operator Association
Anita Clark Tourism Services	BreakFree Alexandra Beach	Clouds on Beechmont	Fern Cottage
Aquarius Backpackers	BreakFree Aloha	Clovely Estate Wines	Flight Centre Ltd
ARAMA Queensland Inc.	BreakFree Beachpoint	Club Training Australia	Floating Images Hot Air Balloon Flights
Araucaria Ecotours	BreakFree Cosmopolitan	Clubs Queensland	Focal Holdings Pty Ltd
Aries Tours Pty Ltd	BreakFree Diamond Beach	College Australia	Focus on Research
Arrow Training Services	BreakFree French Quarter	Conrad Travel	Food Trail Tours
Ashbourne House Bed & Breakfast	BreakFree Grand Pacific	Coomera College of Business and Industry Training	Franklyn Scholar
Ashmore Palms Holiday Village	BreakFree Great Sandy Straits	Coral Sea Charter Company Pty Ltd	Fraser Coast Regional Council
Association of Marine Park Tourism Operators	BreakFree Imperial Surf	Cornzal Pty Ltd	Fraser Explorer Tours
at Hotel Group	BreakFree Longbeach	Cream Gables Bed & Breakfast	Fun Over Fifty Pty Ltd
Auckland Hill Bed & Breakfast	BreakFree Moroccan	Cross Country Tours	Gab Titui Cultural Centre
Aurora Training Institute	BreakFree Neptune	Crown Towers Resort	Ghost Tours
Auspitality Homestay	BreakFree Noosa International	Cruise Whitsundays	GKI Resort Pty Ltd (Tower Holdings)
Australia Zoo	BreakFree Royal Harbour	Cudgerie Homestead Bed & Breakfast	Gladstone Area Promotion and Development Limited
Australian Academy	Brisbane Airport Corporation	Curumbin Wildlife Sanctuary	Glass on Glasshouse
Australian Council for Private Education and Training	Brisbane City YHA	Daintree Discovery Centre	Global Blue Australia
Australian Cruise Group	Brisbane Convention & Exhibition Centre	Dalrymple Tourist Van Park	Go Ride A Wave
Australian Federation of Travel Agents	Brisbane Holiday Village	Daniels Associates	Gold Coast Airport Pty Limited
Australian International Business Institute	Brisbane Marketing	David Osborne	Gold Coast City Council
Australian Outback Spectacular	Brisbane Milton Bed & Breakfast	Dayboro Cottages and Llama Walks	Gold Coast Convention and Exhibition Centre
Australian Stockman's Hall of Fame	Brisbane North Institute of TAFE	Deloitte	Gold Coast Institute of TAFE
Australian Timeshare and Ownership Holiday Council	Broadbeach Alliance	Department of National Parks, Recreation, Sport and Racing	Gold Coast Mini Coaches
Australian-Italian Festival Assn Inc	Brockhurst Cabins Farmstay - Retreat	Deshons Retreat	Gold Coast Tourism
Avalon	Bundaberg Coastal Farm Retreat	Di Bella Coffee	Grand Mercure Twin Waters Apartments
AVIS Australia	Bundaberg North Burnett Tourism	Diamantina Visitor Centres	Great Green Way Tourism Incorporated
Aynsley Bed and Breakfast	Bundaberg Rum BONDSTORE	Dolphin Wild Island Cruises	Griffith University
azjre studio retreat	Bunk Brisbane	Down Under Tours	Groves Christian College
Babinda Kayak Hire	Bunya Mountains Accommodation Centre	Dracula's Pty Ltd	Gympie Cooloola Tourism
	Business Action Centre	Dreamworld & White Water World	Hamilton Island Limited
	Caboolture Historical Village		
	Cairns Central YHA		

