

# QUEENSLAND TOURISM INDUSTRY COUNCIL



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

*The Voice of Tourism*

ANNUAL REVIEW 2012-13

## CORPORATE PARTNERS

QTIC acknowledges the invaluable support and contributions made by our corporate partners to support and participate in events, committees, reference groups, advisory panels and award programs.

The ongoing generosity of our corporate partners has enabled QTIC to continue delivering not-for-profit activities for members to strengthen the voice of Queensland tourism.

### PLATINUM

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GREAT FOR QUEENSLAND



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**Photos from Top (left to right):**

- Ron Livingston, Peta and Jon Nott
- Lisa Thomas, Kim Thomas and Liz Ward
- Naomi & Gregg McKinnon, Julie Cauchi and Ian Stone
- Melissa Pearce and Mark Tonge
- Cookery trainers at Skills Training Day 2012

# QTIC – The Voice of Tourism



**Shane O'Reilly**  
Chair

## QTIC CHAIRPERSON – SHANE O'REILLY

My involvement with QTIC as Chairperson for the past year has allowed me to gain a greater comprehension and understanding of QTIC's role. The breadth and depth of the programs and industry development initiatives for which the team delivers and advocates in support of the tourism industry is nothing short of outstanding. Well done to the entire QTIC team.

One of my first roles as QTIC Chair was attending the 2012 AGM where long-serving director John Atkin retired. John's experience on the QTIC Board has been missed, however with such change comes renewal and refocussing on the bigger picture to ensure currency. John's vacancy allowed Wayne Clift to assume the mantle of the "old head" on the Board – which is disconcerting when he looks so young! QTIC is privileged to be served this past year by new directors Peter Savoff (Emporium Hotel) and Mark Mugnaioni (RACQ) alongside continuing directors Rob Giason, Greg Holmes, Laura Younger, Fabienne Wintle, Brett Kapernick, Mary Carroll and Wayne Clift. I thank all directors, including John Atkin, for their generosity in giving their precious time to QTIC and the wider tourism community.

This Annual Review highlights the achievements from QTIC's partnership agreement with the Queensland Government. A tremendous amount of work has been carried out within the past year. My personal view of *DestinationQ* is that it is positive for tourism in Queensland. As a stand-alone body, QTIC does not always agree with everything the Government does or says, and both Daniel and I have addressed a number of industry issues with the Queensland Government. You can rest assured QTIC will represent industry in a fair and reasonable way, leveraging our relationships with stakeholders to achieve the best possible outcomes for tourism in Queensland.

The year ahead could be viewed as a watershed year for QTIC and Queensland's tourism sector. We face a possible transformation of how the industry is structured, organised and funded. This is a positive move for the industry, so long as we carry out the potential changes in a considered and thoughtful manner, focussed on the betterment of the entire sector.

I wish you all the best in your own enterprises as tourism continues to shine in Queensland.

A handwritten signature in blue ink, appearing to read "Shane O'Reilly".



**Daniel Gschwind**  
Chief Executive

## QTIC CHIEF EXECUTIVE – DANIEL GSCHWIND

Our year at QTIC was significantly shaped by the fast-moving action agenda resulting from the *DestinationQ* Forum in June 2012. Under our partnership agreement with the government, QTIC carried responsibilities for numerous projects and provided input into many more. All action items are being delivered on schedule and on time for the next *DestinationQ* Forum. We have also been able to represent tourism operator interests in major government reforms, including the education and training sector, state planning provisions, liquor legislation, national park legislation and general business regulation. Support from our members and recognition from the State Government as the peak body for tourism in Queensland has further enabled QTIC to make the industry's voice heard more loudly and more clearly. QTIC has worked closely with the Premier Campbell Newman, Tourism Minister Jann Stuckey, many other state and federal ministers, Tourism and Events Queensland and other key agencies to achieve real outcomes and we appreciate their effective cooperation. I thank all our members for their commitment to QTIC and to Queensland's wider tourism industry. The role of our partners in the Regional Tourism Organisations and the sector associations continues to form an important part of our work and supports our ability to link right across all parts of tourism. The small but dedicated team at QTIC will continue its work for our members, as a true non-government industry representative organisation.

A handwritten signature in blue ink, appearing to read "Daniel Gschwind".

# QTIC – The Voice of Tourism

## THE ORGANISATION



### VISION

The Voice of Tourism

### MISSION

To influence and shape  
the tourism business  
environment  
in Queensland

### VALUES

Reliability  
Independence  
Honesty  
Approachability  
Neutrality  
Integrity  
Respect  
Inclusiveness

## QTIC BOARD

### Shane O'Reilly

Managing Director, O'Reillys Rainforest  
Retreat, Villas & Lost World Spa (Chair)

### Wayne Clift

Managing Director, Beetswalking Consulting  
(Deputy Chair)

### Brett Kapernick

Director, Design Arts & Hospitality,  
Southbank Institute of Technology

### Fabienne Wintle

Managing Director, Webbed Feet

### Greg Holmes

Manager Strategic Partnerships, HOSTPLUS

### Laura Younger

General Manager, Australian Timeshare  
and Holiday Ownership Council

### Mark Mugnaioni

General Manager Lifestyle & Leisure,  
RACQ (from 22 October 2012)

### Mary Carroll

Chief Executive Officer, Capricorn Enterprise  
(from 31 August 2012)

### Peter Savoff

General Manager, Emporium Hotel  
(from 22 October 2012)

