

# ANNUAL REVIEW **2013|14**





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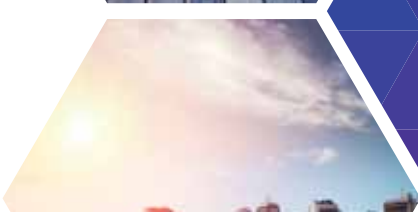
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# QTIC - THE VOICE OF TOURISM

## QTIC CHAIR **SHANE O'REILLY**



It is with a little trepidation and caution that I say the “drought” Queensland tourism has experienced in recent years has finally broken. What has caused the change in conditions for the sector is less clear. Most likely a combination of factors contributed: a resilient and determined tourism community; supportive governments at local and state levels; a slightly weaker Australian Dollar; slightly stronger consumer confidence, probably stemming from a more stable federal political environment; and some fine Queensland weather. The improvement comes off a low base but the trend is upwards and we need to focus on building that momentum further throughout this year and ongoing.

I acknowledge and thank our QTIC Board of Directors – a highly eclectic and energetic group who focus their QTIC time on the betterment of tourism in Queensland. Their honorary commitment is first class and worthy of note is our newest Director, Alex de Waal. A special ‘goodbye’ to Rob Gaison who finished his term during this year and Fabienne Wintle who is retiring from the QTIC Board.

By the time the 2014 AGM comes around, I am hopeful we will have a revised QTIC Constitution which will be shorter, simplified and reflective of an organisation whose members are dispersed over an area similar in size to western Europe. Utilising technology, we want QTIC to be a modern organisation and therefore to be more inclusive and transparent for all our members regardless of their location within this expansive State.

Finally, a huge thank you to the staff and executive at QTIC – another strong consistent performance; we should all be very proud of their achievements. The QTIC team continues to skill our industry, prepare policy and advocacy submissions and generally support the wider community in many ways. It is pleasing to see that as a collective they bring a sense of fun and excitement but maintain a highly committed professional culture – just what any tourism business needs to have as its centre to prosper and grow.

I remain honoured and humbled to be your representative in many forums over the past year and I thank you for your continued support as we strive for a better future for our industry.

A handwritten signature in dark ink, appearing to read 'Shane O'Reilly'. The signature is stylized and fluid.

## CHIEF EXECUTIVE **DANIEL GSCHWIND**

Among the many day-to-day issues we deal with, responses to government policies or issues raised by industry, we have strived this year to consistently focus on the important, strategic issues that will take our industry forward with a competitive edge for the long term. I strongly believe our industry can be more proactive in shaping its own successful future and play a constructive leadership role in building a Queensland community that is prosperous, sustainable and 'liveable'.

QTIC has taken a lead role in advancing the discussion around a more effective structure for collaboration between the many parts which form our industry. We are also mapping out how the scarce resources for destination marketing and destination development could be boosted with a sustainable funding model. Much needs to be discussed but it is a journey we need to be on, we cannot rely on what may have served us well in the past.

We have also built further momentum to highlight the innovative capacity of our industry, including our highly successful, inaugural QTIC Prize for Innovation in Tourism. Raising the industry's capacity to deliver quality experiences is at the core of much of our work, including our continued delivery of DestinationQ actions. This includes our determination to contribute to greater and more effective engagement with Indigenous communities through tourism employment and experience development.

I thank our members for their trust in QTIC and their commitment to build a better future.



A handwritten signature of Daniel Gschwind in black ink. The signature is stylized and appears to read 'D. Gschwind'.



# QTIC BOARD OF DIRECTORS 2013-14



**SHANE O'REILLY**

**Managing Director**

O'Reilly's Rainforest Retreat,  
Villas and Lost World Spa

**CHAIR**



**WAYNE CLIFT**

**Managing Director**

Beetswalkin Consulting

**DEPUTY CHAIR**



**BRETT KAPERNICK**

**Director of Education**

TAFE Queensland Brisbane  
(formerly South Bank  
Institute of Technology)



**FABIENNE WINTLE**

**Managing Director**

Webbed Feet



**GREG HOLMES**

**Manager**

Strategic Partnerships QLD  
HOSTPLUS



**LAURA YOUNGER**

**General Manager**

Australian Timeshare and  
Holiday Ownership Council



**MARK MUGNAIONI**

**General Manager**

Group Strategy  
RACQ



**MARY CARROLL**

**Chief Executive Officer**

Capricorn Enterprise



**PETER SAVOFF**

**General Manager**

Emporium Hotel



**ALEX DE WAAL**

*(since February 2014)*

**Chief Executive Officer**

Tourism Tropical North  
Queensland



**ROB GIASON**

*(until December 2013)*

**Formerly Chief Executive Officer**

Tourism Tropical North  
Queensland

# THE QTIC TEAM

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## ADVOCACY, INDUSTRY POLICY AND SUSTAINABLE BUSINESSES

Kim Harrington  
Amanda Rohan  
Catherine Pham  
Rhonda Appo  
Paul Corrigan (to May 2014)  
Gemma Haskings

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## INDUSTRY AND WORKFORCE DEVELOPMENT

Kathryn Moody (to March 2014)  
Renée Hardwicke (from April 2014)  
Alanna Mahlakolisane (from March 2014)  
Keren Mackay (consultant to April 2014)  
Melissa Woon (consultant to June 2014)

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## INDUSTRY ENGAGEMENT

Kym Stephenson  
Alyce Holding  
Lucinda Wright (to December 2013)  
Kerrie Lucas (from February)  
Joanna Atzori

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## BUSINESS OPERATIONS

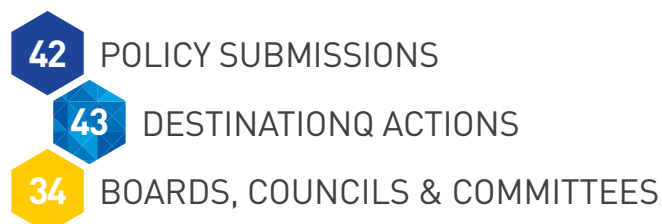
Claire Brown  
Hazel O'Sullivan  
Jayde O'Brien (to July 2013)  
Ladaynga Wharton (to May 2014)

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# 2013 - 2014 QTIC IN ACTION

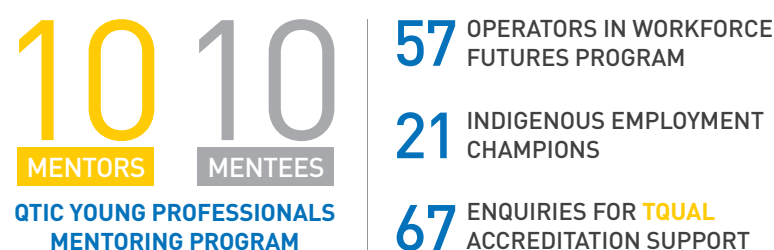
## POLICY AND ADVOCACY



## WORKFORCE CAPACITY



## SUSTAINABLE BUSINESSES



## INDUSTRY ENGAGEMENT





# QTIC - THE VOICE OF TOURISM

## OUR OBJECTIVES ARE TO:

- Promote wider understanding of tourism as a major activity that contributes substantially to the economic and social wellbeing of the State\*;
- Develop and pursue policies which no single industry sector, association, region or company could be expected to advance on its own and provide advocacy support on key sectoral issues;
- Bring cohesion to the tourism industry in the State and increase its recognition by seeking and presenting unified policy positions;
- Promote a profitable and professional tourism industry in the State and facilitate the development and delivery of quality experiences for visitors within and to the State;
- Encourage the adoption of regional, national and international policies that facilitate and maximise the benefits of tourism as a sustainable force for social, cultural, environmental and economic development and employment growth;
- Pursue with federal, state and local governments and their agencies programs, policies and actions that are responsive to the needs of tourism within and to the State;
- Promote, undertake and disseminate research and information relating to the business of tourism.

*\*The 'State' refers to Queensland, Australia.*

*Taken from the QTIC Constitution.*

## THANK YOU FOR SUPPORTING QTIC

Tourism in Queensland is a \$23 billion industry that sustains 241,000 Queensland jobs. Very few sectors of the community do not derive a benefit from tourism. The business community needs an effective and united voice to engage industry in all decision processes that shape our future. That voice for tourism in Queensland is QTIC!

Membership support is critical to enable QTIC and industry to work toward continued growth, performance and profitability. We wish to take this opportunity to express our gratitude to new and continuing members for supporting QTIC and placing your trust in us as the State's peak tourism industry body.

### SUPPORT YOUR INDUSTRY BODY

A range of membership and corporate partner options are available and can be tailored to suit the needs of businesses. Applications for QTIC membership can be submitted online at [www.qtic.com.au](http://www.qtic.com.au) or contact us to discuss your membership and corporate partnership on (07) 3236 1445 or [info@qtic.com.au](mailto:info@qtic.com.au).



### WATCH

HEAR ABOUT THE BENEFITS OF PARTNERING WITH QTIC  
ON OUR YOUTUBE CHANNEL

# ADVOCACY & INDUSTRY POLICY

QTIC advocates, investigates and researches on behalf of members to ensure the most competitive business outcomes for Queensland's tourism industry. Our connections with key stakeholders such as the Queensland Tourism Cabinet Committee have kept tourism matters at the forefront of government decision and policy making. In partnership with the National Tourism Alliance (NTA), QTIC has maintained focus on advancing industry priorities with Australian Government Ministers and decision makers.

## WINS FOR INDUSTRY 2013-14



### PLANNING AND DEVELOPMENT

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- Reduction in assessment timeframes and potential cost savings for developers with tourism developments established on a larger number of land zones
- Reduction in paperwork and greater clarity in planning and development processes
- Fast-tracking of tourism developments contributing to economic growth
- Brisbane Airport to remain curfew free.



### ECOTOURISM

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- Streamlined system for issuing visitor permits
- Enhanced online accessibility for bookings and payments
- Access for private commercial businesses into Queensland's National Parks
- Removal of passenger fee payment by whale watching tours operators.



### LIQUOR AND GAMING

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- Reduction in licence application paperwork and costs
- Removal of advertising requirements (saving operators up to \$1500)
- Removal of renewal requirements for clubs and hotels with gaming machine licences
- Removal of onerous requirements for low-risk restaurants and cafes
- Permission for tour operators to serve small amounts of alcohol to guests with no licencing requirement
- Licensed vessels no longer require an approved manager onboard the vessel.



