

**ANNUAL REVIEW**  
**2014.15**





# QTIC THE VOICE OF

## QTIC Chair SHANE O'REILLY

Last year I mentioned with some trepidation that Queensland's tourism "drought" had finally broken. What I didn't foresee was the real drought affecting much of Queensland would still be continuing one year later and the devastating flow-on effects for our state. I'm sure the wider Queensland tourism community would join me in wishing Australia's Outback communities the very best of good fortune and strongly recommend that the Government and financial agencies treat them with the greatest respect, kindness and understanding during this difficult period. We need Queensland's country regions to be viable and tourism is a major contributor to this cause.

Overall, 2014-15 has been a buoyant year for Queensland's tourism industry, resulting from many years of hard work and planning by operators, their staff and elected officials from all levels of Government.

We have a new State Government since our last Annual Review and it would be remiss of me not to thank the former Newman Government for their efforts in raising the profile of tourism through their four pillars strategy. I would also like to congratulate the Palaszczuk Government for their election win and especially thank the Premier for allocating a senior member of her Government to the tourism portfolio.

This year has seen changes to the QTIC team and Board of Directors. QTIC farewelled Chris Sedgwick due to a

promotion with ACCOR in New Zealand yet we welcomed long-time industry figure Ciaran Handy from Hamilton Island to the Board. Brett Kapernick shifted from the QTIC Board into the role of Deputy CEO and General Manager – Business Strategy following the departure of Kim Harrington. The QTIC Directors are very pleased and excited to have Brett's experience and expertise as part of QTIC's management and we all look forward to his contributions in the year ahead.

Thanks finally to the entire team at QTIC – past and present. The 2014-15 year was another busy time with consistent achievements raising the profile of tourism within the wider community, as well as providing tangible benefits to stakeholders. A great example of this was the recent partnership agreement signed between QTIC and Echo Entertainment Group for a state-wide strategy to support tourism employment for Indigenous workers.

*I remain honoured and humbled to be a representative of the Queensland tourism industry.*

# TOURISM



## Chief Executive **DANIEL GSCHWIND**

**T**wo significant changes characterised 2014-15 for tourism in Queensland and for QTIC. The first perhaps less expected, the second in the making a little longer but gaining momentum in 2014-15.

The early state election in January 2015 brought about a change in government that was not necessarily anticipated. Nevertheless, QTIC was better prepared than ever to present a strong tourism perspective with clear regional priorities to all political candidates in the lead-up. Our ongoing engagement across the political divide allowed us to build an immediate and strong rapport with the newly elected Palaszczuk government, including the new Minister for Tourism, Major Events, Small Business and the Commonwealth Games, Kate Jones.

We were very keen for the collaborative work that had been established between the tourism industry and the State Government over the last few years to continue without loss of momentum. Specifically, the *DestinationQ* forum, the associated action plans, the 20-year Plan for Tourism had all been created with significant input from industry and can be built upon for the future.

To the new government's credit this is exactly what is happening. We have been working with the State Government on initiatives in eco tourism, new job and skill opportunities, the protection of the Great Barrier Reef and we will maintain a strong advocacy presence on all other policy issues that matter to our industry.

The second major change in 2014-15 had to do with the evolving economic conditions. Our industry, toughened by a few years of very adverse circumstances, has put itself into a very strong position to take advantage of much more favourable external economic conditions. The Australian dollar has found a more appropriate exchange level, adding to our competitiveness. Wage and capital pressure from other sectors have subsided creating more opportunity for tourism businesses. Opportunity is the key here.

With international tourism demand in our region set to grow by upwards of seven per cent over the coming year, our industry is well positioned to deliver much of the necessary growth in jobs creation, export earnings and regional economic activity.

*The time has come for our industry to shine in Queensland! QTIC is ready to play its part and we thank our members for their support.*



# QTIC BOARD OF DIRECTORS



1. **Shane O'Reilly** QTIC Chair and Managing Director, O'Reilly's Rainforest Retreat, Villas and Lost World Spa
2. **Wayne Clift** QTIC Deputy Chair and Managing Director, Beetswalking Consulting
3. **Greg Holmes** Formerly Manager of Strategic Partnerships, HOSTPLUS
4. **Laura Younger** General Manager, Australian Timeshare and Holiday Ownership Council
5. **Mark Mugnaioni** General Manager of Group Strategy, RACQ
6. **Mary Carroll** Chief Executive Officer Capricorn Enterprise
7. **Peter Savoff** General Manager, Emporium Hotel
8. **Alex de Waal** Chief Executive Officer, Tourism Tropical North Queensland
9. **Brett Kapernick** (until July 2015) Formerly Director of Education, South Bank Institute of TAFE
10. **Fabienne Wintle** (until October 2014) Managing Director, Webbed Feet
11. **Chris Sedgwick** (December 2014 to May 2015) Formerly Regional General Manager, Queensland Hotels for Accor
12. **Ciaran Handy** (from June 2015) General Manager Hotels & Resorts, Hamilton Island