Members List

Harbour Town Outlet Shopping Centre	Lake Weyba Cottages	Minmore Homestead	Outback at Isa
Hartley's Crocodile Adventures	Lillydale Host Farm	Mission Beach Business and Tourism	Outback Aussie Tours
Help Enterprises	LMA - SM Group	Moorlands Farmstay	Outback Queensland Tourism Association Inc.
Henderson Park Farmstay	Logan City Council	Moreton Bay Regional Council	Outback Spirit Tours
Hervey Bay Whale Watch	Longreach School of Distance Education	Moreton Island Adventures	Oz Tours Safaris
Hidden Valley Cabins and Tours	Lucerne on Fernberg	Mount Isa Airport Pty Limited	Paradise Country
Hideaway Haven Bed & Breakfast	Mackay Tourism Ltd	Mt Barney Lodge Country Retreat	Paradise Jetboating
Hideaway Resorts	Main Creek Bower	Mt Cotton Guesthouse	Park Regis North Quay
Hilton Brisbane	Maleny Hideaway	Murdering Point Winery	Parker Travel Collection
Hospo1.com.au	Maleny Lodge Guest House	Naracoota Bed & Breakfast	Parkwood Bed & Breakfast
HOSTPLUS	Management Institute of Australia	Narrows Escape Rainforest Retreat	Paronella Park
Hotel Ibis Brisbane	Mango Hill Cottages Bed & Breakfast	Nationwide Training Academy	Passions of Paradise
Hotel Ibis Townsville	Mantra Amphora	Ninderry House	Pearl of the Bay
Hotel Noorla	Mantra Aqueous on Port	Noosa Valley Manor Luxury Bed & Breakfast	Peppers Beach Club
HR Coach Academy	Mantra Bel Air	North Burnett Regional Council	Peppers Beach Club & Spa
Icon Training Academy Pty Ltd	Mantra Broadbeach on the Park	North Lakes State College	Peppers Blue on Blue
iGetAbout	Mantra Circle on Cavill	North Queensland Airports Pty Ltd	Peppers Broadbeach
In 2 Tourism	Mantra Coolangatta Beach	Northern Experience Eco Tours	Peppers Coral Coast Resort
Industry Accreditation	Mantra Esplanade	Northern Greenhouse Cairns	Peppers Pier Resort
Industry Training Services	Mantra Group	Norton Rose Australia	Personalised Training Consultancy
Inflight Publishing Pty Ltd	Mantra Heritage	NovaSkill	Pierre Displays
interNATIONAL PARKtours	Mantra Hervey Bay	Novotel Brisbane	Pimlico State High School
Ipswich City Council	Mantra In the Village	Novotel Cairns Oasis Resort	Pinnacle Tourism Marketing
Jacaranda Creek Farmstay Bed & Breakfast	Mantra Legends Hotel	Novotel Palm Cove	Prestige Service Training
James Cook University	Mantra Mooloolaba Beach	Novotel TwinWaters Resort	Preston Peak Wines
Jan Knox Consulting Pty Ltd	Mantra On Queen	OAKS 212 on Margaret	Pro Dive Cairns
Jimbour House	Mantra On The Inlet	OAKS Aspire	PRO Management
Jondaryan Woolshed	Mantra Paradise Centre	OAKS Aurora	PROBE
Jungle Surfing Canopy Tours	Mantra Phoenician	OAKS Calypso Plaza	Pullman Reef Hotel Casino
Jupiters Hotel & Casino	Mantra PortSea	OAKS Casino Towers	Qantas
Jupiters Townsville	Mantra Q1 Resort and Spa	OAKS Charlotte Towers	Qantas Founders Outback Museum
Kangaroo Bus Lines	Mantra Sierra Grand	OAKS Felix	QantasLink
Kedron-Wavell Services Club	Mantra Sirocco	OAKS Festival Towers	Quality Training and Hospitality College
Kellys Beach Resort	Mantra Southbank	OAKS Gateway on Palmer	Quay West Suites Brisbane
Kenmore State High School	Mantra Sun City	Oaks Hotels and Resorts	Queensland Airports Limited
Kepnock State High School	Mantra Trilogy	OAKS iStay River City	Queensland Bus Industry Council
Kert Crossan Creative	Mantra Wings	OAKS Lagoons	Queensland College of Wine Tourism
Kilcoy Upper Sandy Creek Bed & Breakfast	Mantra Zanzibar	OAKS Lexicon Apartments	Queensland Folk Federation
Kingfisher Bay Resort Group	Maroochy River Resort	Oaks M on Palmer	Queensland Hotels Association
Kingfishers Manor	Marsden State High School	OAKS Seaforth Resort	Queensland Information Centres Association
Kirnicama Elegant Escapes Bed & Breakfast	Mayfair College	OAMPS Insurance Brokers	Queensland Rail Limited
Kookaburra Holiday Park	Mercure Cairns Harbourside	Ocean Dynamics	Queensland Wine Industry Association
Kookaburra Tours and Charters Pty Ltd	Mercure Hotel Brisbane	Ocean Rafting	Queensland Yacht Charters
Krista Hauritz Tourism Marketing + Development	Mercure Hotel Townsville	Ocean Recreation Careers Australasia	Quicksilver Group
Kupro Pty Ltd	Mermaid Beachside Bed & Breakfast	Oceans Mooloolaba	RACQ
Kwik Kopy Printing Geebung	Metro Hotel Tower Mill	On Kariboe	Raging Thunder Adventures
	Metropolitan South Institute of TAFE	One Step Further Pty Ltd	Rainbow Shores Pty Ltd
	MI Helicopters Pty Ltd	O'Reilly's Rainforest Guesthouse	