### INDUSTRIAL RELATIONS

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- Ongoing focus to improve the competitiveness of the modern award system for tourism businesses.



### DRIVE TOURISM

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- Reduction in red tape for the caravan sector including improvements relating to on-site sewage treatment, development and approvals processes, and matters relating to long-term residential tenancies
- Fifty per cent reduction in fees payable for on-site small sewage treatment plants
- Facilitated industry focus on free camping options for Queensland local governments.



## LAND MANAGEMENT AND TENURE

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- Land rents capped for tourism developments (savings up to \$68,000 per year)
- Ongoing advocacy for the sustainable use of marine parks for Queensland's communities and tourism industry
- Advocacy for the sustainable maintenance and protection of the Great Barrier Reef in relation to Queensland Port developments.



## WORKFORCE DEVELOPMENT

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- Ongoing advocacy for the Annual Skills Priority List
- Input into the reform of the Vocational Education and Training (VET) sector towards an industry-led model for directing investment into skills and training for tourism and hospitality.



## BOARDS, COUNCILS AND COMMITTEES

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In 2013-14, QTIC worked on behalf of members to provide a voice for tourism and hospitality businesses on numerous boards, councils and committees.

- Alliance for Sustainable Tourism – Cairns
- Approved Destination Status Advisory Panel
- Australian Tourism Awards – Coordinators Working Group
- Australian Tourism Awards – Owners Group
- Bond University – Regional Advisory Board
- Department of Immigration and Citizenship – Client Reference Group
- DestinationQ Post-Forum Working Group
- DestinationQ Steering Committee
- Economic Development Stakeholder Reference Group
- Economic Recovery Advisory Committee
- Griffith Institute for Tourism Advisory Board
- Growing Tourism Investment Program – Grant Assessment Committee
- Industry Skills Group
- Land Valuation Reform Reference Group
- Liquor and Gaming Red Tape Reduction Expert Panel
- Mass Gathering Industry Reference Group
- Minor Tourism Infrastructure Grants Industry Consultative Committee
- National Long Term Tourism Strategy: Labour and Skills Working Group
- National Parks Tourism Reference Group
- National Tourism Alliance
- Public Transport Advisory Committee
- Queensland Natural Resources and Management Roundtable
- Queensland Parks and Wildlife Service Northern Forum
- 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 Steering Group
- Sarina Russo Schools Australia Industry Advisory Committee
- South East Queensland Natural Resource Management Reference Group
- State Environment Ministers' State Wide Tourism Forum
- Tourism and Hospitality Careers Council
- Tourism Climate Change Action Group (Great Barrier Reef)
- Tourism Forecasting Reference Panel
- Tourism Research Advisory Board
- Tourism Shopping Reform Group
- Waste Avoidance and Resource Productivity Strategy Steering Committee
- WorldSkills Australia Brisbane Region Committee.

# ADVOCACY & INDUSTRY POLICY

## POLICY SUBMISSIONS

A key objective for QTIC is to provide a unified voice for the State's tourism sector in relevant negotiations and policy-making processes. We work to influence and shape the business, operating and investment environment to support the growth of the tourism industry in Queensland. QTIC collaborates with industry to obtain feedback, allowing us to put forward strong positions in policy submissions to the government.



### INDUSTRY WORKFORCE

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**AIM:** To influence industry and government to deliver business and employer oriented training and skill-development outcomes, designed to develop world-class tourism product and service standards.

- *Department of Education, Training and Employment Strategic Plan 2014-18*
- Department of Immigration – 457 Visa Integrity Review
- International Education and Training Advisory Council Queensland – Future of Queensland's international education and training sector
- *Ministerial Industry Commission – Annual Skills Priority Report*
- Vocational Education and Training Reform Taskforce
- Education and Innovation Parliamentary Committee Further Education and Training Bill 2014
- Fair Work Commission – 4 yearly review of modern awards
- Department of Immigration and Border Protection – Migration Programme 2014-15
- Review of Indigenous training and employment.



### PLANNING AND DEVELOPMENT

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**AIM:** To influence Queensland's policy environment and business conditions to encourage sustainable, innovative and competitive world-class tourism product supply and development; and influence the planning and development of public infrastructure that complements and enhances Queensland's attractiveness as a destination.

- State Development, Infrastructure and Industry Committee on the Sustainable Planning (Infrastructure Charges) and Other Legislation Amendment Bill 2014
- Department of Transport and Main Roads on the *Luxury Motor Vehicles and Special Purpose Limousines Discussion Paper*
- State Development, Infrastructure and Industry Committee on the Land and Other Legislation Amendment Bill 2014
- *Logan City Council – Draft Logan Planning Scheme 2014*
- State Development and Public Works Organisation Act 1971 Amendments
- Department of State Development, Infrastructure and Planning – *Cape York Regional Plan: Draft for Consultation*
- National Parks, Recreation, Sports and Racing – Visitor Centre Draft Master Plans for Walkabout Creek, Mon Repos and David Fleay Wildlife Park
- Palm Island Aboriginal Shire Council – *Draft Palm Island Shire Council Planning Scheme*

- State Development, Infrastructure and Industry Committee – Regional Planning Interests Bill 2013
- Department of State Development, Infrastructure and Planning – *Draft Queensland Ports Strategy*
- State Development, Infrastructure and Industry Committee – Liquor (Red Tape Reduction) and Other Legislation Amendment Bill 2013
- Joint submission prepared by the Australian Tourism Export Council (ATEC) and the Queensland Tourism Industry Council (QTIC) on Future Brisbane Airport Operations: A review of the Need for a Curfew at Brisbane Airport
- Department of State Development, Infrastructure and Planning – Review of Queensland Development Assessment Fees Submission
- Department of State Development, Infrastructure and Planning – Redevelopment of the Government Precinct in Brisbane, Queensland
- Department of State Development, Infrastructure and Planning – Draft amendments to the *South East Queensland Regional Plan 2009-2031* State planning regulatory provisions
- Department of Infrastructure and Transport – Airline 2 Wheelchair Policy
- Mackay Regional Council – Draft Mackay Regional Planning Scheme.



## ENVIRONMENT

**AIM:** To influence the policy environment and generate community wealth from sustainable tourism and the recreational use of Queensland's natural assets.

- Department of Environment and Heritage Protection – Discussion Paper: Review of the Queensland Heritage Act 1992
- State Development, Infrastructure and Industry Committee – State Development, Infrastructure and Planning (Red Tape Reduction) and Other Legislation Amendment Bill 2014
- Queensland Draft Bilateral Agreement
- Health and Community Services Committee – Forestry and Another Act Amendment Bill 2014
- Department of Natural Resources and Mines – *Mining Lease Notification and Objection Initiative Discussion Paper*
- Agriculture, Resources and Environment Committee – Environmental Offsets Bill 2014
- Australian and Queensland Governments – *Great Barrier Reef Strategic Assessment*
- Highlighting to the State Government that recreation and tourism activities should not be seen as a key pressure impacting the coastal environment
- Department of Environment and Heritage Protection – Support for sustainable tourism activities within National Parks and to protect these activities from incompatible developments (Nature Conservation and Other Legislation Amendment Bill No.2 2013).



## BUSINESS AND INDUSTRY INVESTMENT

**AIM:** To support future growth potential and create business conditions that attract and encourage investment in Queensland's tourism industry.

- Entrepreneurs' Infrastructure Programme discussion paper
- Redesign of Australia's Approved Destination Scheme
- Demand Driver Infrastructure Grants
- Queensland Government – *Queensland Plan: a 30-year vision for Queensland*
- Brisbane Airport Corporation – *Draft Brisbane Airport 2014 Master Plan*
- Department of State Development, Infrastructure and Planning – Review of Queensland's Development Assessment Fees Joint Select Committee on Northern Australia.



# INDUSTRY & WORKFORCE DEVELOPMENT

## INDUSTRY AND WORKFORCE DEVELOPMENT

### KEY ACHIEVEMENTS 2013-14

- Collaborated with industry and government agencies to inform the strategic direction of skills and workforce development for tourism and hospitality
- Supported and implemented strategies to align with Skills Queensland's strategic direction, DestinationQ objectives and the Queensland Government's *Great Skills. Real Opportunities* action plan
- Prepared the *Workforce Priorities Report* for Queensland's tourism and hospitality industry
- Facilitated connections between training delivery and business needs
- Promoted tourism and hospitality training and employment among Queensland's school sector
- Delivered training for the Creative Industries Strategic Investment Fund and the Registered Trade Skills Pathway.

## INDUSTRY WORKFORCE TRAINING AND DEVELOPMENT - INDUSTRY SKILLS BODY

QTIC was contracted by Skills Queensland from 2006 to 30 June 2014 as the Tourism and Hospitality Industry Advisory Body assisting the Queensland Government to drive workforce development, skills reform and training investment. QTIC has delivered services and advice to Skills Queensland on a range of workforce development and skills matters across the vocational education and training and higher education sectors.

QTIC recently finalised its report as an industry skills body, highlighting our role in representing the industry and identifying skills priority areas for the tourism and hospitality sectors.

QTIC is focused on providing strategic leadership and industry intelligence to make a difference to training delivery and

assessment standards and to provide analysis on local and global trends. On behalf of employers and industry, QTIC will continue to deliver training advice and industry intelligence to the Queensland Government and other agencies to assist in achieving the Tourism 2020 targets.

### REGISTERED TRADE SKILLS PATHWAY

Forty-five hospitality employees commenced a Certificate III in Commercial Cookery through QTIC's Registered Trade Skills Pathway (RTSP) program in partnership with four registered training organisations in the Brisbane and Gold Coast regions.

The program assisted non-qualified workers from QTIC members Jupiters Hotel and Casino, Dreamworld and Emporium Hotel to build upon existing skills, knowledge and experience to obtain a trade qualification. The program is part of the State Government's *Great skills. Real opportunities.* action plan to reform vocational education and training and make trade training more accessible, flexible and relevant for Queenslanders.

### STRATEGIC INVESTMENT FUND – CREATIVE INDUSTRIES

From 2012 to 2014, QTIC partnered with the Creative Industries Skills Council to conjointly administer the Strategic Investment Fund (SIF) for the Creative Industries, an initiative of the Department of Education, Training and Employment. Four hundred employees within the creative industries sector participated in the program to formalise skill areas, including training and assessment, business governance, business management, technical skills in live production, dogging and rigging, customer service and frontline management.