### Rob Giason

Chief Executive Officer,  
Tourism Tropical North Queensland



Shane O'Reilly



Wayne Clift



Brett Kapernick



Fabienne Wintle



Greg Holmes



Laura Younger



Mark Mugnaioni



Mary Carroll



Peter Savoff

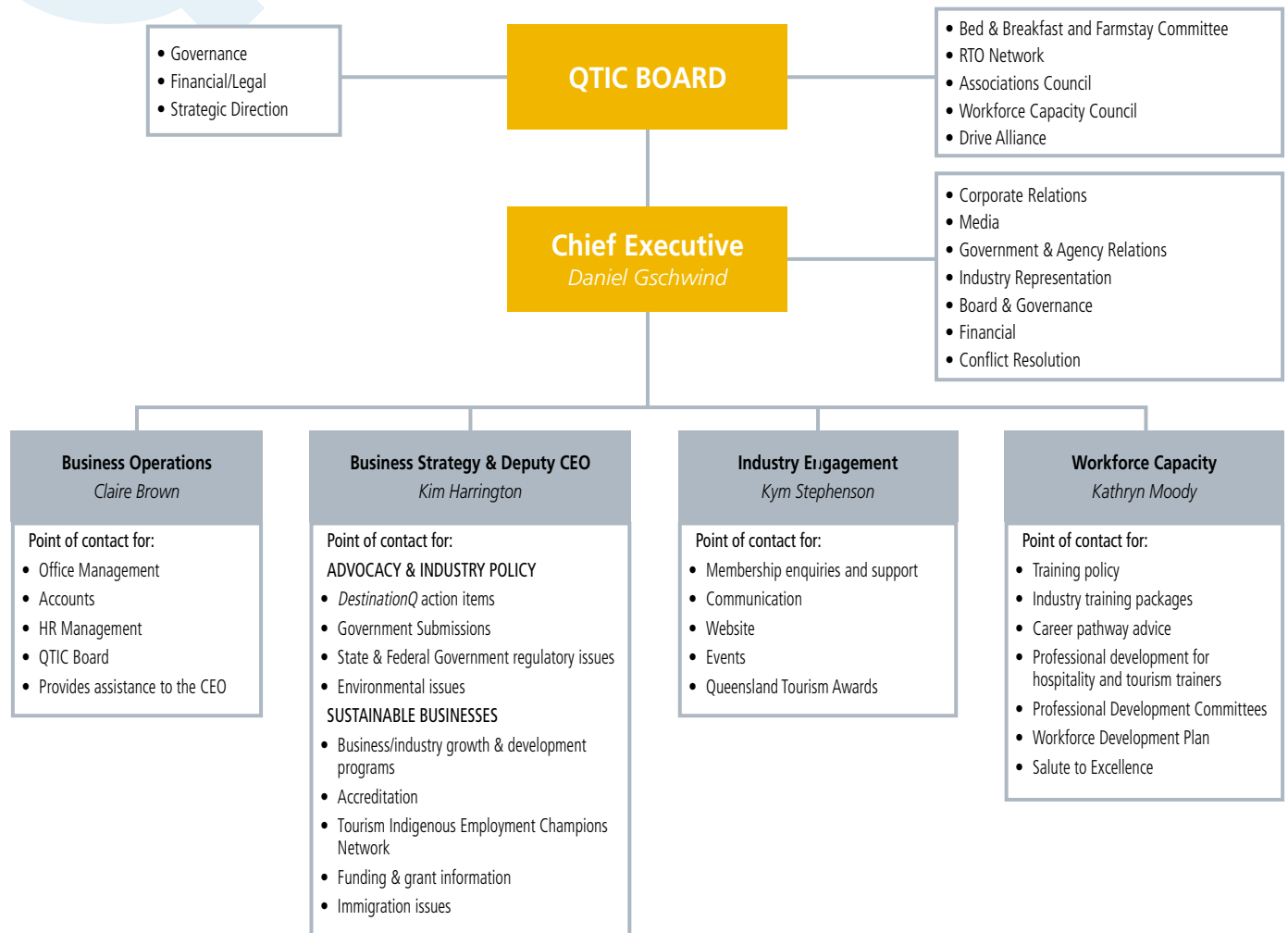


Rob Giason



# QTIC – The Voice of Tourism

## QTIC ORGANISATIONAL STRUCTURE



• Queensland Tourism Awards 2012



# QTIC – The Voice of Tourism

## THE TEAM

**Daniel Gschwind** Chief Executive

### BUSINESS OPERATIONS

**Claire Brown** Office Manager/EA to the CE

**Ciranti Saluwadana** Office Manager (to October 2012)

**Hazel O'Sullivan** Receptionist

**Lyn Wyatt** Finance

### INDUSTRY ENGAGEMENT

**Kym Stephenson** Industry Engagement Manager

**Alyce Holding** Events Planner

**Lucinda Wright** Events Coordinator

**Joanna Atzori** Communications Officer

### WORKFORCE CAPACITY

**Kathryn Moody** Workforce Capacity Manager

**Keren Mackay** Workforce Capacity Project Officer

**Emma Schofield Alves** Workforce Capacity Project Officer  
(to February 2013)

**Lee Perlitz** Workforce Capacity Manager (to July 2012)

### ADVOCACY & INDUSTRY POLICY and SUSTAINABLE BUSINESSES

**Kim Harrington** General Manager Business Strategy and Deputy CEO

**Amanda Rohan** Senior Research & Policy Officer

**Catherine Pham** Senior Research & Policy Officer

**Gemma Haskings** Senior Project Officer

**Abbie Lingwood** Project Officer (to December 2012)

**Suzanne Steer** Senior Research & Policy Officer (to December 2012)

**Carmen Smith** Senior Research & Policy Officer (to June 2013)

**Rhonda Appo** Indigenous Champions Project Officer

**Joyce-Anne Pinel** Indigenous Champions Project Officer (to December 2012)

**Paul Leamon Corrigan** Accreditation Manager

**Joanne Skinner** Accreditation Manager (to December 2012)

**Kate Leeds** Business Development Project Officer (February to June 2013)

**Diana Hassett** Mature Age Employment Project Officer

**Jayde O'Brien** Trainee Administration Officer



**Back Row (from left):** Catherine Pham, Hazel O'Sullivan, Joanna Atzori, Paul Leamon Corrigan, Alyce Holding, Rhonda Appo, Lucinda Wright **Front Row (from left):** Kim Harrington, Daniel Gschwind, Kym Stephenson and Claire Brown  
**Not pictured:** Kathryn Moody, Keren McKay, Jayde O'Brien, Kate Leeds, Lyn Wyatt, Amanda Rohan

## QTIC KEY PERFORMANCE INDICATORS

### Business Operations

- ☑ Responsibly manage members' funds and risks to the organisation.

### Advocacy & Industry Policy

- ☑ Successfully deliver all actions allocated to QTIC under the *DestinationQ* agenda and broader industry matters.

### Industry Engagement

- ☑ Increase membership and membership engagement.

### Sustainable Businesses

- ☑ Provide and facilitate business support for operators to increase competitiveness.

### Workforce Capacity Building

- ☑ Successfully facilitate training for the tourism and hospitality industry.

# QTIC Achievements 2012-13

261

The number of visits by QTIC staff and sub-contractors to regional areas (outside Brisbane) in 2012-13.

34

The number of committees, councils and boards in which QTIC was involved to represent Queensland's tourism and hospitality industries (2012-13).

950

The approximate number of times QTIC, its spokesperson or QTIC members were referenced or quoted in media coverage in 2012-13 (generated organically or through QTIC public relations activities).

130

The number of enquiries from Queensland tourism operators who received TQUAL Accreditation support and guidance from QTIC in 2012-13.

Where would Queensland be without a strong, united tourism industry?

26

The number of policy submissions completed by QTIC on behalf of industry in 2012-13.

1,434

The number of enrolments in Strategic Investment Fund training programs coordinated by QTIC for industry employers in 2012-13.

2,111

The number of people who attended QTIC events in 2012-13.



# Advocacy and Industry Policy

## THE STRONGEST EVER TOURISM VOICE

The introduction of the *DestinationQ* partnership in June 2012 resulted in the strongest ever commitment between QTIC and the Queensland Government. Combined efforts have focused on collaboration with the business community and key industry bodies to increase development opportunities and job creation for Queensland's tourism industry.

QTIC's strong partnership with the Queensland Government has achieved a significant reduction in red tape and improved economic prospects for operators and tourism proponents.

The resilience of the Queensland tourism community was tested yet again through the impact of widespread flooding and cyclones in January 2013, following a period of rebuilding after the 2011-12 natural disasters which impacted much of the state. QTIC acknowledges and commends the unyielding hard work and optimism of affected operators.

In 2012-13, QTIC's role in the policy and advocacy arena has been dynamic and enthusiastic. Our proactive approach to industry advocacy enabled us to secure representation for many industry related policy decisions before they were disseminated to the wider community.

The past year saw QTIC's policy and advocacy team achieve significant success as a result of the collaborative approach to industry-led reforms on key priorities for improving tourism's business environment. QTIC was also pleased to see the Queensland and Australian Governments take a greater interest in understanding the issues as well as acknowledging the aspirations of the tourism industry.

Key policy and regulatory reform where QTIC played an integral role in 2012-13 include:

- Liquor and Gaming Review
- Tour Desk Commissions Review
- Queensland Drive Tourism Strategy
- Ecotourism regulatory reform and red tape reduction
- Planning reforms
- Policies relating to workforce quality, skills and capacity.

QTIC's involvement in the early consultation stages of these reforms enabled a shift for the policy focus from standard governmental processes into an outcomes-driven approach that we hope will deliver significant benefits for the industry.

There is no denying the past year has seen a number of major decisions which will have flow-on effects for Queensland's tourism industry. QTIC will continue to build genuine relationships with the Queensland Government to ensure our voice remains heard. QTIC is committed to working confidently into the future to ensure industry receives an even greater prominence and the recognition it truly deserves.



**Photos from Top (left to right):**

- Mary Carroll and Ann Augusteyn
- Michael and Kelli Vettoretto
- Andrew Phillipps and Rob Giason

# Advocacy and Industry Policy

## PROACTIVE INDUSTRY ENGAGEMENT

The greatest impact the industry can have on new government policy is QTIC's ability to provide input in the early stages of the policy-setting agenda. Our strong relationships with government have enabled QTIC to be at the forefront of policy establishment processes and influence the direction to benefit the wider tourism industry.