# THE QTIC TEAM

## Advocacy, Industry Policy and Sustainable Businesses

Catherine Pham  
Rhonda Appo  
Gemma Haskings  
Carmen Smith  
Brett Kapernick (since June 2015)  
Kim Harrington (to June 2015)  
Amanda Rohan (to May 2015)  
Daniel Brown (to August 2015)

## Industry and Workforce Development

Alanna Mahlakolisane  
Julie Rogan (Career Pathway Officer - consultant)  
Renee Hardwicke (to March 2015)

## Industry Engagement

Joanna Atzori  
Katie Driml  
Kym Stephenson (to December 2014)  
Alyce Holding (to May 2015)  
Kerrie Lucas (to May 2015)

## Executive/Business Operations

Daniel Gschwind  
Claire Brown  
Hazel O'Sullivan  
Akayla McQuire  
Kayla Sands (since June 2015)

## VISION

The Voice of Tourism in Queensland

## MISSION

To influence and shape the tourism business environment in Queensland

## VALUES

- Reliability by being able to be trusted to do what is expected or has been promised.
- Neutrality by being impartial in all personal and professional dealings.
- Honesty by behaving in a fair, truthful and ethical manner.
- Independence through maintaining the freedom from dependence or control by another organisations or government.
- Approachability by being able to be reached with ease and being friendly and personable.
- Integrity through adhering to high principles and professional standards.
- Respectability through being considerate and valuing contributions of others.
- Inclusiveness through including or encompassing everything that is expected or appropriate.

## 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.

facebook

LinkedIn

YouTube

Instagram

twitter



# ADVOCACY & INDUSTRY POLICY

**F**ew public policy areas do not impact on tourism, tourism industry development, transport or infrastructure in some way. QTIC continues to provide a unified and consistent voice for the state's tourism sector in relevant negotiations and policy-making processes.

QTIC advocates, investigates and speaks up on behalf of its members to achieve positive business outcomes for industry. Our connections with the Queensland Tourism Cabinet Committee have helped to keep tourism matters at the centre of state government decision and policy making. Meanwhile, we have worked with our national partners to advance industry priorities in Canberra with Federal Ministers and decision makers.

In 2014-15, QTIC delivered a significant number of submissions to government. Our focus is to speak up wherever and whenever decisions are being made that affect the future of tourism businesses. Federal and state governments rely on consistent and effective representation from tourism to ensure the benefits of the business of tourism continue to be delivered to the community.

QTIC also delivers tourism's message through extensive coverage in traditional media and social media. In our role as "The Voice of Tourism", QTIC's Chief Executive Daniel Gschwind represented Queensland's collective tourism voice in several hundred media interviews during 2014-15. QTIC also facilitated media coverage for members, industry partners, and entrants and winners of the Queensland Tourism Awards and Qantas Australian Tourism Awards. QTIC's five social media channels supported our ongoing engagement activities with members, tourism industry, media and other stakeholder groups (connect with QTIC on Twitter @TheQTIC and Daniel Gschwind @thattourismguy).

*Policy submissions prepared on behalf of QTIC members during 2014-15 are available on our website via Projects & Services > Policy Submissions.*

[www.qtic.com.au](http://www.qtic.com.au)



## PLANNING & DEVELOPMENT

**6** Submissions

Tourism highlighted as a key player in the Developing Northern Australia 20-year policy platform.



## INDUSTRY WORKFORCE

**6** Submissions

Advocacy with Fair Work Australia on tourism and hospitality awards.



## ENVIRONMENT

**3** Submissions

Banning of capital dredge material disposal in the Great Barrier Reef Marine Park.



## BUSINESS & INDUSTRY INVESTMENT

**6** Submissions

A simpler and fairer tax system which recognises the importance of the small business sector.







# #VoteForTourism

TWEETS  
4,362

FOLLOWING  
1,013

FOLLOWERS  
3,060

FAVORITES  
32

LISTS  
3

Follow

Tourism Council QLD  
@TheQTIC

Tweets

Tweets & replies

Photos & videos

Tourism Council QLD @TheQTIC · 9m

## QUEENSLAND STATE ELECTION 2015

Prior to the 2015 Queensland state elections, QTIC released a call to action to all politicians and candidates, **2015 Queensland Election: Tourism Priorities**, alongside 13 regional fact sheets, highlighting electoral tourism expectations.

QTIC's comprehensive state election strategy and its positive impact was built on collaboration with key industry stakeholders, members, 13 Regional Tourism Organisations (RTOs), 18 sector Associations and wider industry. In addition, the outcomes of DestinationQ, Destination Tourism Plans (DTPs) and the Queensland Plan further informed the state-wide and regional tourism priorities.

Throughout the election campaign, QTIC made every effort to place tourism issues and priorities prominently before the political parties. QTIC's tourism election

document was presented to every political candidate in each Queensland electorate. In addition, each candidate received a region-specific outline of the importance of tourism. QTIC also partnered with the RTOs to publicly launch the tourism priorities at a media conference. Our media efforts were complemented by a strong online social media campaign, supported by the hashtag **#VoteForTourism**.