## INDUSTRY SKILLS BODY REPORT

- Workforce planning to improve the transferability and quality of skills, and job readiness for prospective employees within the tourism workforce
- Delivery of up-skilling and job relevant training to meet industry needs
- Encouraging and celebrating business innovation to drive individual and collective business development.

# INDUSTRY & WORKFORCE DEVELOPMENT

## CHINESE LANGUAGE AND CULTURAL CAPACITY BUILDING PROJECT

QTIC continued to support industry's significant growth opportunities in the Chinese inbound market. This was achieved through providing mainstream skills development to upskill existing workers and enable new industry employees to undertake training in Mandarin Language Skills and Cultural Awareness.

### THE PROGRAM'S 21 PARTICIPANTS WERE EMPLOYEES FROM QTIC MEMBER ORGANISATIONS:

- CAPTA Group
- Currumbin Wildlife Sanctuary
- Dreamworld
- Get Wet Surf School
- Green Island Cruises
- Skyrail.

“I was extremely happy with the course and I was immediately able to apply the skills and knowledge I learnt directly into the workplace. I am now more aware of how to communicate with Chinese visitors and better understand the Chinese culture.”

**DELMARIE THEODORE**  
Guest Services Officer  
Dreamworld

## VET TEACHERS/TRAINERS AND ASSESSORS PROFESSIONAL DEVELOPMENT

QTIC's Professional Development Committees continued to provide opportunities for Queensland's VET teachers, trainers and assessors to maintain their industry knowledge and currency. VET trainers participated in organised tours of tourism and hospitality venues including Townsville, Maroochydore and Brisbane as part of their ongoing professional development.

## QTIC TOURISM AND HOSPITALITY CAREERS GUIDE

The *QTIC Tourism and Hospitality Careers Guide* was released in January 2014, containing a comprehensive overview of occupations required to directly and indirectly facilitate services within the tourism industry. The guide elaborated on numerous occupations related to employment within the tourism industry. The free *QTIC Tourism and Hospitality Careers Guide* is available on the QTIC website.

## BEST PRACTICE GUIDE FOR TOURISM AND HOSPITALITY

QTIC's *Guide to Best Practice in Tourism and Hospitality* resulted from a research project focusing on workforce attraction, recruitment and retention. The guide contains 17 practical forms, templates and tools that tourism employers can apply to their own individual business for human resources best practice. The free *Guide to Best Practice in Tourism and Hospitality* is available on the QTIC website.



Katherine Nunn and Brooke Anderson (above) from One Step Further at the QTIC Tourism Careers Hub, Reinvent your Career Expo.

## SALUTE TO EXCELLENCE PROGRAM

QTIC's annual Salute to Excellence Program recognises Queensland's high achievers in Year 11 and 12 training in tourism, food and beverage, and cookery in secondary schools, stand-alone VET or through school-based apprenticeships/traineeships. The program maximises awareness of careers in tourism and hospitality while celebrating the efforts of graduating students as they move into their chosen profession.

Shortlisted finalists attended a skills test day hosted by TAFE Queensland Brisbane (formerly Southbank Institute of Technology) which comprised an interview, theory test and practical evaluation of their skills and knowledge. Six students from high schools at Biloela, Helensvale, Albany Creek, Maroochydore and Merrimac were recognised in the 2013 Salute to Excellence Awards, which were presented by the Hon. John-Paul Langbroek MP, Minister for Education, Training and Employment.

### 2013 SALUTE TO EXCELLENCE JUDGES

- Matt Chapman, Vintaged Bar and Grill
- Katrina York, The Emporium Hotel
- Laura O'Reilly, Hilton Brisbane
- Martin Latter, Brisbane Convention and Exhibition Centre
- Ben Russell, ARIA Restaurant Brisbane
- John Perraton, TAFE Queensland Brisbane
- Glenn Price, The Workshops Rail Museum
- Hanna Timmer, Riverlife



## 2013 SALUTE TO EXCELLENCE AWARD RECIPIENTS

### FOOD AND BEVERAGE



#### 1ST PRIZE:

Mikaela Toms, Biloela State High School  
(Gladstone)

#### RUNNER UP:

Dylan Kelly, Maroochydore State High School  
(Sunshine Coast)

### COOKERY



#### 1ST PRIZE:

Jessica Kilian, Helensvale State High School  
(Gold Coast)

#### RUNNER UP:

Michael Nugent, Maroochydore State High School  
(Sunshine Coast)

### TOURISM



#### 1ST PRIZE:

Jessica Pike, Albany Creek State High School  
(Brisbane)

#### RUNNER UP:

Elizabeth Johnson, Merrimac State High School  
(Gold Coast)



**ABOVE:**  
2013 Salute to  
Excellence Skills Test Day

# SUSTAINABLE BUSINESSES

## QTIC TOURISM INDIGENOUS EMPLOYMENT CHAMPIONS NETWORK

In 2013-14, the QTIC Tourism Indigenous Employment Champions Network placed 51 Indigenous people into employment within the Queensland tourism industry. The Network, previously funded by the Queensland Government, is represented by a group of committed tourism industry volunteers dedicated to developing and sharing strategies to increase Indigenous workforce participation.

QTIC coordinated the Network's 20 employers and 60 supporter organisations to develop useful resources and real-life case studies and share innovative strategies to encourage other tourism operators to adopt appropriate Indigenous recruitment and retention practices.

## QTIC'S INDIGENOUS ENGAGEMENT ACTIVITIES

QTIC continues to support a broad range of activities and networks to promote the opportunities for higher engagement of Indigenous Peoples within the tourism industry.

### EVENTS

- 2013 QTIC Tourism Indigenous Employment Forum (Brisbane)
- Former Origin Greats (FOGS) Indigenous Employment and Careers Expos (Cairns, Mt Isa, Townsville, Rockhampton and Brisbane)
- Global Eco Asia-Pacific Tourism Conference – Tourism Megatrends: Global Eco Action Agenda Conference (Sunshine Coast)
- Reinvent Your Career Expo (Brisbane)
- Qantas Snap Fresh Harmony Day (Brisbane)
- Business Liaison Association Careers and Education Expo (Cairns)
- Australian Tourism Exchange (Cairns)
- Indigenous Employment Conference – Creating Sustainable Jobs in Remote and Regional Australia held in Darwin, Northern Territory
- Palm Island Open Day (Townsville region)
- Northern Australian Futures Roundtable held in Darwin, Northern Territory.

### PROGRAMS

- Partnership program with BoysTown Kingston Vocational Training and Employment Centre (VTEC)
- Project Booyah – Partnership with Queensland Police Service and QTIC.

### INDIGENOUS POLICY

- Contribution to the Department of Education, Training and Employment's *Solid Partners Solid Futures* planning document, committed to achieving "...a partnership approach for excellence in Aboriginal and Torres Strait Islander early childhood, education, training and

employment from 2013 to 2016."

- Contribution to the submission of the Northern Australian White Paper
- Represented industry on the Joint Select Committee on Constitutional Recognition of Aboriginal and Torres Strait Islander people
- Major stakeholder participation in the *Queensland Ecotourism Plan 2013-2020*
- Participation in the Andrew 'Twiggy' Forrest Review of Indigenous Training and Employment Programmes
- Contribution to the Queensland Government's policy agenda in The Queensland Aboriginal and Torres Strait Islander Economic Participation Framework
- Queensland Government's DestinationQ Blueprint 2012 – 2105.

### BUSINESS SUPPORT RESOURCES

- Maintenance of the *QTIC Programs and Services for Indigenous Tourism Businesses* in Queensland
- Preparation and distribution of quarterly 'Champions Connect Newsletter' to communicate the achievements of the QTIC Tourism Indigenous Employment Champions Network
- Production of new case studies focused on Indigenous employment in line with the QTIC Tourism Indigenous Employment Champions Network Strategy
- Analysis and updating of all QTIC Indigenous support resources to reflect government changes set to be implemented in July 2015.

## 2013 QTIC TOURISM INDIGENOUS EMPLOYMENT CHAMPIONS NETWORK FORUM

In November 2013, QTIC hosted the Tourism Indigenous Employment Champions Network Forum attended by 50 industry representatives. The forum attendees came to an agreement that by 2020, industry should aim for an increased Indigenous workforce of 1,000 positions and 20 new business ventures. The members of the QTIC Tourism Indigenous Employment Champions Network will continue working towards increasing Indigenous employee participation, expanding industry employer commitment of Indigenous employment and identifying business opportunities for Aboriginal and Torres Strait Islander people and communities.



## RECOGNITION OF TOURISM INDIGENOUS EMPLOYMENT CHAMPION NETWORK MEMBERS

QTIC acknowledges the dedication and commitment from members of the Tourism Indigenous Employment Champions Network. The Network wishes to pay tribute to David J Penny, Sales Manager, Mercure Harbourside Hotel, Cairns and David Dahwurr Hudson, a founding member of the Champions Network, for their achievements working toward increased Indigenous participation in the Queensland tourism industry.

### INDUSTRY RESOURCES

The QTIC Tourism Indigenous Employment Champions Network has produced publicly available, up-to-date 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. Indigenous Employment case studies produced to showcase business planning, recruitment and management of Indigenous employees.
4. Indigenous school based traineeship videos highlighting the benefits to students and employers.