### Key Achievements

- **State Planning Policy:** This significant state planning instrument for Queensland has identified that all development and planning within the state must take tourism interests into consideration. QTIC's involvement in the development of this Policy includes a close working relationship with government agencies, Tourism and Events Queensland, planning consultants and industry stakeholders. The outcomes of the State Planning Policy have enabled the growth of the tourism industry through the effective facilitation of sustainable development of tourism accommodation, attractions, facilities, infrastructure and other ancillary services in local government planning schemes.
- **Queensland Drive Tourism Strategy 2013 – 2015:** The Queensland Government believes "...Queensland can be positioned as a world-leading drive tourism destination..." and has a vision for Queensland to be Australia's number one drive tourism destination by 2020. The Drive Tourism Strategy was developed through the *DestinationQ* partnership to encourage more travellers to take a driving holiday in Queensland and position the state as a world-leading drive tourism destination.
- **Tour Desk Commissions Review:** QTIC's lead role in improving the relationship between tour desk operators and tourism providers aims to provide a more collaborative and equitable playing field for stakeholders. An independent report will outline options relating to distribution and a code of practice. The report will be evaluated by QTIC and the *DestinationQ* Post Forum Working Group, leading to possible recommendations to industry and government agencies.
- The amendments to the **Nature Conservation Act 1992** and the development of the **Queensland Ecotourism Plan** were significant deliverables of *DestinationQ*. Opportunities for investments in tourism have now diversified to allow for sustainable ecotourism facilities to be located within Queensland's National Parks. An action plan was delivered, aiming to boost Queensland as the premier destination for ecotourism worldwide.
- **Liquor and Gaming Review:** Chief Executive Daniel Gschwind was a member of the Liquor and Gaming Expert Panel, enabling input into a number of issues and proposals aimed to significantly reduce red tape for operators. We received valuable feedback from members which was provided directly to the Office of the Attorney-General during panel meetings for their consideration in passing or amending certain policy positions.
- Our long standing position on the board of the **Great Barrier Reef Marine Park Authority** has been both challenging and rewarding over the past year. Competing interests from other industries meant that QTIC was positioned to provide holistic and evidential input into issues surrounding the survival and health of one of Australia's key tourism assets, the Great Barrier Reef. QTIC's media presence was heavily in the spotlight and our input into proposals affecting the reef was essential to duly representing the industry.



**Photos from Top (left to right):**

• Peter Savoff, Mark Mugnaioni, John Atkin and Shane O'Reilly • Annabell Chandler, Kally Walker & Beth Stewart • Cam and Glyn Macphee

# Advocacy and Industry Policy



• Brett Kapernick, Darren Barton, Patrick Lonergan, Tony Charters, Jane Ianniello and Wayne Clift

## BOARDS, COUNCILS AND COMMITTEES

The importance of having QTIC representation on a number of boards, councils and committees is paramount to the core business model of serving our members. In 2012-13, QTIC has effectively represented the industry from a strategic and operational perspective. QTIC has participated in and will endeavour to continue our work with the following committees:

Alliance for Sustainable Tourism – Cairns

Approved Destination Status Advisory Panel (ADS – China)

Australian Technical College Brisbane North Advisory Committee

Australian Tourism Awards – Coordinators Working Group

Australian Tourism Awards – Owners Group

Bond University – Regional Advisory Board

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

Department of Immigration and Citizenship – Client Reference Group

*DestinationQ* – Post-Forum Working Group

Economic Recovery Advisory Committee

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

Great Barrier Reef Marine Park Authority (term ended April 2013)

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

National Tourism Alliance (NTA) – Executive Committee

Public Transport Advisory Committee

Queensland Parks and Wildlife Service Northern Forum

Queensland Skills and Training Taskforce

Queensland Small Business Advisory Council

Queensland Tourism Strategy Implementation Working Group

Queensland Tropical Cyclone Consultative Committee

Queensland Visitor Centre Accreditation Panel

Queensland Visitor Safety Working Group

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

# Advocacy and Industry Policy

## POLICY SUBMISSIONS

### **June 2013 – Draft State Planning Policy**

Submission made to the State Government to facilitate and broaden the scope of tourism opportunities, particularly in identifying land use compatibility with other sectors.

### **June 2013 – Ecotourism Facilities on National Parks: Implementation Framework**

Submission to the State Government ensuring that the implementation framework aligns with the action plan of the Queensland Ecotourism Plan 2013-2020 to achieve a common vision.

### **May 2013 – Changes to Indigenous Employment Program Assessment and Funding Processes**

Endorse transparency and accountability as important components of the program delivery that develops the capacity of employers and Indigenous Australians to increase opportunities through employment, business and other economic activities.

### **May 2013 – Employment Services – building on success**

Identifying approaches on how to meet the needs of job seekers, working in partnership with employers and other services, new ideas for a better system and continuing to cut red tape.

### **May 2013 – Port of Townsville Expansion Project (EIS)**

Submission made against the dumping of dredge spoil within and adjacent to the Great Barrier Reef as a result of port expansion.

### **May 2013 – VET Investment Plan 2013-2014**

Support for the proposed investment priorities and investment model improving the availability of a capable workforce to provide quality service to visitors.

### **April 2013 – Kowanyama Aboriginal Shire Council Planning Scheme**

Identifying industry and government partnerships that would enable a greater level of responsiveness to increasingly diverse industry, skills, training and business development needs of the tourism industry in the Kowanyama Aboriginal Shire.

### **April 2013 – Tablelands Planning Scheme**

Guidance to local government on better integrating tourism into the planning scheme, including acknowledging the Tropical North Queensland Tourism Opportunity Plan 2010-2020.

### **April 2013 – TAFE Queensland Bill 2013**

Support for the establishment of an independent body to be the public provider of Vocational Education and Training (VET).

### **April 2013 – Improving Vocational Education and Training**

Advice on improving the standards for the regulation of vocational education and training, focusing on issues of quality.

### **March 2013 – Independent Review of the Port of Gladstone**

Addressing concerns regarding the ability and flexibility given to future port development in light of the risk of irreparable damage to the Great Barrier Reef.

### **March 2013 – Splitting of the Property Agents and Motor Dealers Act 2000**

Proposed amendments to assist tourist accommodation operators by reducing regulatory burdens that have heavily impeded the efficiency and effectiveness of running their businesses, specifically in regard to integrated resort developments.

### **March 2013 – Red Tape Reduction in Liquor and Gaming**

Support for proposals that reduce the burden on businesses and events to provide the appropriate level of services to meet the needs of both visitors and the community.

### **January 2013 – Regional Australia's Renewables Program**

Identifying the challenges and barriers for the update of clean energy sources across tourist operators to be addressed within the Regional Australia's Renewables Program.

### **December 2012 – Marine Tourism Contingency Plan**

Submission to the Great Barrier Reef Marine Park Authority on the Marine Tourism Contingency Plan for the Great Barrier Reef Marine Park to streamline contingency processes for operators during severe environmental incidents.

### **December 2012 – Nature Conservation and Other Legislation Amendment Bill 2012**

Support for the Nature Conservation and Other Legislation Amendment Bill 2012 which enables ecotourism facilities in national parks.

### **December 2012 – Great Barrier Reef Ports Strategy**

Submission to State Government on the Great Barrier Reef Ports Strategy to ensure that port development in the region occurs in a balanced and incremental way to support economic development while maintaining the outstanding environmental value of the Great Barrier Reef.

### **December 2012 – Draft Regional Plan Darling Downs**

Identifying the most important issues and themes to be addressed in the regional plan including ecotourism opportunities in national parks and within the region's famous Granite Belt.

### **December 2012 – Draft Regional Plan Central Queensland**

Identifying tourism opportunities in the region to be acknowledged in the regional plan including ecotourism opportunities along the coastline, islands and unique natural assets such as Carnarvon Gorge.

### **December 2012 – Draft Sunshine Coast Planning Scheme 2012**

Guidance to local government on how to foster growth of tourism in the region, particularly with regard to the natural environment and mechanisms to streamline new tourism developments.

### **November 2012 – Draft Proposed State Interests – Part 1 of the State Planning Policy**

Identifying conflicts between tourism interests and competing State interests, and recommending amendments to protect potential tourism opportunities.

### **November 2012 – Grey Areas: Age Barriers to Work in Commonwealth Laws Discussion Paper**

Support for mature-aged workers continuing or entering into the workforce by supporting age-friendly recruitment practices and incentives for employees.

### **November 2012 – Draft Coastal Protection State Planning Regulatory Provision**

Provisions to protect the environmental, social and economic coastal resources for the sustainability of tourism businesses reliant on Queensland's coasts.

### **September 2012 – National Food Plan Green Paper**

Support for proposals and policies to strengthen our food system and ensuring the sustainability of Queensland's agriculture businesses.

### **August 2012 – Class 2 & 3 Building Classification Revision**

Identifying the implications on the tourism accommodation sector caused by potential changes to the regulatory and policy environment.

### **August 2012 – Future of land tenure arrangements in Queensland**

Recommendations on land tenure arrangements that would ensure pastoral and tourism industries are viable into the future, while protecting Queensland's ecological values and the needs and aspirations of traditional owners.



# Workforce Capacity

## TOURISM BEST PRACTICE STRATEGY

The *DestinationQ* partnership agreement identified the need for best practice standards and strategies to attract, recruit and retain employees in accommodation, adventure tourism, food and beverage and tourism services.

One of the industry's largest challenges is encouraging workers to consider a career in tourism and hospitality. It was identified that a "Skills Passport" could link workers with industry pathways and a career in tourism and hospitality.