Members List



Ramada Resort Port Douglas
RAPAD SKILLING
Redcliffe State High School
Redland Art Gallery
Redland City Council
Redlands Kayak Tours
River City Cruises
Riverlife Pty Ltd
Riverside Marine
Rose Gums Wilderness Retreat
Rosevale House
Royal on the Park
Rubyvale Gem Gallery
Rumba Beach Resort
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
SeaLink QLD
Seawalker@Green Island Pty Ltd
Secrets on the Lake
Shailer Park State High School
Sheraton Noosa Resort & Spa
Siena Catholic College
Skypoint
Skyrail Rainforest Cableway
Skytrans
Smartskill Pty Ltd
Sofitel Brisbane Central
Southbank Institute of Technology
Southern Cross University School of Tourism and Hospitality Management
Southern Queensland Country Tourism
Southern Queensland Tourism
Spencer College
Spicers Balfour Hotel
Spicers Canopy
Spicers Clovelly Estate
Spicers Group (Spicers Retreats, Hotels & Lodges Pty Ltd)
Spicers Hidden Vale

Spicers Peak Lodge
Spicers Retreats, Hotels and Lodges
Spicers Tamarind
Spirit House Restaurant and Cooking School
Springwood State High School
St Mary's College
Staple House Bed & Breakfast
stay247.com
StayWell Hospitality Group
Steps Social Ventures
Story Bridge Adventure Climb
Sugarloaf Mountain Country Retreat
Suncoast Cable Watersports
Sunny Queensland Tours
Sunny Ridge Gardens Teahouse and Fudgery
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
Tactical Training Group
Tamborine Mountain Distillery
Tangalooma Island Resort
Taxi Council of Queensland
Taybian Marketing & Design
The Birdsville Hotel
The Bremer Institute of TAFE
The Broad Arrow Pty Ltd
The Central Group
The Collingwood
The Falls
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
Tommerup's Dairy Farm

Tony Charters & Associates
Toowoomba Regional Council
Torres Strait Heritage
Tour Gold Coast
Tourism Fraser Coast
Tourism Leisure Corporation
Tourism Naturally
Tourism Noosa
Tourism Pearls Pty Ltd
Tourism Port Douglas Daintree
Tourism Potential
Tourism Services Pty Ltd
Tourism Tropical North Queensland
Townsville Airport Pty Limited
Townsville Enterprise Limited
TPD Media
TRAC Consulting Group of Companies
Training and Development Australia
Training Direct Australia
Training Evolution
Transit Systems (Big Red Cat, Stradbroke Ferries & Stradbroke Island Holidays)
TravConsult
Treasure Island Holiday Park
Treasury Casino & Hotel
Tropic Wings Pty Ltd
Tropical Coast Tourism
Tropical North Queensland TAFE
Tyto Wetlands Information Centre
Undara Experience
University of Southern Queensland
Untanglemyweb.com
Villa Botanica
Villa Cavour Bed & Breakfast
Villa della Rosa Bed & Breakfast
Village Roadshow Theme Parks
Visit Oz
Waltzing Matilda Centre
Warner Village Theme Parks
Warwick Visitor Information Centre
Wattle Gully Retreat
Wet 'n' Wild
Whales in Paradise
Whitsunday Charter Boat Industry Association
Whitsunday Escape
Whitsunday Heritage Cane Cutters Cottage
Whitsunday Jetski Tours

Whitsundays Marketing and Development Limited
Wilderness Challenge Pty Ltd
William Angliss Institute of TAFE
Wiss House Bed & Breakfast
Witches Falls Cottages
Wittacork Dairy Cottages
WorldMark Cairns
WorldMark Golden Beach
Wyndham Surfers Paradise
Wyndham Vacation Resort Surfair Marcoola
Wyndham Vacation Resorts Asia Pacific
YHA Ltd
Zengarra Country House & Pavilions





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