### QTIC TOURISM INDIGENOUS EMPLOYMENT CHAMPIONS MEMBERS THROUGHOUT 2013-14

MEMBER	ORGANISATION	TOURISM REGION
<b>Anji Kemp</b>	Straddie Camping	Brisbane
<b>Eddie Ruska</b>	Riverlife Mirrabooka	Brisbane
<b>Fleur Scott</b>	Emporium Hotel	Brisbane
<b>Mandy Richardson</b>	Mercure	Brisbane
<b>Margie Grenfell</b>	Straddie Camping	Brisbane
<b>Belinda O'Connor</b>	Brisbane Airport Corporation	Brisbane
<b>Earl Muir</b>	Metro Hotel Ipswich International	Brisbane
<b>Al Mucci</b>	Dreamworld	Gold Coast
<b>Emily Tanna</b>	Compass Group Australia	Queensland
<b>Debbie Lanham</b>	Snap Fresh (Qantas Group)	Queensland
<b>Leanne Edwards</b>	Accor Group	Queensland
<b>Paul Victory</b>	Sealink Queensland	Townsville
<b>Nick Doherty</b>	Jupiters Casino	Townsville
<b>Sonya Jeffrey</b>	Ingan Tours	Townsville
<b>Joe Sproats</b>	Platypus Wealth	Townsville
<b>Jacob Cassidy</b>	Mungalla Station	Townsville
<b>David Hudson</b>	Musician, Artist, Entertainer	Tropical North Queensland
<b>Kim Dorward Natalie Chapman</b>	Mossman Gorge Centre	Townsville
<b>Paul Morton Mandy Pradal David J Penny</b>	Mercure Cairns Harbourside	Tropical North Queensland
<b>Penny Cleland</b>	CaPTA Group	Tropical North Queensland
<b>RETIRED</b>		
<b>Bob Blair</b>	Dreamtime Cultural Centre	Capricorn
<b>Violet Singh</b>	Compass Group Australia	Queensland
<b>Gavin Wheeler</b>	Accor Group	Queensland
<b>Tony O'Connor</b>	Kookaburra Tours	Townsville
<b>Michelle Lloyd</b>	Echo Adventure & Cultural Camp	Tropical North Queensland
<b>Maryanne Jacques</b>	Adventure North Australia	Tropical North Queensland
<b>Shane Edwards</b>	Mercure Cairns Harbourside	Tropical North Queensland

# SUSTAINABLE BUSINESSES

## QTIC YOUNG PROFESSIONALS MENTORING PROGRAM

The 2014 QTIC Young Professionals Mentoring Program, now in its third year, connected 10 enthusiastic industry representatives with their own experienced tourism mentor. During the course of the program, mentees aged 35 years and under were privileged to have direct access to an experienced mentor who willingly shared knowledge, insight and industry understanding to develop the next generation of professional leaders.

Throughout the program, several mentees secured new job roles and promotions which was assisted by the confidence and skills passed on by their mentors. This is an impressive outcome and we extend our best wishes to these mentees in their new roles. QTIC also extends sincere appreciation to the mentors for volunteering their time to develop the next generation of Queensland's tourism industry leaders.

### 2014 QTIC YOUNG PROFESSIONALS MENTORING PROGRAM

MENTEE	MENTOR
<b>RHIANNON PRIESTLY</b> Tourism Information Officer RACQ	<b>JAN SOMMER</b> Executive, Leisure Tourism Brisbane Marketing
<b>LISA BUDD</b> Events Executive Townsville Enterprise Limited	<b>ANNE-MAREE MOON</b> Director, Leisure Tourism and Major Events Brisbane Marketing
	<b>ALISON DWYER</b> Manager, Promotions and Trade Events Tourism and Events Queensland
<b>ERIN TROST</b> Business and Regional Events Coordinator Tourism and Events Queensland	<b>KAYLEEN ALLEN</b> Director Tourism Gems
<b>MEGAN KADIC</b> Conference and Events Sales Executive Pullman Brisbane King George Square	<b>PETER SAVOFF</b> General Manager Emporium Hotel
<b>REBECCA HOLMES</b> Visitor Information Centre Coordinator Mackay Tourism	<b>HEATHER SULEJMANI</b> Manager, RACQ Tourism RACQ
<b>STEPHANIE FOSTER</b> Marketing Officer Fraser Coast Opportunities	<b>SARAH MATTSOON</b> Digital Content Manager Tourism and Events Queensland
<b>KATHRYN FLETCHER</b> Visitor Information Centre Officer Lockyer Valley Regional Council	<b>ANDREW SIVIJS</b> Tourism Consultant
<b>KAHLIA PEPPER</b> Sales Executive SkyRail Rainforest Cableway	<b>BRIAN HENNESSY</b> Director of Sales and Marketing Tourism Tropical North Queensland
<b>SIMON KUTTNER</b> Product Development and Marketing Manager Qantas Founders Museum	<b>MIKE MAHONEY</b> Managing Director Extra-Mile Tourism and Leisure Management
<b>FIONA HEIZMANN</b> Operations Manager Riverlife	<b>JACK SIM</b> Managing Director Boggo Road Gaol/Ghost Tours

“

The QTIC Mentoring program is a way to give something back. I have been helped along the way by many great people in the industry and this was my way of acknowledging what a great industry we have. The young people in the program really appreciate someone giving advice and I personally found it a positive step in my own ongoing development - it feels great to be able to contribute and you will be surprised what it does for your own business as well. I would encourage anyone who wants to be “part of the solution” to consider become a mentor. You will get back much more than what you put in.

**BRIAN HENNESSY**

**Director Sales and Marketing**

Tourism Tropical North Queensland

“

I was incredibly lucky to be mentored by Peter Savoff from Emporium Hotel Brisbane who provided great guidance and insight into the hotel and tourism industry while inspiring and motivating me to push boundaries and be confident in my abilities. I would definitely recommend young tourism professionals who want to succeed in our diverse industry to apply for this program.

**MEGAN KADIC**

**Pullman**

King George Square Brisbane



**ABOVE:**  
Peter Savoff and  
Megan Kadic

# SUSTAINABLE BUSINESSES

## WORKFORCE FUTURES PROGRAM

QTIC worked in partnership with Service Skills Australia and other key industry groups to deliver the Workforce Futures program, a practical approach addressing labour and skills issues for the Queensland tourism and hospitality industry. Workforce Futures was the direct result of collaboration between industry and government, funded by the National Workforce Development Fund.

### KEY ACHIEVEMENTS – WORKFORCE FUTURES PROGRAM

- 67 businesses received an individualised Workforce Development Plan combined with free, comprehensive business analysis and insight into workforce issues
- The approximate value for each participant in the program was more than \$2,600, resulting in an estimated \$175,875 in total value for the 67 completed businesses
- Regions supported included Gladstone, North Queensland, Townsville, Brisbane, Gold Coast and Sunshine Coast
- 48 employees from 21 businesses received approval for National Workforce Development Fund training to the value of \$191,922.

## TOURISM BUSINESS SUPPORT RESOURCES

QTIC provides members with access to invaluable development and business support resources, covering a range of operational and employment areas.

- Business diagnostic tools including the QTIC Business Barometer and QTIC Mindset Barometer
- Staff Management and Employment Tool Kits
- Employer guides for Indigenous Employment
- The Water Safety Handbook: Best Practice Guidelines for Tourism Operators
- Fact sheets and links to tourism-specific business support programs and tools.

These resources are available on the QTIC website at [WWW.QTIC.COM.AU/PROJECTS-SERVICES](http://WWW.QTIC.COM.AU/PROJECTS-SERVICES)

## QUEENSLAND TOURISM ACCREDITATION

QTIC recognises accreditation as a tool for building sustainable tourism, where good business practice and consistent quality experiences can promote world-class offerings and industry resilience when facing challenges.

The cessation of the National Tourism Accreditation Framework, known as T-QUAL, does not affect the ongoing operation of tourism accreditation schemes throughout Australia. QTIC remains dedicated to working with individual accreditation program providers to promote and raise quality standards in our industry.

### KEY ACHIEVEMENTS – TOURISM ACCREDITATION

- Partnerships established with five Tourism Accreditation providers to offer exclusive discounts for QTIC members
- Led 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
- Responded to 130 accreditation enquiries between June 2013 and June 2014
- Provided a submission to the Australian Government Redesign of Australia's Approved Destination Status Scheme, arguing strongly to include a Certificate III in Guiding as a pre-requisite for guides working with Chinese tourists
- Marketing to QTIC members and industry to promote Accreditation including communicating to Queensland Tourism Award nominees that Accreditation strengthens Award applications.





**RIGHT:**  
Geoff Olholm and  
Jenny Tonkin



**LEFT:**  
John Osborne



**RIGHT:**

Damian Heads



## INDUSTRY ENGAGEMENT

QTIC hosted a variety of events for members and industry throughout 2013-14, delivering lively debate on topical issues and providing access to key industry and government stakeholders. We acknowledge the financial and in-kind support provided by our corporate partners and sponsors for enabling QTIC to perform our role as the voice of tourism in Queensland.

### MEMBERS NETWORKING EVENT

**with Damian Heads, Owner and Executive Chef at Woodland Bar and Kitchen**

*Sponsors: Qantas and QantasLink, TAFE Queensland Brisbane (formerly Southbank Institute of Technology)*

QTIC kicked off the year with a taste sensation where guests were treated to a live cooking demonstration by one of Australia's leading executive chefs, Damian Heads. Throughout the cooking demonstration, Damian shared his passion for training quality and service standards, which he said are crucial for success in the hospitality and tourism industry. QTIC was pleased to launch the *Guide to Careers in Tourism and Hospitality* at the event.

### INDUSTRY BREAKFAST

**with Andrew Robb AO MP and John O'Sullivan, Tourism Australia**

*Sponsors: Brisbane Airport Corporation, Qantas and QantasLink*

QTIC hosted Tourism Australia CEO John O'Sullivan and the Hon. Andrew Robb AO MP, Minister for Trade and Investment to outline the Commonwealth's plans for positioning Queensland and Australia in the expanding economy of the Asia Pacific while fostering tourism's position as one of the 'Fantastic Five' growth industries.

### QTIC LIFETIME MEMBERSHIP

was presented to industry leader Ian Kean, one of Queensland's tourism leaders responsible for establishing QTIC 13 years ago. Ian's contribution to the industry is recognised alongside two previous recipients of QTIC lifetime membership Gary Smith and John Atkin.



### BOARDROOM LUNCHEONS

QTIC's exclusive boardroom luncheons provide an intimate platform for members to connect with industry leaders, government figureheads and peers. Keynote speakers included Carnival Australia CEO Ann Sherry, 2018 Commonwealth Games CEO Mark Peters, and HOSTPLUS CEO David Elia.



**RIGHT:**

John O'Sullivan and  
Andrew Robb AO MP

## QTIC PRIZE FOR INNOVATION IN TOURISM

*Sponsors: Queensland Government (Department of Tourism, Major Events Small Business and the Commonwealth Games), Qantas, EC3 Global, The University of Queensland, Brisbane Airport Corporation, Epicure and Staging Connections.*

In 2013, the inaugural QTIC Prize for Innovation in Tourism was introduced to encourage continual innovation and industry growth. Queensland micro and small to medium sized tourism enterprises applied to receive recognition for their innovative products, services and processes.

Recipients of the 2013 QTIC Prize for Innovation in Tourism, Kinnon & Co. (1st Prize) and Cairns ZOOM (Runners Up), were announced at a breakfast featuring special guest speaker and ABC personality Dr Karl Kruszelnicki, who delivered an entertaining presentation about the history of innovation. Thank you to Master of Ceremonies Professor Sara Dolnicar, Research Professor in Tourism at the University of Queensland Business School.