The skills passport concept explores employee and employer needs and expectations, such as physical and technological requirements.

### Key Project Outcomes:

- An environmental scan of existing policies and programs in Queensland and nationally.
- A report on current industry practices, industry needs and recommendations related to the attraction, recruitment and retention of workers.

*“The Culinary Careers program took away any fears right from the start. The teaching style was relaxed but extremely professional. All the staff involved in the programme were friendly, approachable, enthusiastic and have a wealth of experience from all corners of the hospitality industry.”*

**Nathan Hammond**  
(job seeker)

## STRATEGIC INVESTMENT FUND

QTIC is responsible for the brokerage of funds for training and assessment services for tourism and hospitality workers and businesses in Queensland. Through the *Skills Queensland Strategic Investment Fund*, QTIC has partnered with businesses throughout the state to meet priority skills needs and deliver skilled labour for Queensland's economy.

QTIC will continue to work closely with Department of Training, Education and Employment and other government agencies to secure ongoing support for industry training in 2013-14.

**Brokerage value: \$1,849,586.00**

### **Culinary Careers (Pre-apprenticeship program)**

Enrolments: 78 – 130% of target (KPI)  
Training hours delivered: 34,622 – 126%  
Completions: 58 – 97%

### **Reshaping Queensland's Tourism Landscape Program**

Enrolments: 20 – 111% of target (KPI)  
Training hours delivered: 3,200  
Completions: 20

### **Indigenous Rangers**

Enrolments: 103 – 109% of target (KPI)  
Training hours delivered: 20,621  
Completions: 92

### **Guiding**

Enrolments: 20 – 100% of target (KPI)  
Training hours delivered: 6,228  
Completions: 15

### **Job seekers**

Enrolments: 118 – 162% of target (KPI)  
Training hours delivered: 36,797  
Completions: 100

### **Existing workers**

Enrolments: 198 – 99% of target (KPI)  
Training hours delivered: 174,086  
Completions: 78



**Photos from Top (left to right):**  
• Food and beverage educators at 2012 Skills Training Day • Jack Sim and Kathryn Moody



# Workforce Capacity

## PRE-APPRENTICESHIP INDIGENOUS PROGRAM

Eighteen (18) Indigenous students participated in a hospitality pre-employment program operated under a collaborative framework between QTIC, Southbank Institute of Technology and the Department of Education, Training and Employment. As at July 2013, two participants have secured employment as a result of the program and additional positions are currently under consideration.

Participants completed a food and beverage skills set which provided employability skills to enter the workforce. QTIC sincerely appreciates support from the six leading Brisbane hotels who partnered with us for the program:

- Emporium Hotel
- Hilton Brisbane
- Royal on the Park
- Rydges Southbank
- Stamford Plaza
- Traders Hotel



## PROFESSIONAL DEVELOPMENT FOR TRAINERS AND ASSESSORS

QTIC's position as the industry skills body for tourism and hospitality puts the Workforce Capacity team at the forefront of leadership and professional development activities for Vocational Education and Training (VET) trainers and assessors.

QTIC's role in preparing a Professional Development Strategy has been essential to expand upon the quality and variety of training opportunities for the tourism, hospitality and VET sectors.

QTIC partnered with industry organisations to establish Professional Development Committees in Cairns, Fraser Coast, Townsville, Whitsundays, Sunshine Coast, Brisbane and the Gold Coast.

Throughout 2012-13, QTIC connected 167 times with industry representatives, trainers and assessors for regional training and development opportunities. Key stakeholders and partners included:

- Tourism and hospitality businesses;
- Private, Independent and State secondary schools;
- Public and private Registered Training Organisations;
- Group Training Organisations;
- Australian Apprenticeship Centres;
- Regional Tourism Organisations; and
- Department of Education, Training and Employment.



**Photos from Top (left to right):**

• James Currie and Deborah Walker • Graduates of the Pre-Apprenticeship Indigenous Program • Professional development training, Jupiters Casino, Townsville

# Workforce Capacity

## INDUSTRY WORKFORCE TRAINING AND DEVELOPMENT

The QTIC Workforce Capacity team is the industry skills body for tourism and hospitality in Queensland and provides advice and services to Skills Queensland on workforce development matters including vocational education and training and higher education. Workforce Capacity identifies emerging skills needs, provides skills investment advice and carries out workforce planning and development initiatives in partnership with industry.

### Workforce Capacity Key Accountabilities 2012 – 2013

- Inform strategic direction of skills and workforce development;
- Support and implement strategies to align with Skills Queensland strategic direction;
- Facilitate day-to-day industry solutions including:
  - Development, endorsement, review and implementation of training packages
  - Supporting and enabling links between training supply and business needs;
- Preparation of the Queensland tourism *Workforce Development Plan*;
- Collaboration with Queensland College of Wine Tourism.



#### Photos from Top (left to right):

- Keren Mackay and Jeremy Rose at Townsville Careers Expo • Skills Training Day 2012
- Toni McKenzie and Therese Flanagan

*“A huge thank you for having us at Jupiters for the North Queensland Cowboys Season 2013 launch. We found the work placement very valuable and interesting. We appreciate that a lot of time and effort went into organising to have all of us at Jupiters and are very appreciative of that. Please pass on our thanks to all of the staff involved.”*

**Trent Engell**, VET Coordinator,  
Ryan Catholic College

## LANGUAGE AND CULTURAL CAPACITY BUILDING PROJECT

QTIC's Workforce Capacity team has responded to significant growth opportunities for the inbound Chinese tourist market through a pilot program focused on improving language and cultural awareness among Queensland tourism businesses.

The *DestinationQ* Action Plan identified the need to upskill existing industry workers on Mandarin language and cultural awareness. The QTIC program has contributed to increasing the industry's capacity to provide tourism products and services that meet and exceed the expectations of Chinese visitors.

### Key Outcomes:

- Findings from this project will inform the Australian Government's *Australia in the Asian Century* White Paper.
- Eighty per cent (80%) of enrolled existing workers in the pilot program completed the training units (in 2013).
- Endorsement of the skill set under the national Tourism, Hospitality and Events Training Package.
- At least two Queensland Registered Training Organisations intend on offering Mandarin language and cultural awareness units as electives.

# Sustainable Businesses



## TOURISM INDIGENOUS EMPLOYMENT CHAMPIONS NETWORK

The Tourism Indigenous Employment Champions Network, funded by the Queensland Government, is a group of committed tourism industry volunteers dedicated to developing and sharing strategies targeted at increasing Indigenous participation in the tourism and hospitality industry.

The network of 14 champion employers and 30 network supporter organisations collaborated to develop resources and case studies and share innovative strategies to encourage other tourism operators to adopt appropriate Indigenous recruitment and retention practices.

During 2012-13, the network reported 51 Indigenous people were placed into employment throughout the Queensland tourism industry as a result of the Indigenous Champions Network.

### Key Achievements

The Network has produced up-to-date publicly available resources to support and assist other tourism operators in the recruitment and retention of Indigenous employees.

1. **The Employer's Guide to Indigenous Employment** provides businesses with a strategy and informative tips on how to plan, recruit, appoint and manage Indigenous employees.
2. **The Directory of Indigenous Services and Programs** provides a useful contact list of available community contacts, Government funding programs, Indigenous awareness training providers, and voluntary Indigenous employee mentors throughout Queensland.
3. **Case Studies** produced by the Indigenous Employment Champions Network to showcase business planning, recruiting and managing Indigenous employees.

QTIC and the Network were well represented across the state through key regional activities including:

- Attendance at **Former Origin Greats (FOGS) Indigenous Employment & Careers Expos** in Cairns, Sunshine Coast, Mt Isa, Townsville, Rockhampton, Toowoomba and Brisbane. The Expos attract more than 16,000 job seekers per year;
- Representation at the **Boonin Gari Indigenous Cultural Festival** on the Sunshine Coast;
- Quarterly business networking events held by the **Accor Group** in Cairns, aimed at publicising the Indigenous Champions Network among North Queensland tourism operators;
- Visitation to **Mossman Gorge Centre** for Indigenous Champions Network meeting;
- Development of a partnership with **Southbank Institute of Technology** to facilitate training and job placement opportunities for Indigenous students in the hospitality sector;
- Representation at **Accor** Job Ready Information sessions and graduation ceremonies in Cairns and Brisbane;
- Review of key agency support services operating within the area of Indigenous economic and employment participation in Queensland; and
- Development of opportunities for Indigenous Champions Network members to mentor and advise other businesses and communities including Palm Island and Mandingalbay Yidinji.