All election documentation, including media releases and the 2015 Queensland Election: Tourism Priorities Snapshot (pg 8), are available on the QTIC website.

Tourism must remain a strong focus of policy development at all levels of government and QTIC will continue to present a business view at every opportunity.

*All election documentation, including media releases and the 2015 Queensland Election: Tourism Priorities Snapshot, are available on the QTIC website.*

[www.qtic.com.au](http://www.qtic.com.au)

[#VoteForTourism](https://twitter.com/TheQTIC)



# PRIORITIES FOR TOURISM 2020



- ACCELERATE INVESTMENT IN INFRASTRUCTURE FOR JOBS GROWTH AND ECONOMIC STIMULUS
- ADVANCE INDUSTRY STRUCTURAL REFORM DESIGNED FOR GLOBAL COMPETITIVENESS
- COMPETITIVE INVESTMENT IN TOURISM FOR MARKETING AND EVENT ATTRACTION

- INVEST IN INNOVATION TO DRIVE INDIVIDUAL AND COLLECTIVE BUSINESS AND PRODUCT DEVELOPMENT
- MAXIMISE QUEENSLAND'S DESTINATION ADVANTAGE
- PRESERVE QUEENSLAND'S NATURAL ASSETS AND CULTURAL HERITAGE

## REACHING THE 2020 TARGET MEANS AN EXTRA

**\$12.6b**  
VISITOR  
SPEND IN  
QUEENSLAND

**56,000**  
JOBS

**79,000**  
ACCOMMODATION  
ROOMS PER NIGHT

**26,000**  
FLIGHTS

**10m** VISITORS FOR  
DRIVE TOURISM

### Visitor economy

**\$49m**

DAILY SPEND IN  
LOCAL ECONOMY

**\$17.7b**

VISITORS SPEND  
PER YEAR

**\$30b**

2020 POTENTIAL

### The value of tourism by industry sector

ACCOMMODATION AND FOOD SERVICES	\$8b
TRANSPORT	\$5.3b
RETAIL TRADE	\$2.3b
PROPERTY AND MOTOR VEHICLE HIRING	\$1.2b
ARTS AND RECREATION	\$1b
TRAVEL AGENCY AND TOUR SERVICES	\$900m
EDUCATION AND TRAINING	\$600m

### What do Queenslanders think about tourism?



NINE IN TEN RESIDENTS AGREE THAT FESTIVALS AND EVENTS ATTRACT TOURISTS AND RAISE AWARENESS OF THE REGION



RECOGNISE THE IMPORTANT  
ECONOMIC BENEFITS OF TOURISM



SEE THE GREATER  
CULTURAL DIVERSITY



RECOGNISE TOURISM STIMULATES  
NEW INFRASTRUCTURE

### Why tourism matters to Queensland

TOURISM CONTRIBUTES **\$23b<sup>1</sup>** OR **7.9%** OF QUEENSLAND'S GSP

DELIVERS 1 IN EVERY 8 DOLLARS TO THE STATE'S ECONOMY THROUGH TOURISM SPENDING



**241,000 Jobs**

1 IN 10 QUEENSLANDERS

MORE THAN RESOURCES OR AGRICULTURE

SUPPORTS **12%** OF ALL  
Businesses IN THE STATE



**Exports \$5.9b**

2ND LARGEST EXPORT  
EARNER FOR QUEENSLAND



<sup>1</sup> Estimated contribution of the region's visitors economy to total tourism Gross State Product. Source of all data: Tourism Research Australia IVS and NVS, June 2014; Tourism and Events Queensland, 2020 Potential; Deloitte Access Economics, Queensland Tourism Industry Outlook Potential to 2020, August 2012; EC3 Global; ABS Small Area Tourism Accommodation Data; Tourism and Events Queensland, Social Indicators 2013; Tourism Research Australia, Tourism's Contribution to the Australian Economy 1998-2013, April 2014; Tourism Research Australia, State Tourism Satellite Accounts 2012-2013, RIS2601



# INDUSTRY & WORKFORCE DEVELOPMENT

## Training and skills focus for Queensland tourism and hospitality

QTIC remained committed to supporting the future of the industry with a consistent and strong policy presence to promote the needs and opportunities of the industry at a time when much of the expected jobs growth in Queensland will be delivered by the services sector. Our engagement with Ministers and relevant departments has been highly effective in increasing the focus on how government, training providers and tourism employers can work together with a shared purpose. The strategic work was supported by a comprehensive suite of training and professional development activities:

- Professional development opportunities for high school teachers and industry professionals, including a two-day cookery and hospitality professional development tour in Brisbane.
- Professional development through Gateway Schools to Wine and Tourism, with visits to the Canungra Valley Vineyards and Scenic Rim Robotic Dairy.
- Promotion of mature age employment with tool kits, services and products available to employers and employees.