## JUDGES – 2013 QTIC PRIZE FOR INNOVATION IN TOURISM

- **NEAL MULLER**  
Department of Tourism, Major Events, Small Business & Commonwealth Games
- **TREVOR GRIGG**  
EC3 Global
- **STEVE BAXTER**  
Transition Level Investments



### WATCH

SEGMENTS OF THESE EVENTS ARE AVAILABLE ON THE QTIC YOUTUBE CHANNEL

## 2013 QTIC PRIZE FOR INNOVATION IN TOURISM

### 1ST PRIZE

Longreach-based family-owned business and QTIC member Kinnon & Co. was awarded \$25,000 in business support and other rewards including stages 1 and 2 of the Velocis program delivered by the Australian Institute for Commercialisation (AIC).

### RUNNER UP

Cairns ZOOM, a wildlife dome located on top of the Cairns-based Reef Hotel Casino, received free membership to the EarthCheck International Certification program valued at \$3,800.

Surfers Paradise Alliance was awarded Highly Commended for development of a two-part event analysis measurement instrument.



The Kinnon property suffered at the hands of a prolonged drought, so we diversified in 2006 to become tour operators, accommodation providers and retailers to retain our family's grazing land. Going into tourism and diversifying and innovating has kept us going. We were overwhelmed to be announced as winners of the QTIC Prize for Innovation in Tourism. For us, this award is about recognising the passion and necessity to diversify and innovate to keep moving forward.

**RICHARD KINNON**  
Kinnon & Co.

# INDUSTRY ENGAGEMENT

## 2013 QUEENSLAND TOURISM AWARDS

QTIC was proud to once again host the Queensland Tourism Awards, the State's largest and most prestigious annual program to celebrate the many achievements of businesses and individuals from Queensland's \$22 billion tourism industry. The annual Awards program was hosted in partnership with Queensland Airports Limited, Tourism and Events Queensland, the Queensland Government and other valued industry supporters.

In 2013, a total of 30 Gold, 24 Silver, 20 Bronze and two individual awards were presented across 32 award categories. For the first time, the Queensland Tourism Awards Gala Ceremony was held at the Royal International Convention Centre in Spring Hill.

### NEW INITIATIVES FOR THE QUEENSLAND TOURISM AWARDS

- In 2013, the Queensland Tourism Awards was rebranded with a new logo and Gold Award trophies. The colours on the new logo represent four aspects of Queensland's natural beauty: green rainforests, yellow beaches, blue ocean and from the Outback's red dust.
- The 2013 Awards program was amended to present Gold, Silver and Bronze awards for each category. This tiered arrangement replaced the previous schedule where one or more category finalists were recognised alongside one category Award winner. This change brings the Queensland Tourism Awards in line with the categorisation of the Qantas Australian Tourism Awards.
- The Queensland Tourism Award Ambassadors Program was introduced in 2013 to encourage greater industry participation in the Queensland Tourism Awards. The ambassadors were selected based on their past Awards success and understanding of the Awards process. QTIC extends our appreciation to the network of Award Ambassadors for assisting to promote the numerous benefits of entering the Queensland Tourism Awards.
- A new 50-page support resource assisted entrants with preparing their written Queensland Tourism Award submission. This resource is one of several new support measures introduced in response to entrant requests for additional assistance.



### 2013 QUEENSLAND TOURISM AWARDS IN NUMBERS



182

THE NUMBER OF QUEENSLAND TOURISM AWARD ENTRIES IN 2013

182



167

THE NUMBER OF SITE VISITS BY JUDGES THROUGHOUT QUEENSLAND

167



19

THE NUMBER OF INDUSTRY PROFESSIONALS APPOINTED AS QUEENSLAND TOURISM AWARD JUDGES

19



48

THE NUMBER OF HOURS EACH JUDGE SPENT READING AND SCORING SUBMISSIONS FOR THEIR CATEGORY

48



42

THE NUMBER OF ONE-ON-ONE MENTORING SESSIONS ARRANGED FOR AWARD ENTRANTS

42



THE NUMBER OF TOURISM AND HOSPITALITY BUSINESSES ACROSS QUEENSLAND WHO RECEIVED A PROMOTIONAL BROCHURE AND INVITATION TO PARTICIPATE IN THE 2013 QUEENSLAND TOURISM AWARDS

609



866

THE NUMBER OF GUESTS WHO ATTENDED THE 2013 QUEENSLAND TOURISM AWARDS GALA CEREMONY

866

# 2013 QUEENSLAND TOURISM AWARDS

Category and Award	Winner Name	Region
1 Major Tourist Attractions		
GOLD	Dreamworld	Gold Coast
2 Tourist Attractions		
GOLD	Jungle Surfing Canopy Tours	Tropical North Queensland
SILVER	The Workshops Rail Museum	Brisbane
BRONZE	Kuranda Scenic Railway	Tropical North Queensland
3 Major Festivals and Events		
GOLD	Woodford Folk Festival	Brisbane
4 Festivals and Events		
GOLD	Xstrata Mount Isa Rotary Rodeo	Outback Queensland
SILVER	Cairns Amateurs Carnival	Tropical North Queensland
BRONZE	Blues on Broadbeach Music Festival	Gold Coast
5 The Steve Irwin Award for Ecotourism		
GOLD	Daintree Discovery Centre	Tropical North Queensland
SILVER	Lady Elliot Island Eco Resort	Fraser Coast
BRONZE	Wings Diving Adventures	Whitsundays
6 Heritage and Cultural Tourism		
GOLD	Kinnon & Co.	Outback Queensland
SILVER	The Workshops Rail Museum	Brisbane
BRONZE	Herberton Historic Village	Tropical North Queensland
BRONZE	Queensland Rail Travel - Spirit of the Outback	Outback Queensland
7 Indigenous Tourism		
GOLD AND <span>HALL OF FAME</span>	Mungalla Aboriginal Tours	Townsville
SILVER	Mossman Gorge Centre	Tropical North Queensland
BRONZE	Ingan Tours - Spirit of the Rainforest Tour	Tropical North Queensland
8 Specialised Tourism Services		
GOLD	Gateway Media Group	Tropical North Queensland
SILVER	Harbour Town Gold Coast	Gold Coast
BRONZE	Airlie Day Spa	Whitsundays

# 2013 QUEENSLAND TOURISM AWARDS

## 9 VISITOR INFORMATION AND SERVICES

GOLD	Ipswich Visitor Information Centre	Brisbane
SILVER	Noosa Visitor Information Centre	Sunshine Coast
BRONZE	Brisbane Visitor Information and Booking Centre	Brisbane

## 10 BUSINESS TOURISM

GOLD	Cairns Convention Centre	Tropical North Queensland
SILVER	Hamilton Island Conferences	Whitsundays
BRONZE	Novotel Twin Waters Resort	Sunshine Coast

## 11 MAJOR TOUR AND/OR TRANSPORT OPERATORS

GOLD	Quicksilver Group	Tropical North Queensland
SILVER	Passions of Paradise	Tropical North Queensland

## 12 TOUR AND/OR TRANSPORT OPERATORS

GOLD	Ocean Rafting	Whitsundays
SILVER	Fun Over Fifty	Brisbane
BRONZE	Ocean Safari	Tropical North Queensland

## 13 ADVENTURE TOURISM

GOLD	Jungle Surfing Canopy Tours	Tropical North Queensland
SILVER	Ocean Rafting	Whitsundays
BRONZE	Pro Dive Cairns	Tropical North Queensland

## 14 THE RICHARD POWER AWARD FOR DESTINATION MARKETING

GOLD	Outback Queensland Tourism Association - Outback Queensland Travellers' Guide 2013	Outback Queensland
SILVER	Southern Queensland Country Tourism - Inaugural Destination Marketing Campaign	Southern Queensland Country
BRONZE	North West Outback Queensland Tourism Authority - 2012/13 Overlander's Way Cooperative Marketing Project	Outback Queensland

## 15 TOURISM EDUCATION AND TRAINING



GOLD AND <b>HALL OF FAME</b>	Australian Tourism Data Warehouse - Tourism e-kit	NA
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# 2013 QUEENSLAND TOURISM AWARDS

## 16 TOURISM RESTAURANTS AND CATERING SERVICES

GOLD	The Boathouse	Sunshine Coast
SILVER	Coast Restaurant and Bar	Fraser Coast
BRONZE	Sheraton Mirage Port Douglas Resort	Tropical North Queensland

## 17 TOURISM WINERIES, DISTILLERIES AND BREWERIES



GOLD AND <b>HALL OF FAME</b>	Ocean View Estates Winery and Restaurant	Brisbane
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## 18 TOURIST AND CARAVAN PARKS

GOLD	Cairns Coconut Holiday Resort	Tropical North Queensland
SILVER	BIG4 Adventure Whitsunday Resort	Whitsundays
BRONZE	Brisbane Holiday Village	Brisbane

## 19 BACKPACKER ACCOMMODATION

GOLD	Cairns Central YHA	Tropical North Queensland
SILVER	Magnums Backpackers	Whitsundays

## 20 HOSTED ACCOMMODATION



GOLD AND <b>HALL OF FAME</b>	Narrows Escape Rainforest Retreat	Sunshine Coast
SILVER	Bli Bli House Luxury Bed and Breakfast	Sunshine Coast
BRONZE	Hidden Valley Cabins	Townsville

## 21 UNIQUE ACCOMMODATION

GOLD	Whitsunday Escape	Whitsundays
SILVER	Bloomfield Lodge	Tropical North Queensland
BRONZE	Zagame's Paradise Resort Gold Coast	Gold Coast

## 22 STANDARD ACCOMMODATION

GOLD	Emeraldene Inn and Eco-Lodge	Fraser Coast
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## 23 DELUXE ACCOMMODATION

GOLD	RACV Noosa Resort	Sunshine Coast
SILVER	Royal on the Park Brisbane	Brisbane
BRONZE	Novotel Brisbane	Brisbane

# 2013 QUEENSLAND TOURISM AWARDS

## 24 LUXURY ACCOMMODATION

GOLD	Emporium Hotel	Brisbane
SILVER	Pullman Reef Hotel Casino	Tropical North Queensland