#### Photos from Top (left to right):

- Kim Harrington, Aunty Valda Coolwell, Rhonda Appo and Daniel Gschwind • Kim Harrington and David Hudson • Steve Walters, Rhonda Appo and Steve Price • Anji Kemp and Roy Gibson



## RESHAPING QUEENSLAND'S TOURISM LANDSCAPE

QTIC developed the Reshaping Queensland's Tourism Landscape program in response to industry requests for business development support focused on remaining competitive and improving the overall tourism experience.

Participants from 20 tourism businesses across four regions were provided tailor-made training, product analysis and quality service assessment relating directly to their own businesses.

### Participants in the program received:

- Access to the QTIC Business Barometer and QTIC Mindset Barometer;
- Full day workshop of business analysis and training;
- Three (3) hours of one-on-one coaching by an industry professional;
- Customer service management training; and
- Skills to research and utilise tourism data.

QTIC acknowledges the support of Longreach Regional Tourism Association, Ipswich City Council and Gold Coast City Council in facilitating subsidies for local program participants.

The Reshaping Queensland's Tourism Landscape program was subsidised by Skills Queensland's Strategic Investment Fund to support skills and workforce development.

*“ I have thoroughly enjoyed the QTIC- Y Mentoring program. My mentor Andrew Parle has been fantastic and has given me solid direction in terms of my current role and the future progression of my career. I would highly recommend the program to other young Queensland tourism professionals. ”*

**Robbie Cornelius**, Acting General Manager, Tourism Fraser Coast



• Rachel Booby and her mentor Tony Martin, Qantas Founders' Museum

## QTIC-Y MENTORING

The QTIC-Y Network continued to assist Generation Y industry representatives through participation in a mentoring program. The third annual five-month program involved nine young tourism employees from throughout the state matched with senior, experienced industry mentors.

### Key Achievements

- Establishment of 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;
- The creation and fostering of an environment that offers the opportunity for professional development and career advancement gained through the experience of others; and
- Enhanced retention of young professionals working in the Queensland tourism industry.

QTIC will continue working on behalf of young industry employees to further support the transfer of knowledge from senior tourism professionals in Queensland.

*“ I have been honoured to be part of the QTIC-Y mentoring program. It has allowed me to assist in the growth and development of industry professionals, which will hopefully result in a successful future. ”*

**Tony Martin**, CEO, Qantas Founders Museum & Qantas Foundation Memorial

# Sustainable Businesses



## QUEENSLAND TOURISM ACCREDITATION PROGRAM

For more than a decade, QTIC has recognised accreditation as a tool for building a sustainable tourism industry, where good business practice and consistent quality of experiences enable promotion of world-class offerings, and resilience through lean times.

This early pioneering vision of QTIC led to the development of the Queensland Tourism Accreditation Program (QTAP) in 2011. Industry has subsequently had access to Queensland's first Accreditation Manager at QTIC thanks to funding support from the Queensland Government.

The Queensland accreditation program encourages operators to enter national accreditation programs through a variety of Quality Assurance Schemes (QAS), with emphasis on federally endorsed T-QUAL accreditation schemes.

### Recent achievements of QTIC's accreditation program during 2012-13 include:

- Establishing partnerships with five QAS providers to offer exclusive discounts for QTIC members to gain accreditation;
- Leading a feasibility project in collaboration with five Queensland operators to assess the viability of creating an operational presence for the Australian Tourism Accreditation Program (ATAP) in Queensland. ATAP offers accreditation for many Queensland businesses that do not meet the requirements of other T-QUAL endorsed QAS;
- Responding to 130 accreditation enquiries between June 2012 and June 2013;
- Marketing activities among QTIC members and audiences to promote T-QUAL Accreditation, including communicating to Queensland Tourism Award nominees that T-QUAL Accreditation strengthens Award applications.



## WORKFORCE FUTURES

Under the banner of Workforce Futures, QTIC worked in partnership with Service Skills Australia and other key industry groups to deliver a practical approach to address labour and skills issues for the tourism and hospitality industry across Queensland.

A group of designated Industry Skills Advisors worked with businesses in Gladstone, North Queensland, Townsville, Brisbane, Gold Coast and Sunshine Coast. QTIC facilitated entry into the program for 25 participants (2012-13) who received free, comprehensive business analysis and insight into workforce issues and an individualised Workforce Development Plan.

Workforce Futures is the direct result of a unique collaboration between industry and government, funded by the National Workforce Development Fund. QTIC will continue to deliver the Workforce Futures Program in 2013 and 2014.

#### Photos from Top (left to right):

- Qantas Founders Museum proud to be T-QUAL Accredited
- The QTIC team at Boggo Roal Gaol



# Sustainable Businesses

## JUDGING FOR PRESTIGIOUS ANNUAL INDUSTRY PROGRAM

Judging the annual Queensland Tourism Awards is an enormous task for judges and program organisers. QTIC would like to thank all judges for their commitment and volunteering their time to assist with the 2012 program. QTIC particularly wishes to acknowledge Elissa Keenan who joined the panel as Chair of Judges for the 2013 program.

### The Scoop – Queensland Tourism Awards

**174** – The number of entries received in 2012.

**19** – The number of judges on the QTA panel.

**48** – The number of hours each judge spends assessing submissions.

**689** – The number of coffees consumed by the judging panel throughout the program.

**13** – The average number of grey hairs gained by each judge during the annual process.

**365** – The number of times per year a tourism operator dreams about winning a Queensland Tourism Award (every day!).



• 2012 Queensland Tourism Awards judging panel

## 2012 QUEENSLAND TOURISM AWARD WINNERS

### Major Tourist Attractions

Australia Zoo

### Tourist Attractions

The Workshops Rail Museum

### Major Festivals and Events

Audi Hamilton Island Race Week

### Festivals and Events

Xstrata Mount Isa Rotary Rodeo

### The Steve Irwin Award for Ecotourism

Wings Diving Adventures

### Heritage and Cultural Tourism

Kinnon & Co.

### Indigenous Tourism

Mungalla Aboriginal Tours

### Visitor Information and Services

Noosa Visitor Information Centre

### Business Tourism

Hamilton Island Conferences

### Major Tour and/or Transport Operators

Quicksilver Group

### Tour and/or Transport Operators

Ocean Rafting

### Adventure Tourism

Ocean Rafting

### The Richard Power Award for Tourism Marketing

Outback Queensland Tourism Association - Outback Queensland Travellers' Guide 2012

### Tourism Education and Training

Australian Tourism Data Warehouse - Tourism e-kit

### Tourism Restaurants and Catering Services

The Walnut Restaurant & Lounge Bar - Royal on the Park Hotel

### Tourism Wineries, Distilleries and Breweries

Ocean View Estates Winery & Restaurant

### Tourists and Caravan Parks

BIG4 Adventure Whitsunday Resort

### Backpacker Accommodation

Brisbane City YHA

### Hosted Accommodation

Narrows Escape Rainforest Retreat

### Unique Accommodation

Mt. Quincan Crater Retreat

### Standard Accommodation

Hamilton Island Palm Bungalows

### Deluxe Accommodation

Spicers Hidden Vale

### Luxury Accommodation

Emporium Hotel

### New Tourism Development

Skypoint Climb

### Qantas Award for Excellence in Sustainable Tourism

Reef HQ Aquarium

### Health and Wellbeing Tourism

Gwinganna Lifestyle Retreat

### Local Government Award for Tourism

Redland City Council

### Outstanding Contribution by a Volunteer or Volunteer Group

Warwick Visitor Information Centre Volunteers

### Young Achievers Award

Danielle Krista

### The Marie Watson-Blake Award for Outstanding Contribution by and Individual

Garth Prowd

“Winning a Queensland Tourism Award has been paramount in gaining recognition within the industry and among consumers. It has certainly given us that extra credibility and marketing edge!”

Joanne and Mark Skinner,  
Owners, Narrows Escape  
Rainforest Retreat

“Winning a Queensland Tourism Award was a great honour. It increased brand awareness to showcase Emporium Hotel's luxury product in a highly competitive market.”

Peter Savoff,  
General Manager, Emporium Hotel

“Entering the Queensland Tourism Awards eight times has been extremely worthwhile and inspires us each year to be the best that we can be.”