- Continued focus on career development opportunities across a wide range of jobs and skills.
- Industry reference groups and promotion of tourism and hospitality career options at events such as the Brisbane Career Expo, Gateway Schools network meeting, industry reference groups and Tourism Syllabus Consultations.
- Extensive industry consultation to inform the Ministerial Industry Commission (MIC) on training and skills needs within tourism and hospitality.

### Ni Hao China

QTIC, in partnership with the Management Institute of Australia, Sunshine Coast Destination Ltd and Gold Coast Tourism provided Chinese Language and Cultural Awareness training to tourism operators on the Gold Coast and Sunshine Coast. The Ni Hao China pilot, funded by the Department of Education and Training (DET), supported 41 tourism operators, including Geoff Hussin below, in learning new skills in Chinese language, cultural awareness and customer service.



Geoff Hussin from Ivory Palms Resort Noosa described immediate benefits to his business with one Chinese family extending their initial stay by a further five days.

*"My feeling is that these particular Chinese guests extended their stay not because of the resort but because of the feeling of friendliness due to our short interaction in Mandarin language. The few words and phrases that I learnt will help me meet and greet other Chinese visitors with confidence."*

**GEOFF HUSSIN**, Ivory Palms Resort



## Registered Trade Skills Pathway

Seventeen students in the Brisbane and Gold Coast regions successfully gained a trade qualification through QTIC's Registered Trade Skills Pathway (RTSP) program in partnership with four registered training organisations.

The RTSP program, funded by the Department of Education and Training (DET), assists non-qualified workers to obtain a trade qualification in cookery. The program is part of the *Great skills. Real opportunities.* action plan that underpins the state government's drive to secure economic and social prosperity for Queenslanders.

## Students recognised for dedication to training excellence

QTIC hosted the 20th annual **Salute to Excellence Awards** at *Brisbane's Royal on the Park* celebrating the achievements of Year 11 and 12 students who undertook vocational education and training in tourism, cookery and food and beverage. Twenty-six shortlisted finalists competed at the skills test day hosted

by TAFE Queensland Brisbane, completing a theory test, interview and practical evaluation. Six students from secondary schools at North Lakes, Maroochydore and Albany Creek were recognised in the 2014 Salute to Excellence Awards.

## 2014 SALUTE TO EXCELLENCE AWARD RECIPIENTS



### FOOD AND BEVERAGE

**1st Prize:** Brittany McGrath, North Lakes State College

**Runner Up:** Bede Mannion, North Lakes State College



### COOKERY

**1st Prize:** Mitchell Dickson, Maroochydore State High School

**Runner Up:** Codie Sullivan, Maroochydore State High School



### TOURISM

**1st Prize:** Montana Oliver, Albany Creek State High School

**Runner Up:** Caitlin Fraser, Albany Creek State High School

### 2014 SALUTE TO EXCELLENCE JUDGES

- Martin Letter, Brisbane Convention and Exhibition Centre
- Steven Schumann, College of Tourism and Hospitality, TAFE Queensland Brisbane
- Udaysen Mohite, Royal International Convention Centre
- Glenn Price, The Workshops Rail Museum
- Hannah Timmer, Riverlife
- Katrina York, Emporium Hotel
- David Rolfe, Traders Hotel Brisbane

# SUSTAINABLE BUSINESSES

## Supporting Indigenous employment in tourism and hospitality

The **QTIC Tourism Indigenous Employment Champions Network** has gone from strength to strength with a range of activities, including industry events, partner programs and policy submissions.

### Welcome to our new partners, Echo Entertainment Group

In June 2015, we announced the QTIC Tourism Indigenous Employment Champions Network had partnered with Echo Entertainment Group to support, promote and facilitate job and career opportunities for Indigenous people. As part of its 'creating jobs for Queenslanders' focus, Echo Entertainment has provided \$300,000 funding to the Champions Network over two years to help expand its

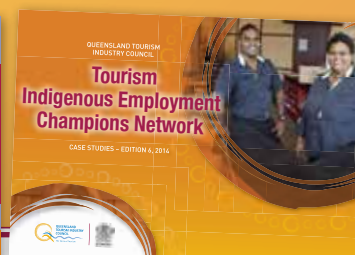
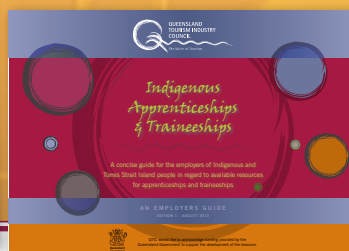
work. Echo's support also helped to launch Australia's first support network for Indigenous employees in the tourism industry: the QTIC Indigenous Tourism Employee Network – North Queensland chapter. In Queensland alone, Echo Entertainment Group employs more than 3,500 people and operates the Treasury Casino & Hotel, the Jupiters Hotel & Casino, and the Gold Coast Convention and Exhibition Centre.