## 25 NEW TOURISM DEVELOPMENT

GOLD	Kinnon & Co. Starlight's Spectacular Sound-and-Light Show	Outback Queensland
SILVER	Cairns ZOOM	Tropical North Queensland
BRONZE	Granite Belt Brewery at Happy Valley Retreat	Southern Queensland Country

## 26 QANTAS AWARD FOR EXCELLENCE IN SUSTAINABLE TOURISM

GOLD	Daintree Discovery Centre	Tropical North Queensland
SILVER	Reef HQ Aquarium	Townsville
BRONZE	Paronella Park	Tropical North Queensland

## 27 LOCAL GOVERNMENT AWARD FOR TOURISM

GOLD	Logan City Council	Brisbane
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## 28 HEALTH AND WELLBEING TOURISM

GOLD	Gwinganna Lifestyle Retreat	Gold Coast
SILVER	Airlie Day Spa	Whitsundays

## 29 EXCELLENCE IN FOOD TOURISM

GOLD	Redlands IndigiScapes Centre	Brisbane
SILVER	Maleny Cheese Café	Sunshine Coast

## 30 OUTSTANDING CONTRIBUTION BY A VOLUNTEER OR VOLUNTEER GROUP

GOLD	Ipswich Visitor Information Centre Volunteers	Brisbane
SILVER	Brisbane Airport Ambassadors	Brisbane
BRONZE	Mission Beach Visitor Information Centre Volunteers	Tropical North Queensland

## 31 YOUNG ACHIEVERS AWARD

WINNER	Megan Kadic - Pullman Brisbane King George Square	Brisbane
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## 32 THE MARIE WATSON-BLAKE AWARD FOR OUTSTANDING CONTRIBUTION BY AN INDIVIDUAL

WINNER	John Osbourne OAM	Southern Queensland Country
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“

I would like to congratulate QTIC for the prominence we received for our sponsorship at the QTA Awards. We had great coverage on the night and this exposure to such a high profile audience goes a long way for our family-owned Queensland based company.

**SYD NICHOLS**

**Manager**

Cornerstone Press

“

Congratulations to the QTIC team for a fabulous Awards night! The QPAC Rocky Horror Picture Show act was just fantastic and the visual presentations, venue, MC's and atmosphere were second to none. I very much appreciate how much work goes into an event of this size and your team are to be absolutely congratulated for an incredibly professional showcase of our industry's best. Keep up the great work – I am proud to be a Member, Board Member and huge fan of QTIC!

**MARY CARROLL**

**CEO**

Capricorn Enterprise

**JUDGES – 2013 QUEENSLAND TOURISM AWARDS**

**Elissa Keenan (Chair)**

Air Services Australia

**Kayleen Allen**

Tourism Gems

**Serena Beirne**

Mummy's Wish

**James Corvan**

Tourism Guru

**Bob Hagley**

Hagley and Associates

**Greg Howe**

Business Action Centre

**Ian Kean**

Tourism Services

**Stuart Kerr**

Enterprise Connect

**Ron Livingston**

Pinnacle Tourism Marketing

**Sue Mackenzie-Smith**

DLA Partners

**Mike Mahoney**

Extra-Mile Tourism Management

**Meryl McKenzie**

The CEO Institute

**Andrew Millward**

RACQ

**Varia Mitchell**

707 Pty Ltd

**Kim Morgan**

Maroochy River Resort and Bungalows

**Matthew Smith**

The Tourism Smith

**Kristine Toohey**

Griffith University

**Tony Virili**

SideBar Advisory Services

**Liz Ward**

Australian Tourism Data Warehouse

**Robyne Wilson**

Tangalooma Island Resort

**RIGHT:**

Eric Abetz MP and  
Daniel Gschwind



# INDUSTRY ENGAGEMENT

## QTIC PARTNERSHIP EVENTS

### DR TALEB RAFAI, SECRETARY-GENERAL, WORLD TOURISM ORGANISATION (UNWTO)

QTIC partnered with The University of Queensland to host a luncheon with Dr Taleb Rafai. Dr Rafai spoke about the partnerships between different tiers of government to support collaborative tourism strategies.

### THE FUTURE OF FAIR WORK WITH SENATOR ERIC ABETZ

More than 200 guests attended an event co-hosted by QTIC and the Chamber of Commerce and Industry Queensland (CCIQ). Guest speaker the Hon. Eric Abetz, Leader of the Government in the Senate, Minister for Employment and Minister Assisting the Prime Minister for the Public Service, discussed the future of Fair Work under a Coalition Government. QTIC has undertaken a significant amount of work on behalf of members and industry stakeholders to improve the competitiveness of the tourism industry by advocating for workplace relations reform. The partnership event was a prime opportunity for QTIC to further investigate opportunities for achieving better outcomes for Queensland businesses.

### FRIENDS OF TOURISM

QTIC sponsored the Friends of Tourism cocktail evening in partnership with the Tourism and Transport Forum and Carnival Australia. QTIC members networked with Queensland Government MPs and senior members of the tourism industry to reinforce the theme of tourism's importance to the Queensland economy. Guest speakers included the Hon. Jann Stuckey MP, Minister for Tourism, Small Business, Major Events and the Commonwealth Games, Gavin King MP, Assistant Minister for Tourism, and Ann Sherry, Chief Executive Officer of Carnival Australia.

**RIGHT:**

Shane O'Reilly,  
Jann Stuckey MP, Daniel  
Gschwind and Mary Carroll

## QTIC NETWORK PARTNERS

### QTIC ASSOCIATIONS COUNCIL

QTIC's Associations Council has continued to foster collaboration on common state-wide issues of significance impacting association members and the wider tourism and hospitality industry. The sectoral bodies have worked in partnership with QTIC to utilise our connections with industry and government agencies to raise issues of importance and to ensure opportunities are approached in a united and coordinated way.

- Accommodation Association Australia
- Adventure Queensland
- Association of Marine Park Tourism Operators
- Australian Federation of Travel Agents
- Australian Resident Accommodation Managers' Association
- Australian Timeshare and Holiday Ownership Council
- Bed and Breakfast and Farmstay Queensland
- Caravan Parks Association of 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 Life Saving Queensland
- Taxi Council of Queensland
- Whitsunday Charter Boat Industry Association

### REGIONAL TOURISM ORGANISATIONS COMMITTEE

QTIC worked closely with Queensland's Regional Tourism Organisations (RTO) responsible for the development and tourism destination marketing of the State's separate destinations. The RTO committee provides a forum for discussion of relevant issues and offers a coordinated approach to government and industry for regional tourism in Queensland.

- Brisbane Marketing
- Bundaberg North Burnett Tourism
- Capricorn Enterprise
- Fraser Coast Opportunities
- Gladstone Area Promotion and Development Limited
- Gold Coast Tourism
- Mackay Tourism
- Outback Queensland Tourism Association
- Southern Queensland Country Tourism
- Sunshine Coast Destination Ltd
- Tourism Tropical North Queensland
- Townsville Enterprise Limited
- Whitsundays Marketing and Development Limited

# INDUSTRY ENGAGEMENT

## QTIC NETWORK PARTNERS

### QTIC DRIVE ALLIANCE

QTIC established the Drive Alliance committee designed to inform the implementation of the Queensland Government's Queensland Drive Tourism Strategy 2013 – 2015 and address other Queensland drive tourism issues. The QTIC Drive Alliance provides guidance and feedback to the Drive Alliance working group on identified drive tourism priority projects.

#### MEMBERS - QTIC DRIVE ALLIANCE

- Adventure QLD
- Brisbane Marketing
- Bundaberg Region Tourism
- Campervan and Motorhome Club of Australia
- Capricorn Enterprise
- Caravan and Trade Industries Association of Qld
- Caravan Parks Association of Queensland
- Fraser Coast Opportunities
- Mackay Tourism
- Outback Qld Tourism Association
- Qld Hotel Association
- Queensland Bus Industry Council
- Queensland Information Centres Association (QICA)
- RACQ
- Southern Queensland Country Tourism
- Sunshine Coast Destination
- The Australian Federation of Travel Agents
- Townsville Enterprise Limited

#### ADDITIONAL INVITED GUESTS INCLUDE:

- Department of State Development, Infrastructure and Planning
- Department of Tourism, Major Events, Small Business and the Commonwealth Games
- Department of Transport and Main Roads
- Tourism and Events Queensland

### BED AND BREAKFAST AND FARMSTAY QUEENSLAND

The Bed and Breakfast and Farmstay Queensland committee is a sub-committee under the QTIC Board responsible for enhancing representation within this sector and identifying opportunities for the growth of the sector.

#### COMMITTEE MEMBERS

- Chair - Sue Panuccio, Mt Cotton Guesthouse
- Grace Cross, Naracoopa Bed and Breakfast
- Thomas Jones, Staple House Bed and Breakfast
- Kay Tommerup, Tommerup's Dairy Farm
- Phil Greenbury, Bli Bli House Luxury Bed and Breakfast

#### WE WISH TO EXTEND OUR APPRECIATION

to Sharon Lagan, Alexander Lakeside Bed and Breakfast, and Mary D'arcy, Fern Cottage, for their contribution to the Bed and Breakfast and Farmstay Queensland committee throughout 2013-14.





**ABOVE:**  
2013 Qld Tourism  
Awards

# QTIC MEDIA & COMMUNICATIONS

In our role as “The Voice of Tourism”, QTIC continues to maintain a strong media presence across local, state, national and international news outlets. QTIC is known in media circles as the authority on tourism matters and QTIC’s Chief Executive Daniel Gschwind is regularly interviewed by media on industry-related issues. The broad range of interview topics requires Daniel to have comprehensive up-to-date knowledge of the tourism matters across each region in Queensland and national and international tourism industry topics and trends.

QTIC’s proactive approach included targeted media campaigns reflecting our view on matters affecting the Queensland tourism industry and highlighting the positive contribution of Queensland’s tourism industry, including its people and businesses.

- Queensland’s families of tourism: International Families Week
- Queensland Tourism Awards results – 13 regional media releases, 1 statewide media release
- Australian Tourism Awards results – 4 regional media releases, 1 statewide media release
- Value of Queensland’s tourism industry: 2013 Small Business Week
- Women in Tourism: 2014 International Women’s Day
- Port dredging in Great Barrier Reef marine park
- 2013/14 Summer outlook for Queensland tourism industry
- Ready Set Go! App launch
- QTIC Prize for Innovation in Tourism
- QTIC Salute to Excellence
- 2013 DestinationQ Forum
- Queensland State Budget and Australian Federal Budget: benefits and challenges for Queensland’s tourism industry.