Jan and Peter Claxton,  
Owners, Ocean Rafting

# Industry Engagement

“*Congratulations to the team for excellence in presentation and the professional execution of our night of nights. A credit to all concerned.*”

**Rob Giason,**  
Chief Executive Officer, Tourism  
Tropical North Queensland



• Shane O'Reilly, QTIC Chair

“*The entertainment at the Awards made for an appropriately impressive opening; the singing, movement and interaction with the audience was brilliant!*”

**Peter Sawyer,**  
Director, Sawyer Public Relations

## 2 2012 QUEENSLAND TOURISM AWARDS Proudly presented by Queensland Airports Limited

The 2012 Queensland Tourism Awards showcased our state's top tourism businesses and celebrated the achievements of tourism operators and their contribution to the industry.

More than 800 guests, including the Premier of Queensland and the Tourism Minister Jann Stuckey, attended the Gala Awards ceremony on 23 November 2012 at the Brisbane Convention and Exhibition Centre.

The Gala Awards Ceremony was managed by QTIC in partnership with naming rights sponsor Queensland Airports Limited, awards partner Tourism and Events Queensland, and other program sponsors.

Five Queensland Tourism Awards winners progressed to the Qantas Australian Tourism Awards in Hobart, held in early 2013. Congratulations to these QTIC members who were honoured with Gold Awards:

- **Hamilton Island Conferences:** Business Tourism
- **Ocean Rafting:** Tour and/or Transport Operator
- **BIG4 Adventure Whitsunday Resort:** Tourist and Caravan Parks
- **Narrows Escape Rainforest Retreat:** Hosted Accommodation
- **Emporium Hotel:** Luxury Accommodation



• 2012 Queensland Tourism Awards Gala Ceremony

# Industry Engagement

## ENGAGING QUEENSLAND'S TOURISM INDUSTRY

The *DestinationQ* partnership agreement of June 2012 assigned lead responsibility to QTIC to carry out a review of industry engagement models throughout Queensland, with a view to identify opportunities for more effective industry linkages. Under the guidance of a Steering Committee, extensive industry consultation occurred throughout 2013 via one-on-one interviews, surveys and regional industry forums with key stakeholders including:

- Tourism business owners – micro, small, medium, large
- Regional tourism organisations (13 regions)
- Local tourism organisations (3 groups)
- Local government
- QTIC Associations Council subgroup
- QTIC Board
- QTIC member sub-group

The consultants analysed industry engagement strategies, including membership models across all associations (state, regional, local and sectoral). Expected outcomes of the review will include providing industry participants with options to improve the engagement value proposition and ensure membership models are effective and sustainable.

QTIC will report on this Key Action Item at the 2013 *DestinationQ* Forum.

## NEW FOCUS FOR QTIC MEDIA AND COMMUNICATIONS

QTIC's high level of involvement in delivering *DestinationQ* action items, combined with the day-to-day demands of communicating QTIC's achievements, resulted in the appointment of a Communications Officer in November 2012 to enhance industry engagement.

QTIC's Communications Officer is responsible for maximising the organisation's capacity to engage with members, media, communities and key stakeholder groups through the distribution of quality communication content.

External communication with QTIC members and stakeholders was achieved in 2012-13 through eNewsletters, website and emails, social media (Twitter, LinkedIn, YouTube and Facebook), membership prospectus, letters sent by post, media releases and the QTIC Annual Review.



• Channel Seven's Sharyn Ghidella with QTIC's Daniel Gschwind



### QTIC is voice of tourism

Capricorn Coast Mirror, December 2012

Numerous media articles appeared throughout 2012-13 to endorse and profile QTIC in its role as the peak industry body for tourism in Queensland. Coverage included reporting on QTIC events, training programs and wider industry topics such as the Tour Desk Commission Review, regulatory reforms and government legislation impacting tourism operators.

### Strong showing for Coast at state tourism awards

Gold Coast Bulletin, November 2012

QTIC carried out extensive media publicity of the 2012 Queensland Tourism Awards finalists and Award winners. Pre- and post-Gala Ceremony media releases for 30 Award recipients featured in numerous regional media outlets, further supported by ongoing social media coverage.





# Industry Engagement

## QTIC MEDIA AND COMMUNICATIONS

QTIC continued to achieve the organisation's vision as "The Voice of Tourism" through a strong media presence across local, state, national and international media. QTIC understands the importance of maintaining tourism's public profile through exposure across traditional and digital media outlets.

QTIC's media relations efforts focused heavily on ensuring media coverage for positive aspects of the state's tourism industry such as local operator achievements and outcomes from the Queensland and National Tourism Awards.

Potentially negative and contentious media coverage was mitigated through consistent messaging to reinforce QTIC's position as the representative body working on behalf of Queensland's tourism businesses to maximise the industry's potential.



• QTIC's spokesperson Daniel Gschwind



### **GOLD WINNERS – Whitsunday operators win national tourism awards**

Whitsunday Times, February 2013

Thirteen (13) Queensland tourism operators were recognised in February at the 2012 National Tourism Awards (five Gold, four Silver and four Bronze) with a Gala Ceremony hosted in Hobart. QTIC promoted Queensland's Award recipients among media outlets across the state, with successful coverage secured in many regions.

### **Coasts' beach erosion repairs to cost millions**

The Courier-Mail, February 2013

January's bumper holiday reporting was countered with coverage of the devastating 2013 Queensland floods and weather events occurring over the Australia Day long weekend. QTIC's role was to provide up-to-date key messages about the impact to operators and regions across the state. QTIC also supported Tourism and Events Queensland's subsequent rebuilding campaign for 'Australia Day II' to elicit positive coverage for Queensland after the floods.



### **Tourism leaders in growth discussion – New plans to promote Queensland destinations**

Capricorn Coast Mirror, June 2013

QTIC was featured in numerous media articles throughout 2012-13 which focused on Queensland's tourism industry growth and key sector initiatives such as *DestinationQ*. QTIC's position as the "voice of tourism" provided an opportunity to include comments which reflected wider industry views and advocated the views of operators. This type of media coverage is invaluable in reinforcing the critical value of Queensland's tourism sector.

# Industry Engagement

## CONNECTING AND ENGAGING INDUSTRY THROUGH QTIC EVENTS

QTIC's events play a vital role in keeping its members and industry stakeholders updated on key issues and trends. QTIC hosts a variety of events throughout the year including awards presentations, luncheons and breakfasts, regional forums and workshops, and member networking events. QTIC acknowledges the significant contribution of our corporate partners and sponsors for their generous support which made it possible for QTIC to host many successful events.

### Major industry events held in 2012-2013 include:

#### Balancing Mining and Tourism in Queensland

Guests witnessed lively discussion about striking the right balance between the development of mining and tourism in Queensland with guest speakers the Hon. Martin Ferguson AM MP (former Federal Minister for Tourism, Resources and Energy), Michael Roche (Queensland Resource Council), Glenn Churchill (Gladstone Area Promotion and Development Limited) and Innes Larkin (Mt Barney Lodge). This event was proudly sponsored by Qantas and Royal on the Park.

#### Member Networking Event Cairns

QTIC representatives and members gathered at the Pullman Reef Hotel Casino to enjoy the company of peers from Cairns and nearby areas. This event was proudly sponsored by Pullman Hotels and Resorts.

#### Kevin Rudd Talks Tourism in the Asian Century

The Hon. Kevin Rudd MP, former Minister for Foreign Affairs, discussed the projected 21st century prominence of Asia's economies and cultures (with a focus on China), his experience with the Asian market and the opportunities this market can bring for tourism in Australia. This event was proudly sponsored by Brisbane Convention and Exhibition Centre.



#### Photos from Top (left to right):

- Michael Roche, the Hon. Martin Ferguson AM MP and Pip Courtney
- Ian and Sue Gillespie, Graham Blight
- The Hon. Kevin Rudd MP and Jessica van Vonderen
- Shane O'Reilly, the Hon. Jann Stuckey MP and the Hon. Bob Baldwin MP



# Industry Engagement

## SALUTE TO EXCELLENCE AWARDS

The Salute to Excellence Awards recognise and celebrate high achieving students in Year 12 training in tourism, food and beverage and cookery in Queensland. Teachers nominated high achieving students who competed against each other during a skills testing day, judged by a panel of industry experts. Winners and finalists were announced at a Gala Awards Ceremony dinner held at the Emporium Hotel. The annual awards program connects participants with key industry contacts and encourages engagement with potential employers, mentors and career influencers.