Supported by  
**ECHO ENTERTAINMENT GROUP**

### Objectives

The objectives of the QTIC Tourism Indigenous Employment Champions Network are:

- Increase Indigenous employee participation in tourism and hospitality.
- Expand industry employer commitment of Indigenous employment.
- Identify business opportunities for Aboriginal and Torres Strait Islander people and communities.



[www.qtic.com.au](http://www.qtic.com.au)  
**#QTICIndigenous**



### Industry Forum

Industry gathered in November 2014 for the QTIC Tourism Indigenous Employment Champions Network Forum. Industry representatives and members of the Champions Network prioritised projects for the 2015 calendar year, including focusing on supporting employers increasing their Indigenous staff; implementing an Employer Cultural Awareness program; developing employment support tools; promoting connections to business mentors; and supporting Indigenous tourism product.

### Industry Resources

A number of resources are available to educate, support and inform employers and industry about Indigenous workforce participation. A full list of Champions Network members and members of the Indigenous Tourism Employee Network – North Queensland chapter are available on our website.







# AUSTRALIAN TOURISM ACCREDITATION PROGRAM



**D**uring the year QTIC became a partner in the Australian Tourism Accreditation Program (ATAP) to provide Queensland businesses with access to a standardised accreditation program. Accreditation provides customers with an assurance that participating businesses are committed to professionalism, both in business operations and delivery of service. The standard defines the core business activities and good business practices required by a tourism enterprise to successfully gain Accreditation. The national program is now available across Australia with New South Wales also embracing the program. QTIC will continue to promote a suite of other sector-specific accreditation programs to continuously increase industry professionalism and Queensland's global competitiveness.

*"In an age of peer-to-peer reviews which arguably provide consumers with subjective commentary, QTIC believes it is important to also focus on business fundamentals and to support our tourism operators in raising the bar."*

**DANIEL GSCHWIND**  
Chief Executive

**GET ACCREDITED - FIND OUT MORE**

**[www.qtic.com.au](http://www.qtic.com.au)**



# THE FUTURE OF OUR INDUSTRY

The **2015 QTIC Young Professionals Mentoring Program**, now in its fourth year, connected 10 enthusiastic, young industry professionals with their own experienced tourism mentors. During the course of the program, mentees aged 35 years and under, were privileged to have direct access to highly experienced mentors who willingly shared knowledge, insight and industry understanding. QTIC extends sincere appreciation to the mentors for volunteering their time to develop the next generation of Queensland's tourism industry leaders.



**Sean Hodges-Langford**

(Mentored by Peter Savoff, Emporium Hotels)

*"What a fantastic opportunity this program has been. I can honestly say I am walking away from this experience with more confidence about my career and future than I have ever had before. I cannot thank QTIC and my mentor enough for the time, energy and support that have been given so freely over this period and I really hope that the connections that have been developed last well into the future."*



**Jose Gato**

(Mentored by Sarah Whyte, Tourism and Events Queensland)

*"Thank you for the opportunity to participate in this program. It has been a fantastic experience and I have gained knowledge and better understanding of the tourism industry specific to my field of work from an expert who has a breadth of experience and advice."*



**Laura McGrath**

(Mentored by Mike Mahoney, Extra Mile Tourism and Leisure Management)

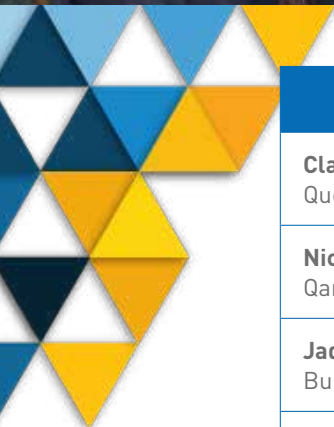
*"The opportunity to network and be in contact with leaders in the tourism industry was fantastic. The program provides a great foot in the door for young professionals into the tourism world. It also helped to confirm that I'm on the right path for my career development."*

**Rhiannon Priestly** participated in the QTIC Young Professionals Mentoring Program in 2014, mentored by Jan Sommer from Leisure Tourism. While working in her former position at RACQ, Rhiannon undertook a six-month internship with QTIC and is now working in one of her 'dream jobs' as Tourism Development Officer for Toowoomba Regional Council.

*"The QTIC Young Professionals Mentoring Program was a fantastic and beneficial experience, as it assisted me in securing my 'goal role'. Most valuable was establishing a great relationship with a senior industry professional – Jan Sommer. The program helped me to clearly refine my career goals and feedback from my mentor helped to map out how to achieve my goals. I definitely recommend the QTIC program to young professionals, it is a fantastic program to add to your resume that provides competitive advantage and sets you apart from the crowd."*