## QTIC SOCIAL MEDIA

QTIC invites members, industry representatives and the public to connect with us through social media. Our digital communication channels on Twitter, LinkedIn, Instagram, Facebook (Queensland Tourism Awards) and YouTube enable us to inform, update and promote news and achievements relating to Queensland’s tourism sector.



Queensland's families of tourism:  
International Families Week



2013/14 Summer outlook for  
Queensland tourism industry



Value of Queensland's tourism industry:  
2013 Small Business Week







Queensland Tourism  
Awards results  
13 regional media releases  
1 statewide media release



Australian Tourism  
Awards results  
4 regional media releases  
1 statewide media release



2013  
DestinationQ  
Forum



QTIC Salute to Excellence



Queensland State Budget and  
Australian Federal Budget:  
benefits and challenges for  
Queensland's tourism industry.



Ready Set Go!  
App launch



Women in Tourism: 2014  
International Women's Day



Port dredging in  
Great Barrier Reef  
marine park



QTIC Prize for Innovation in  
Tourism



# QTIC MEMBERS 2013-14

1770 LARC! Tours 707 Pty Ltd	Australian Technology and Trade College Pty Ltd	Brisbane Convention and Exhibition Centre	Charter Yachts Australia
Abbey Museum of Art and Archaeology	Australian Timeshare and Ownership Holiday Council	Brisbane Holiday Village	Childers Eco-lodge
Accommodation Association of Australia	AVIS Australia	Brisbane Marketing	City of Gold Coast
Accor Hospitality	Aynsley Bed and Breakfast	Brisbane Milton Bed and Breakfast	Clandulla Cottages
ACTE	Babinda Kayak Hire	Brisbane Opal Museum	Classic Holidays
Adel's Grove	Bali on Bribie	Broadbeach Alliance	Cloncurry Shire Council
Adrenalin Dive	Base Queensland	Brockhurst Cabins Farmstay - Retreat	Clovely Estate Wines
Adventure North Australia Pty Ltd	bbs Communications Group	BSI Learning Institute	Club Training Australia
Adventure Queensland	Beetswalkin Consulting	Bundaberg North Burnett Tourism	Clubs Queensland
Air Whitsunday Seaplanes	Bethany Cottages	Bundaberg Rum	Coastal Cruises Mooloolaba
Airlie Beach Hotel	Big 4 Adventure Whitsunday Resort	BONDSTORE	Cobbold Gorge Tours
Airlie Beach YHA	Big Cat Green Island Reef Cruises	BURP eat drink	Connecting Southern Gold Coast
Alexander Lakeside Bed and Breakfast	Big Planet Media Pty Ltd	Business Action Centre	Con-x-ion Airport Transfers
Alure Boutique Villas	BIG4 Atherton Woodlands Tourist Park	Caboolture Historical Village	Coomera College of Business and Industry Training
Anita Clark Tourism Services	Billy Tea Bush Safaris	Cairns Airport Pty Ltd	Cornzal
Aquarius Backpackers	Birdsville Race Club	Cairns Amateurs	Cosmos Centre and Observatory
ARAMA Queensland Inc.	Black and White Cabs	Cairns Aquarium	Cross Country Tours
Araucaria Ecotours	Bli Bli House Luxury Bed and Breakfast	Cairns Central YHA	Crown Towers Resort
Arrow Training Services	Blue Dolphin Marine Tours	Cairns Coconut Holiday Resort	Cruise Whitsundays
Ashbourne House Bed and Breakfast	Blueprint Career Development	Cairns Convention Centre	Currumbin Wildlife Sanctuary
Ashmore Palms Holiday Village	Bond University	Cairns Harbour Lights	Daintree Discovery Centre
Association of Marine Park Tourism Operators	Braeside Bed and Breakfast	Cairns Turtle Rehabilitation Centre	Dalrymple Tourist Van Park
at Hotel Group	BreakFree Acapulco	Calypso Reef Charters	Daniels Associates
Auckland Hill Bed and Breakfast	BreakFree Alexandra Beach	Campervan and Motorhome Club of Australia	David Osborne
Aurora Training Institute	BreakFree Aloha	Capitol Apartments	Deborah Lewis Consulting
Aussie World	BreakFree Beachpoint	Capricorn Caves	Deloitte
Australia Zoo	BreakFree Cosmopolitan	Capricorn Enterprise	Department of National Parks, Recreation, Sport and Racing
Australian Council for Private Education and Training	BreakFree Diamond Beach	Caravan Industry Association of Australia	Designer Life
Australian Federation of Travel Agents	Breakfree Fortitude Valley	Caravan Parks Association of Queensland	Destination Gympie Region
Australian Festival of Chamber Music	BreakFree Grand Pacific	Caravan Trade and Industries Association of Qld	Di Bella Coffee
Australian Hospitality Skills Register	BreakFree Great Sandy Straits	Career Training Institute of Australia	Diamantina Visitor Centres
Australian International Business Institute	BreakFree Imperial Surf	Careers Australia Group Limited	Discover Stradbroke
Australian Outback Spectacular	BreakFree Longbeach	Carnival Australia	Diversity Education Training
Australian Stockman's Hall of Fame	BreakFree Moroccan	Catalina Cruises Noosa	DM2 Architecture
Australian Sunset Safaris	BreakFree Neptune	Chapel Woods Bed and Breakfast	Down and Dirty Quad Bike Tours
	Breakfree Peninsular	Charleville Cosmos and Visitor Information Centre	Down Under Tours
	Breakfree Rainbow Shores		Dracula's Pty Ltd
	BreakFree Royal Harbour		Dreamworld and White Water World
	Brisbane Airport Corporation		Dynamic Learning Services Pty Ltd
	Brisbane City YHA		

Eastwood Farm	Grand Mercure Apartments Twin Waters	Jimbour House	Mantra Aqueous on Port
EC3 Global	Granite Belt Wine and Tourism	John Atkin Consulting	Mantra Broadbeach on the Park
Ecotourism Australia	Great Green Way Tourism Incorporated	Jondaryan Woolshed	Mantra Circle on Cavill
Element on Coolum Beach	Griffith University	Jungle Surfing Canopy Tours	Mantra Coolangatta Beach
Elissa Keenan	Groves Christian College	Jupiters Hotel and Casino	Mantra Esplanade
Ella Bay Pty Ltd	Gympie Cooloola Tourism	Jupiters Townsville	Mantra French Quarter
Emeraldene Inn & Eco-Lodge	Hamilton Island Limited	Kellys Beach Resort	Mantra Group
Emporium Hotel	Happy Wanderer Village	Kenmore State High School	Mantra Heritage
Equathon	Harbour Town Outlet Shopping Centre	Kepnock State High School	Mantra Hervey Bay
Ernst and Young	Hartley's Crocodile Adventures	Kert Crossan Creative	Mantra Legends Hotel
Eumundi Markets	HCR Constructions Pty Ltd	Keswick Island Guest House	Mantra Mooloolaba Beach
Extra-Mile Tourism and Leisure Management	HD-XPOSURE	Kilcoy Upper Sandy Creek Bed and Breakfast	Mantra On Queen
Fantasea Cruising Magnetic	Help Enterprises	Kingfisher Bay Resort Group	Mantra Paradise Centre
Far North Queensland Tour Operator Association	Henderson Park Farmstay	Kinnon and Co. Longreach	Mantra PortSea
Fern Cottage	Hidden Valley Cabins and Tours	Kirwan State High School	Mantra Sierra Grand
Flight Centre Ltd	Hideaway Haven Bed and Breakfast	Knowledge Transfer Services Pty Limited	Mantra Sirocco
Floating Images Hot Air Balloon Flights	Hilton Brisbane	Kookaburra Holiday Park	Mantra Southbank
Focal Holdings Pty Ltd	Hospitality Recruitment Solutions QLD	Kookaburra Tours and Charters Pty Ltd	Mantra Sun City
Food Trail Tours	HOSTPLUS	Koorana Crocodile Farm	Mantra Trilogy
Foot in the Door Training	Hotel Grand Chancellor Brisbane	Krista Hauritz Tourism Marketing + Development	Mantra Wings
Franklyn Scholar	Hotel Grand Chancellor Surfers Paradise	Kupro Marketing	Marine Queensland
Fraser Coast Opportunities	Hotel Noorla	Kurrimine Beach Holiday Park	Marketing Directions
Fraser Explorer Tours	Ibis Brisbane	Kwik Kopy Printing Geebung	Maroochy River Resort
Fraser Island Adventure Tours	Ibis Budget Brisbane Airport	Lady Elliot Island Eco Resort	Marsden State High School
Fun Over Fifty Pty Ltd	Ibis Styles Mt Isa Verona	LaLaLand Agnes Water Retreat	Martin College Pty Ltd
Futurum Australia	Ibis Townsville	Lillydale Host Farm	Mayfair College
Gab Titui Cultural Centre	Icon Training Academy Pty Ltd	Little Magenta	Mercure Brisbane
Gateway Media Group	iGetAbout	Lockyer Valley Regional Council	Mercure Brisbane King George Square
Gateway Motor Inn Childers	Ignite Education	Logan City Council	Mercure Cairns Harbourside
Get Branded	Industry Accreditation	Longreach School of Distance Education	Mercure Capricorn Resort Yeppoon
Ghost Tours	Industry Training Services	Look Now Training	Mercure Gold Coast Resort
GKI Resort Pty Ltd	Inflight Publishing Pty Ltd	Lucerne on Fernberg	Mercure Townsville
Gladstone Area Promotion and Development Limited	Institute of Culinary Excellence	Lunina	Metro College of Technology
Glass on Glasshouse	interNATIONAL PARKtours	Mackay Tourism	Metro Hotel Tower Mill
Global Blue Australia	Ipswich City Council	Main Creek Bower	Microhire
Go Ride A Wave	Jacaranda Creek Farmstay Bed and Breakfast	Maleny Cheese Cafe	Mike Ball Dive Expeditions
Go2GayCairns Pty Ltd	James Cook University	Maleny Lodge Guest House	Minmore Homestead
Gold Coast Airport Pty Limited		Management Institute of Australia	Mission Beach Business and Tourism
Gold Coast Convention and Exhibition Centre		Mango Hill Cottages Bed and Breakfast	Moreton Bay Regional Council
Gold Coast Institute of Technology		Mantra Amphora	Mossman Gorge Centre
Gold Coast Tourism			Mount Isa Airport Pty Limited
			Mount Isa Rotary Rodeo