### 2012 Salute to Excellence winners:

#### Tourism

Elizabeth Cole,  
Stanthorpe State High School

#### Food & Beverage

Emma Boccari,  
St Joseph's School

#### Cookery

Mollie Maher,  
Maroochydore State High School



• 2012 Salute to Excellence award recipients

### Pre-Awards Forum – *DestinationQ* 6-month update

QTIC hosted a Pre-Awards Forum prior to the Queensland Tourism Awards where members and key industry stakeholders received a 6-month update on action items within the *DestinationQ* partnership agreement. Guest speaker the Hon. Jann Stuckey MP (Minister for Tourism, Major Events, Small Business and Commonwealth Games) used the opportunity to announce almost \$4 million in grant funding for Regional Tourism Organisations.

### QTIC Welcomes Steven Wright, Tourism and Events Queensland

QTIC hosted a networking event to welcome Steven Wright, CEO of Tourism and Events Queensland who met QTIC members and delivered his vision for leading the newly-established entity. This event was proudly sponsored by RACQ, Qantas and Qantas Link, and The Point, Brisbane.

### The Future of Tourism in Australia under a Coalition Government

Guest speaker the Hon. Bob Baldwin MP (Federal Shadow Minister for Tourism and Regional Development) delivered his outlook on tourism under a coalition government. This event was proudly sponsored by One Step Further and Victoria Park Golf Complex.



• Bob Baldwin MP, Shadow Federal Minister for Tourism and Regional Development

## QTIC NETWORK PARTNERS

### The QTIC Associations Council

QTIC's Associations Council consists of highly diverse industry sector bodies who meet to discuss and action state-wide tourism and hospitality issues of significance. Chaired by Laura Younger (QTIC Board Member and General Manager Australian Timeshare and Holiday Ownership Council), the committee consists of diverse sector associations aimed at developing strategies to deliver a coordinated and united response for challenges and opportunities. This cohesive voice provides a collective strength when lobbying and has led to the Council contributing to a number of legislative changes.

#### Members of the QTIC Associations Council include:

- Accommodation Association Australia
- Association of Marine Park Operators
- Australian Resident Accommodation Managers' Association
- Australian Federation of Travel Agents
- Australian Timeshare and Holiday Ownership Council
- Backpacking Queensland
- Caravanning Queensland
- Clubs Queensland
- Ecotourism Australia
- Far North Queensland Tour Operators Association
- Marine Queensland
- Queensland Bus Industry Council
- Queensland Hotels Association
- Queensland Information Centres Association
- Queensland Wine Industry Association
- Surf Lifesaving Queensland
- Taxi Council of Queensland
- Whitsunday Charter Boat Industry Association



#### Photos from Top (left to right):

- Rolf Mitchell, Daryl Webster and Tony Hopkins
- The QTIC taxi promoting Queensland tourism

## BED & BREAKFAST AND FARMSTAY COMMITTEE

The Bed & Breakfast and Farmstay Committee – a sub-committee under the QTIC Board – meets several times each year to provide support and advice on sector-specific matters. The committee is responsible for enhancing representation within this sector and identifying opportunities for the growth of the sector.

**Sue Panuccio** Mt Cotton Guesthouse (Chair)

**Mary D'Arcy** Fern Cottage (Chair to April 2013)

**Grace Cross** Naracoopa Bed & Breakfast

**Thomas Jones** Staple House Bed & Breakfast

**Sharon Lagan** Alexander Lakeside Bed & Breakfast

**Kay Tommerup** Tommerup's Dairy Farm

*QTIC thanks previous committee members Anne Menken and Victoria Menkins for their dedicated service to the sector through representation on the Bed & Breakfast and Farmstay Committee.*

# Industry Engagement

## REGIONAL TOURISM ORGANISATIONS COMMITTEE

Queensland's tourism regions are divided into 13 areas where each is represented by a Regional Tourism Organisation (RTO) responsible for the development and marketing of the region as a tourist destination.

QTIC coordinates the RTO Committee in partnership with Chair Mary Carroll (QTIC Board Member and CEO Capricorn Enterprise). Representatives from each of the 13 regions come together to collaborate on a range of strategic issues affecting tourism in Queensland. The RTO Committee provides a coordinated approach to deliver a sharp focus for government and associated agencies for the benefit of the wider Queensland tourism industry.

The RTO Committee will continue to play a pivotal role in delivering actions under the *DestinationQ* agreement.

Brisbane	Brisbane Marketing*
Bundaberg	Bundaberg North Burnett Tourism
Central Queensland	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, South Burnett, Southern Downs and Granite Belt	Southern Queensland Country
Townsville	Townsville Enterprises Limited*
Tropical North Queensland	Tourism Tropical North Queensland
Whitsundays	Whitsunday Marketing and Development

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



### Photos from Top (left to right):

- Mary Carroll and the Hon. Jann Stuckey MP
- 2013 QTIC-Y program participants and mentors
- Queensland award recipients at 2012 Australian Tourism Awards



# Industry Engagement



## Photos from Top (left to right):

• Karen Hanna-Miller, Dean Miller, Kayleen Allen • Rebecca Millward, Andrew Millward, Bree Kloda • Chelsea Forbes and Angela Galantai • Fiona McFarlane & Varia Mitchell • Gail Sawyer, Angela Hughes, Kym Stephenson • Vivian Wu, Hazel O'Sullivan, Antje Martins, Melinda Watt, Patrick Renouard • Chris Chambers and Ross Gregory • Students and teachers at Salute to Excellence 2012 skills evaluation day • Clint Harvey, Pearce Bowman, Roel Hellemons • Heidi Ross, Jonathan Fisher, Ronda Green • Amanda Rohan, Alan Smith, Kim Harrington, Innes Larkin • Dale Shuttleworth MP, Leanne Coddington, Mike Mahoney

## TEAM QTIC – RUNNING FOR TOURISM

QTIC staff competed in the City2South charity run in June 2013 to fundraise \$2,025 for *beyondblue*. QTIC sincerely appreciates the words of encouragement and monetary donations made by members, industry representatives and associates. A big thank you to the team at **Fun Over Fifty** and other major donors for their generous contribution to Team QTIC.





# Industry Engagement



**Photos from Top (left to right):**

• Dennis Chant • Kimberley Busteed, Chris Parsons and Jillian Whiting • Danielle Krista • John Perraton and Mollie Maher • Garth Prowd • Dr Beverly Sparks, Shane O'Reilly, Jo Smith and Stacey Turnbull • Elizabeth Cole and Julianne Rogers • Ana Vuckovic and Carolyn Timms • Emma Boccari and Irene Magriplis • Mark Olsen, Simon Polleck, Wayne Window and Andre Russ • Melissa Woon, John Sharpe and Neal McCann • Danielle Krista and Tracy Kuiper