MENTEES		MENTORS	
<b>Claire Tomley</b> Queensland Art Gallery   Gallery of Modern Art		<b>Suzanne Miller</b> Queensland Museum Network	
<b>Nicole Kuttner</b> Qantas Founders Museum		<b>Elizabeth Hackett</b> Magnum Backpackers	<b>Toni Brennan</b> Fun over Fifty
<b>Jade Oliver</b> Bundaberg Distilling Company Bondstore		<b>Kayleen Allen</b> Tourism Gems	
<b>Laura McGrath</b> Southern Queensland Country Tourism		<b>Mike Mahoney</b> Extra Mile Tourism and leisure Management	
<b>Sean Hodges-Langford</b> Kingfisher Bay Resort Group		<b>Peter Savoff</b> Emporium Hotels	
<b>Kelly-Jayne Stuy</b> Grand Hotel Townsville		<b>Steve Underwood</b> Royal on the Park	
<b>Jose Gato</b> Fantasea Cruising Magnetic		<b>Sarah Whyte</b> Tourism and Events Queensland	
<b>Michelle Brown</b> Lockyer Valley Regional Council		<b>Therese Phillips</b> Tourism and Events Queensland	
<b>Becky Ojala</b> CaPTA		<b>Sharyn Brydon</b> Tourism Tropical North Queensland	

*To find out how to apply for the 2016 QTIC Young Professionals Mentoring Program, visit the QTIC website or call (07) 3236 1445..*

**[www.qtic.com.au](http://www.qtic.com.au)**







## WITH MATURITY COMES EXPERIENCE

In recent years, QTIC has explored factors around employment and training of mature aged workers in tourism and hospitality (the Australian Bureau of Statistics classifies 'mature age' employees as 45 years or older). QTIC produced a number of employer support resources to assist with the attraction and recruitment of mature aged workers. Industry consultation

complemented an investigative survey of employers to determine some of the barriers experienced when hiring and managing mature aged workers. QTIC is committed to working with industry to increase engagement of mature age workers in tourism and hospitality.

## TOURISM INDUSTRY CAPABILITY PROGRAM

In a rearrangement of a previous federal program, the Commonwealth provided funds to the Queensland Government to deliver the Tourism Demand Driver Infrastructure Program (TDDI). QTIC was tasked to administer a portion of the Queensland funds to support industry capability projects. The program has provided dollar-for-dollar matching grants to Queensland's Regional Tourism Organisations (RTOs) to build tourism industry capability and enable the industry to reach its goal of \$30 billion in overnight visitor expenditure per annum by 2020.

In 2014-15, grant funds were distributed to seven RTOs across Queensland, delivering projects

reaching more than 500 industry participants. The industry capability projects covered a range of industry skills needs including digital, events, quality service, and trade distribution.

The industry capability projects have supported skill development and improved business capacity and ability to increase visitation, visitor expenditure and industry sustainability, contributing to achieving the National Long Term Strategy Tourism 2020 goals and delivering on the regions' Destination Tourism Plans.



# CELEBRATING 30 OF EXCELLENCE IN

In 2014, Queensland's \$23 billion tourism industry paid tribute to its dedicated individuals and successful businesses throughout the Queensland Tourism Awards (QTA) program and also reflected on the past three decades of QTA during a dazzling gala ceremony for the 30th annual awards, presented by Queensland Airports Limited in partnership with Tourism and Events Queensland.

The QTA presentations included 30 Gold, 28 Silver, 22 Bronze, two individual awards for outstanding achievements and one Commendation, across 32 award categories. The accolades were announced at Brisbane's Royal International Convention Centre, where 900 guests gathered to commemorate the Awards' 30 year milestone at the industry's much-anticipated night-of-nights.

Many of the industry's familiar faces from the past joined the Gala Ceremony, including a number of past individual award recipients for the Marie Watson-Blake Award for Outstanding Contribution by an Individual and the Young Achievers Award. Special presentations during the Gala Ceremony featured key industry figures. Guests received a commemorative



booklet which included photographs, commentary and lists of winners from each year during the past three decades.

Gold winners from business categories in the 2014 Queensland Tourism Awards gained automatic entry into the Qantas Australian Tourism Awards held in April 2015 in Adelaide. Sixteen Queensland tourism businesses and events were recognised nationally - five Gold, two Silver and nine Bronze award-winning Queensland businesses from eight of Queensland's 13 tourism regions.

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**Since 1985, the Queensland Tourism Awards have served to highlight tourism's powerful role in driving Queensland's economic and community development. The Queensland Tourism Awards are judged by a panel of industry experts who volunteer their time to assess written submissions and travel throughout Queensland to experience the amenities and services of nominated businesses.**

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[www.queenslandtourismawards.com.au](http://www.queenslandtourismawards.com.au)





# YEARS QUEENSLAND TOURISM

NUMBER OF ENTRIES

189

NUMBER OF JUDGES

19

NUMBER OF GUESTS AT 30TH  
ANNUAL QUEENSLAND TOURISM  
AWARDS GALA CEREMONY

890

QUEENSLAND WINNERS IN  
2014 QANTAS AUSTRALIAN  
TOURISM AWARDS:

5

GOLD

2

SILVER

9

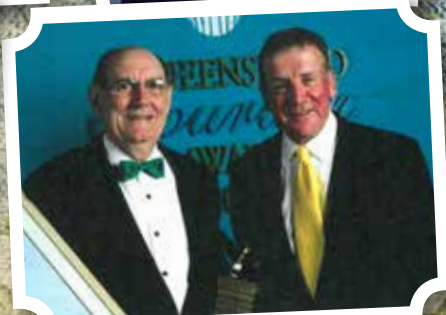
BRONZE

THE NUMBER OF GOLDEN  
PINEAPPLES THAT ADORNED  
TABLES AT THE 30TH ANNUAL  
QUEENSLAND TOURISM AWARDS

178

#QTA14 #QTA30years

[www.qtic.com.au](http://www.qtic.com.au)



Enjoying the Queensland for Sale promotion were from left: John Osborne, QTTA President; Frank Bennett, QTTA's new Chairman; Moore, Chairman of ATIA.