# QTIC MEMBERS 2013-14

Mt Barney Lodge Country Retreat	Oceans Mooloolaba	Quality Training and Hospitality College	Russo Recruitment
Mt Cotton Guesthouse	On The Beach Holiday Apartments	Quay West Suites Brisbane	Sarina Russo Apprenticeship Services
Mt Quincan Crater Retreat	On the Inlet Seafood Restaurant	Queensland Airports Limited	Sarina Russo Job Access
Murdering Point Winery	One Step Further Pty Ltd	Queensland Art Gallery and Gallery of Modern Art	Sarina Russo Schools Australia
Nambour Christian College	O'Reilly's Rainforest Guesthouse	Queensland Bus Industry Council	Sarina Sugar Shed
Naracoopa Bed and Breakfast	Outback Aussie Tours	Queensland College of Wine Tourism	Savannah Guides
Narrows Escape Rainforest Retreat	Outback Queensland Tourism Association Inc.	Queensland Folk Federation	Scenic Rim Escapes Inc
Nightfall Wilderness Camp	Outback Spirit Tours	Queensland Hotels Association	Scenic Rim Regional Council
Noosa Boathouse	Oz Outback Adventure Tours	Queensland Information Centres Association	Sea World
North Burnett Regional Council	Oz Tours Safaris	Queensland Performing Arts Centre	Sea World Resort and Water Park
North Lakes State College	Paradise Country	Queensland Rail Limited	Sea World Whale Watch
Northern Greenhouse Cairns	Park Regis North Quay	Queensland University of Technology	Seahaus
Norton Rose Fulbright Australia	Parker Travel Collection	Queensland Wine Industry Association	Sealink QLD
NovaSkill	Parkwood Bed & Breakfast	Queensland Yacht Charters	Seastar Cruises
Novotel Brisbane	Paronella Park	Quicksilver Group	Seawalker@Green Island Pty Ltd
Novotel Cairns Oasis Resort	Passions of Paradise	RACQ	Secrets on the Lake
Novotel Twin Waters Resort	Peninsula Boutique Hotel Port Douglas	Raging Thunder Adventures	Sheraton Noosa Resort and Spa
NRMA Treasure Island Holiday Park	Peppers Airlie Beach	Rainbow Shores Pty Ltd	Siena Catholic College
Number 12 B and B	Peppers Beach Club	REACH for Training	Skills Institute Australia
O Boat Hire	Peppers Beach Club and Spa	Red Air Tours and Transfers	Skypoint
OAKS 212 on Margaret	Peppers Blue on Blue	Redcliffe State High School	Skyrail Rainforest Cableway
OAKS Aspire	Peppers Broadbeach	Redland Art Gallery	Skytrans
OAKS Aurora	Pethers Rainforest Retreat	Redland City Council	Smartskill Pty Ltd
OAKS Calypso Plaza	Pimlico State High School	Redlands Kayak Tours	Sofitel Brisbane Central
OAKS Casino Towers	Pinnacle Tourism Marketing	Reef House Boutique Resort and Spa Palm Cove	Sofitel Gold Coast Broadbeach
OAKS Charlotte Towers	PLC Tourism Services	Regional Group Training Limited	Soul Surfers Paradise
OAKS Felix	Pocket Power Australia	Renegade Fishing Charters	Southern Cross University School of Tourism and Hospitality Management
OAKS Festival Towers	Port of Brisbane	Response Learning	Southern Queensland Country Tourism
OAKS Gateway on Palmer	Prestige Service Training	RIS Designs	Southern Queensland Tourism
Oaks Hotels and Resorts	Preston Peak Wines	River City Cruises	Spencer College
OAKS iStay River City	Pro Dive Cairns	Riverlife Pty Ltd	Spicers Balfour Hotel
OAKS Lagoons	PRO Management	RNA and Industrial Association of Queensland	Spicers Canopy
OAKS Lexicon Apartments	Pullman Brisbane King George Square	Royal on the Park	Spicers Clovelly Estate
Oaks M on Palmer	Pullman Cairns International	RPL Help	Spicers Group (Spicers Retreats, Hotels & Lodges Pty Ltd)
OAKS Mon Komo	Pullman Palm Cove Sea Temple Resort and Spa	R-Training Pty Ltd	Spicers Hidden Vale
OAKS Oasis	Pullman Port Douglas Sea Temple Resort and Spa	Rubyvale Gem Gallery	Spicers Peak Lodge
OAKS Seaforth Resort	Pullman Reef Hotel Casino	Rumba Beach Resort	Spicers Tamarind Retreat
OAMPS Insurance Brokers	Qantas Airways Limited	Rumbalara Bed and Breakfast	Spirit House Restaurant and
Ocean Rafting	Qantas Founders Outback Museum		
Ocean Recreation Careers Australasia	QantasLink		
Ocean Safari			
Ocean View Estates			



Cooking School	The University of Queensland	Warwick Tourism and Events
SSS Events	The Workshops Rail Museum	Wattle Gully Retreat
St Margaret's Anglican Girls School	Tilma Group Pty Ltd	Webbed Feet
St Mary's College	Tommerup's Dairy Farm	Wet 'n' Wild
Stanthorpe Tours	Tony Charters and Associates	WG Learning Pty Ltd
Staple House Bed and Breakfast	Toowoomba Regional Council	White Horse Australia
STAT Pty Ltd	Total Training Solutions Pty Ltd	Whitsunday Charter Boat Industry Association
stay247.com	Tourism Bowen	Whitsunday Escape
StayWell Hospitality Group	Tourism Business Solutions	Whitsunday Flying Outrigger Canoe Tours
Stephen Gregg Consulting	Tourism Confucius Institute	Whitsunday Heritage Cane Cutters Cottage
Story Bridge Adventure Climb	Tourism Gems Pty Ltd	Whitsunday Jetski Tours
Straddie Camping	Tourism Leisure Corporation	Whitsundays Marketing and Development Limited
Strategy 8 Consulting	Tourism Noosa	Wilderness Challenge Pty Ltd
Sudima Suites	Tourism Port Douglas & Daintree	William Angliss Institute of TAFE
Sugarloaf Mountain Country Retreat	Tourism Services Pty Ltd	Wings Whitsunday Adventures
Sunshine Castle	Tourism Tropical North Queensland	Wiss House Bed and Breakfast
Sunshine Coast Council	Townsville Airport Pty Limited	Witches Falls Cottages
Sunshine Coast Destination Ltd	Townsville Enterprise Limited	Wittacork Dairy Cottages
Sunshine Valley Cottages	Townsville Military Tours	Wonderment Pty Ltd
Surf Life Saving Queensland	TPD Media	Worklinks Inc
Surfers Paradise Alliance	Training Direct Australia	WorldMark South Pacific Club by Wyndham Cairns
Surfers Paradise YHA at Main Beach	Training Evolution	WorldMark South Pacific Club by Wyndham Golden Beach
Tactical Training Group	Transit Systems (Big Red Cat, Stradbroke Ferries & Stradbroke Island Holidays)	Wyndham Vacation Resorts Asia Pacific
TAFE Queensland Brisbane	Travel Training Australia	Wyndham Vacation Resorts Asia Pacific at Ramada Port Douglas
TAFE Queensland East Coast	Treasury Casino and Hotel	Wyndham Vacation Resorts Asia Pacific Kirra Beach
TAFE Queensland Gold Coast	Tropic Wings Pty Ltd	Wyndham Vacation Resorts Asia Pacific Surfers Paradise
TAFE Queensland North	Tropical Coast Tourism	Wyndham Vacation Resorts Asia Pacific at Ramada Maroolia Beach
TAFE Queensland South West	True Blue Sailing	XXXX Brewery Tour and Ale House
Tamborine Mountain Distillery	Turkey's Nest Rainforest Cottages	YHA Ltd
Tangalooma Island Resort	Tyto Wetlands Information Centre	Zagame's Paradise Resort
Taxi Council of Queensland	Umi Arts Limited	Zealifi
The Birdsville Hotel	Undara Experience	Zengarra Country House and Pavilions
The Business of Tourism	University of Southern Queensland	
The Central Group	VETEA Limited	
The Escarpment Retreat and Day Spa	Village Roadshow Theme Parks	
The Mouses House	Visit Oz	
The Point Brisbane	Waltzing Matilda Centre	
The Sebel Maroochydhore	Warner Bros Movie World	
The Sebel Resort Noosa	Warwick Show and Rodeo Society	
The Sebel Suites Brisbane		
The Tourism Smith		

# PHOTOS FROM QTIC EVENTS



**FROM LEFT TO RIGHT:** Anne-Maree Moon, Mike Mahoney, Michelle Roennfeldt | Brett Kapernick, John Sharpe | Cast of Rocky Horror Picture Show  
| Claire Naylor, Rebecca Johnston, Katherine Watson | Donnita Maher, Trudi Hollis | Minister Jann Stuckey MP, Richard Kinnon, Marisse Kinnon





**FROM LEFT TO RIGHT:** QTIC Prize for Innovation in Tourism Breakfast | Vanessa Gawith, Geoff Illich, Keelan Howard, Jessica Muller | Dr Karl Kruszelnicki, Sara Dolnicar | Dennis Chant, Kimberley Busted | Neal Muller, Mary Carroll, Trevor Grigg | Industry Breakfast



# PHOTOS FROM QTIC EVENTS



**FROM LEFT TO RIGHT:** Chris Saines, Daniel Gschwind, John Kotzas | Damian Heads | Elsa D'Alessio, Wayne Clift, Rod McShannon | Ian Mitchell, David Brook, Ian Kean | Patrick Bardon, Greg Holmes, Christopher Franklin | Peter Yared, Leanne Coddington, Brent Ritchie, Laura Younger





**FROM LEFT TO RIGHT:** Qld Tourism Awards | Ron Chapman, Ken Illich, Stuart Lamont, Ray Brownhill | Tony Edwards, Jenni Greaves, Mark Greaves |  
Sofie Formica, John O'Sullivan, Minister Andrew Robb MP | Damian Heads, Ann Garms OAM, Shane O'Reilly | Minister Jann Stuckey MP, Mary Carroll

# CORPORATE PARTNERS

## PLATINUM

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## GOLD

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## SILVER

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**QUEENSLAND'S PEAK INDUSTRY BODY FOR TOURISM**

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