# Members 2012-13

707 Pty Ltd	Beetswalkin Consulting	Capricorn Caves	Emporium Hotel
Abbey Museum of Art and Archaeology	Bethany Cottages	Capricorn Enterprise	Equathon
Academy Hospitality Australia	Big 4 Adventure Whitsunday Resort	Caravan Parks Association of Queensland	Ernst and Young
Accommodation Association of Australia	Big Cat Green Island Reef Cruises	Caravan RV and Accommodation Industry of Australia	Eumundi Markets
Accor Hospitality	BIG4 Atherton Woodland Tourist Park	Caravan Trade and Industries Association of Qld	Extra-Mile Tourism and Leisure Management
Adrenalin Dive	Black and White Cabs	Career Training Institute of Australia	Family Parks Ltd
Adventure North Australia Pty Ltd	Bli Bli House Luxury Bed and Breakfast	Catalina Cruises Noosa	Far North Queensland Tour Operator Association
Adventure Queensland	Blueprint Career Development	Cedar Glen Farmstay	Fern Cottage
Air Whitsunday Seaplanes	Bond University	Challenging IDEAS	Flight Centre Ltd
Airlie Beach Hotel	Braeside Bed and Breakfast	Chapel Woods Bed and Breakfast	Floating Images Hot Air Balloon Flights
Airlie Beach YHA	BreakFree Acapulco	Charter Yachts Australia	Focal Holdings Pty Ltd
Alexander Lakeside Bed and Breakfast	BreakFree Alexandra Beach	Clandulla Cottages	Focus on Research
Alure Boutique Villas	BreakFree Aloha	Classic Holidays	Food Trail Tours
Amamoor Homestead	BreakFree Beachpoint	Clovely Estate Wines	Fordsdale Horseback Adventures
Amamoor Lodge	BreakFree Cosmopolitan	Club Training Australia	Fraser Explorer Tours
Anita Clark Tourism Services	BreakFree Diamond Beach	Clubs Queensland	Fraser Island Adventure Tours
Aquarius Backpackers	BreakFree Grand Pacific	College Australia	Fun Over Fifty Pty Ltd
ARAMA Queensland Inc.	BreakFree Great Sandy Straits	Connecting Southern Gold Coast	Gab Titui Cultural Centre
Araucaria Ecotours	BreakFree Imperial Surf	Coomera College of Business and Industry Training	Gateway Media QLD
Arrow Training Services	BreakFree Longbeach	Cornzal	Ghost Tours
Ashbourne House Bed and Breakfast	BreakFree Moroccan	Cosmos Centre and Observatory	GKI Resort Pty Ltd
Ashmore Palms Holiday Village	BreakFree Neptune	Cream Gables Bed and Breakfast	Gladstone Area Promotion and Development Limited
Association of Marine Park Tourism Operators	Breakfree Peninsular	Cross Country Tours	Glass on Glasshouse
at Hotel Group	Breakfree Rainbow Shores	Cruise Whitsundays	Global Blue Australia
Auckland Hill Bed and Breakfast	BreakFree Royal Harbour	Cudgerie Homestead Bed and Breakfast	Go Ride A Wave
Aurora Training Institute	Brisbane Airport Corporation	Curumbin Wildlife Sanctuary	Gold Coast Airport Pty Limited
Auspitality Homestay	Brisbane City YHA	Daintree Discovery Centre	Gold Coast City Council
Australia Zoo	Brisbane Convention and Exhibition Centre	Dalrymple Tourist Van Park	Gold Coast Convention and Exhibition Centre
Australian Council for Private Education and Training	Brisbane Holiday Village	Daniels Associates	Gold Coast Institute of TAFE
Australian Cruise Group	Brisbane Marketing	David Osborne	Gold Coast Mini Coaches
Australian Federation of Travel Agents	Brisbane Milton Bed and Breakfast	Deloitte	Gold Coast Tourism
Australian Hospitality Skills Register	Broadbeach Alliance	Department of National Parks, Recreation, Sport and Racing	Grand Mercure Apartments Twin Waters
Australian International Business Institute	Brockhurst Cabins Farmstay - Retreat	Destination Gympie Region	Granite Belt Wine and Tourism
Australian Online College Pty Ltd	Bundaberg Coastal Farm Retreat	Di Bella Coffee	Great Green Way Tourism Incorporated
Australian Outback Spectacular	Bundaberg North Burnett Tourism	Diamantina Visitor Centres	Griffith University
Australian Stockman's Hall of Fame	Bundaberg Rum BONDSTORE	Discover Stradbroke	Groves Christian College
Australian Sunset Safaris	Business Action Centre	Dolphin Wild Island Cruises	Gympie Cooloola Tourism
Australian Timeshare and Ownership Holiday Council	Caboolture Historical Village	Down Under Tours	Hamilton Island Limited
AVIS Australia	Cairns Airport Pty Ltd	Dracula's Pty Ltd	Harbour Town Outlet Shopping Centre
Aynsley Bed and Breakfast	Cairns Aquarium	Dreamworld and White Water World	Hartley's Crocodile Adventures
azjre studio retreat	Cairns Central YHA	Eastwood Farm	Help Enterprises
Babinda Kayak Hire	Cairns Coconut Holiday Resort	EC3 Global	Henderson Park Farmstay
Bali on Bribie	Cairns Convention Centre	Ecotourism Australia	Hidden Valley Cabins and Tours
Base Queensland	Cairns Harbour Lights	Element on Coolum Beach	Hideaway Haven Bed and Breakfast
bbs Communications Group	Calypto Reef Charters	Elissa Keenan	Hilton Brisbane
	Campervan and Motorhome Club of Australia		
	Capricorn Barge Company Pty Ltd		

# Members 2012-13

Hospitality Recruitment Solutions QLD

HOSTPLUS

Hotel Noorla

Ibis Brisbane

Ibis Budget Brisbane Airport

ibis Styles Mt Isa

Ibis Townsville

Icon Training Academy Pty Ltd

iGetAbout

Industry Accreditation

Industry Training Services

Inflight Publishing Pty Ltd

interNATIONAL PARKtours

Ipswich City Council

Jacaranda Creek Farmstay Bed and Breakfast

James Cook University

Jan Knox Consulting Pty Ltd

Jimbour House

Jondaryan Woolshed

Jungle Surfing Canopy Tours

Jupiters Hotel and Casino

Jupiters Townsville

Kangaroo Bus Lines

Kedron-Wavell Services Club

Kellys Beach Resort

Kenmore State High School

Kepnock State High School

Kert Crossan Creative

Kilcoy Upper Sandy Creek Bed and Breakfast

Kingfisher Bay Resort Group

Kinnon and Co. Longreach

Kirnicama Elegant Escapes Bed and Breakfast

Kirwan State High School

Kookaburra Holiday Park

Kookaburra Tours and Charters Pty Ltd

Koorana Crocodile Farm

Krista Hauritz Tourism Marketing + Development

Kupro Marketing

Kurrimine Beach Holiday Park

Kwik Kopy Printing Geebung

Lady Elliot Island Eco Resort

Lillydale Host Farm

Lockyer Valley Regional Council

Logan City Council

Longreach School of Distance Education

Lucerne on Fernberg

Lunina

Mackay Tourism and Mackay Convention Bureau

Main Creek Bower

Maleny Cheese Cafe

Maleny Lodge Guest House

Management Institute of Australia

Mango Hill Cottages Bed and Breakfast

Mantra Amphora

Mantra Aqueous on Port

Mantra Broadbeach on the Park

Mantra Circle on Cavill

Mantra Coolangatta Beach

Mantra Esplanade

Mantra French Quarter

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 PortSea

Mantra Sierra Grand

Mantra Sirocco

Mantra Southbank

Mantra Sun City

Mantra Trilogy

Mantra Wings

Mantra Zanzibar

Marine Queensland

Maroochy River Resort

Marsden State High School

Mayfair College

Mercure Brisbane

Mercure Brisbane King George Square

Mercure Cairns Harbourside

Mercure Capricorn Resort Yeppoon

Mercure Gold Coast Resort

Mercure Townsville

Mermaid Beachside Bed and Breakfast

Metro College of Technology

Metro Hotel Tower Mill

Metropolitan South Institute of TAFE

Microhire

Minmore Homestead

Mission Beach Business and Tourism

Moreton Bay Regional Council

Moreton Island Adventures

Mossman Gorge Centre

Mount Isa Airport Pty Limited

Mount Isa Rotary Rodeo

Mt Barney Lodge Country Retreat

Mt Cotton Guesthouse

Mt Quincan Crater Retreat

Murdering Point Winery

Nambour Christian College

Naracoopa Bed and Breakfast

Narrows Escape Rainforest Retreat

New Insight

Nightfall Wilderness Camp

Ninderry House

Noosa Valley Manor Luxury Bed and Breakfast

North Burnett Regional Council

North Lakes State College

Northern Experience Eco Tours

Northern Greenhouse Cairns

Norton Rose Fulbright Australia

NovaSkill

Novotel Brisbane

Novotel Cairns Oasis Resort

Novotel Palm Cove Resort

Novotel Twin Waters Resort

NRMA Treasure Island Holiday Park

Number 12 B and B

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 Mon Komo

OAKS Oasis

OAKS Seaforth Resort

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Ocean View Estates

Oceans Mooloolaba

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Passions of Paradise

Peninsula Boutique Hotel Port Douglas

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Peppers Beach Club

Peppers Beach Club and Spa

Peppers Blue on Blue

Peppers Broadbeach

Peppers Pier Resort

Personalised Training Consultancy

Pierre Displays

Pimlico State High School

Pinnacle Tourism Marketing

Prestige Service Training

Preston Peak Wines

Prime Learning

Pro Dive Cairns

PRO Management

Pullman Brisbane King George Square

Pullman Cairns International

Pullman Palm Cove Sea Temple Resort and Spa

Pullman Port Douglas Sea Temple Resort and Spa

Pullman Reef Hotel Casino

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QantasLink

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Queensland Art Gallery and Gallery of Modern Art

Queensland Bus Industry Council

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Sunshine Coast Institute of TAFE  
Sunshine Coast Visitor Information Centres  
Sunshine Valley Cottages  
Surf Life Saving Queensland  
Surfers Paradise Alliance  
Surfers Paradise YHA at Main Beach  
Tamborine Mountain Distillery  
Tangalooma Island Resort  
Taxi Council of Queensland

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The Central Group  
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The Falls  
The Mouses House  
The Point Brisbane  
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