LOOKING BACK AT 30 YEARS OF QTA



# 2014 QUEENSLAND TOURISM AWARDS - WINNERS LIST

Category and Award Level	Name	Region
<b>1 Major Tourist Attractions</b>		
Gold	Dreamworld	Gold Coast
Silver	Qantas Founders Museum	Outback
Bronze	Skyrail Rainforest Cableway	Tropical North Queensland
<b>2 Tourist Attractions</b>		
Gold	Capricorn Caves	Capricorn
Silver	Jungle Surfing Canopy Tours	Tropical North Queensland
Bronze	The Workshops Rail Museum	Brisbane
<b>3 Major Festivals and Events</b>		
Gold	Woodford Folk Festival	Brisbane
Silver	Queensland Art Gallery   Gallery of Modern Art Cai Guo-Qiang: Falling Back to Earth	Brisbane
Bronze	Cooly Rocks On	Gold Coast
<b>4 Festivals and Events</b>		
Gold	Toowoomba Carnival of Flowers	Southern Queensland Country
Silver	Mount Isa Mines Rotary Rodeo	Outback
Bronze	Cairns Amateurs	Tropical North Queensland
<b>5 The Steve Irwin Award for Ecotourism</b>		
Gold	Lady Elliot Island Eco Resort	Fraser Coast
Silver	True Blue Sailing	Whitsundays
Bronze	Sea World Whale Watch	Gold Coast
<b>6 Heritage and Cultural Tourism</b>		
Gold	The Workshops Rail Museum	Brisbane
Silver	Fun Over Fifty	Brisbane
Bronze	Museum of Brisbane	Brisbane
<b>7 Indigenous Tourism</b>		
Gold	Mossman Gorge Centre	Tropical North Queensland
Silver	UMI Arts	Tropical North Queensland
<b>8 Specialised Tourism Services</b>		
Gold	Kuranda Scenic Railway	Tropical North Queensland
Silver	Gateway Media Group	Tropical North Queensland
Bronze	Airlie Day Spa	Whitsundays
<b>9 Visitor Information and Services</b>		
Gold	Ipswich Visitor Information Centre	Brisbane
Silver	Glasshouse Mountains Visitor and Interpretive Centre	Sunshine Coast
Bronze	Mackay Visitor Information Centre	Mackay
<b>10 Business Tourism</b>		
Gold	Cairns Convention Centre	Tropical North Queensland
Silver	Brisbane Convention & Exhibition Centre	Brisbane
<b>11 Major Tour and/or Transport Operators</b>		
Gold	Cruise Whitsundays	Whitsundays
Silver	Quicksilver Group	Tropical North Queensland
Bronze	Queensland Rail Travel - Spirit of Queensland	Brisbane
<b>12 Tour and/or Transport Operators</b>		
Gold	Fun Over Fifty	Brisbane
Silver	Adels Grove Camping Park	Outback
Bronze	Billy Tea Safaris	Tropical North Queensland
<b>13 Adventure Tourism</b>		
Gold	Jungle Surfing Canopy Tours	Tropical North Queensland
Silver	Mike Ball Dive Expeditions	Tropical North Queensland
Bronze	Whitsunday Jetski Tours	Whitsundays
<b>14 The Richard Power Award for Destination Marketing</b>		
Gold	Bundaberg North Burnett Tourism 2013/2014 'Bundaberg Turtle Campaign'	Bundaberg
Silver	Southern Queensland Country Tourism 2014 Autumn Campaign	Southern Queensland Country
Bronze	Townsville Enterprise Limited 'Tourism is Everyone's Business'	Townsville
<b>15 Tourism Education and Training</b>		
Gold	TAFE Queensland Brisbane	Brisbane
Silver	Tourism Noosa - Welcome to Noosa	Sunshine Coast
Bronze	Whitsunday Maritime Training Centre	Whitsundays

<b>16 Tourism Restaurants and Catering Services</b>		
Gold	Noosa Boathouse	Sunshine Coast
Silver	Qantas Founders Museum - McGinness' Restaurant	Outback
Bronze	Ochre Restaurant & Catering	Tropical North Queensland
<b>17 Tourism Wineries, Distilleries and Breweries</b>		
Gold	XXXX Brewery	Brisbane
<b>18 Tourist and Caravan Parks</b>		
Gold	Cairns Coconut Holiday Resort	Tropical North Queensland
Silver	BIG4 Adventure Whitsunday Resort	Whitsundays
Bronze	Straddie Camping	Brisbane
<b>19 Backpacker Accommodation</b>		
Gold	Cairns Central YHA	Tropical North Queensland
Silver	Magnums Backpackers	Whitsundays
<b>20 Hosted Accommodation</b>		
Gold	Bli Bli House	Sunshine Coast
Silver	Mt. Quincan Crater Retreat	Tropical North Queensland
Bronze	Pethers Rainforest Retreat	Gold Coast
<b>21 Unique Accommodation</b>		
Gold	Cruise Whitsundays - Reefsleeper	Whitsundays
Silver	Adels Grove Camping Park	Outback
Bronze	Whitsunday Escape	Whitsundays
<b>22 Standard Accommodation</b>		
Gold	Maroochy River Resort & Bungalows	Sunshine Coast
Silver	Emeraldene Inn & Eco-Lodge	Fraser Coast
<b>23 Deluxe Accommodation</b>		
Gold	RACV Noosa Resort	Sunshine Coast
Silver	Daydream Island Resort and Spa	Whitsundays
Bronze	Rumba Beach Resort	Sunshine Coast
<b>24 Luxury Accommodation</b>		
Gold and Hall of Fame Entrant	Emporium Hotel	Brisbane
Silver	Pullman Reef Hotel Casino	Tropical North Queensland
<b>25 New Tourism Development</b>		
Gold	Childers Eco-Lodge	Bundaberg
Silver	nightfall wilderness camp	Gold Coast
Bronze	Sailaway Reef & Island Tours - Sailaway V	Tropical North
<b>26 Qantas Award for Excellence in Sustainable Tourism</b>		
Gold	Passions of Paradise	Tropical North Queensland
<b>27 Local Government Award for Tourism</b>		
Gold	Cairns Regional Council	Tropical North Queensland
Silver	Moreton Bay Regional Council	Brisbane
Bronze	Sunshine Coast Council	Sunshine Coast
<b>28 Excellence in Food Tourism</b>		
Gold	Belmondos Organic Market	Sunshine Coast
Silver	Bushtucker Experiences by Indigiscapes - Redlands IndigiScapes Centre	Brisbane
Bronze	Maleny Cheese Café	Sunshine Coast
<b>29 Health and Well-being Tourism</b>		
Gold and Hall of Fame Entrant	Gwinganna Lifestyle Retreat	Gold Coast
Silver	Airlie Day Spa	Whitsundays
<b>30 Outstanding Contribution by a Volunteer or Volunteer Group</b>		
Gold	Reef HQ Volunteers Association	Townsville
Silver	Mission Beach Visitor Information Centre Volunteers	Tropical North Queensland
Bronze	Moreton Bay Region Visitor Information Centre Network Volunteers	Brisbane
<b>31 Young Achievers Award</b>		
Winner	Bradley Illich NewBook eManagement Technology	Gold Coast
Commendation	Rebecca Holmes Mackay Tourism	Mackay
<b>32 The Marie Watson-Blake Award for Outstanding Contribution by an Individual</b>		
Winner	Peter Gash Lady Elliot Island Eco Resort	Fraser Coast
<b>Hall of Fame Inductees (Three-time 'Gold' Queensland Tourism Award recipient for same category)</b>		
Luxury Accommodation	Emporium Hotel	Brisbane
Health and Wellbeing Tourism	Gwinganna Lifestyle Retreat	Gold Coast

# EVENTS AND AWARDS

JULY 2014

## Salute to Excellence Awards

The QTIC Salute to Excellence Awards celebrated outstanding achievement of Year 11 and 12 students from Queensland's state, independent and catholic secondary schools. Twenty-six shortlisted finalists competed at the skills test day hosted by TAFE Queensland Brisbane, completing a theory test, interview and practical evaluation. The presentation dinner was held at Royal On The Park, Brisbane.



SEPTEMBER 2014

## QTIC Prize for Innovation in Tourism

The QTIC Prize for Innovation in Tourism recognises micro and small to medium tourism businesses in Queensland that have introduced an innovative product, service or process. In 2014, Riverlife was awarded first prize for establishing P&O Edge, the world's largest adventure park at sea in partnership with P&O Cruises and developing new tourism products for cruise passengers visiting Tangalooma Island Resort on Moreton Island. Joint runner-up winners were Tourism Noosa and the Fitzroy Island Turtle Education Centre, operated by the Cairns Turtle Rehabilitation Centre.



OCTOBER 2014

## QTIC Sharing Economy Forum

The QTIC Sharing Economy Forum explored how the tourism industry can position itself as well-informed, responsive and able to survive into the future; while also discussing tourism operators' concerns about ensuring new business models do not enjoy an unfair regulatory advantage over traditional businesses. The Forum was moderated by Fairfax journalist, Amy Remeikis.

### Forum Panelists

- TripAdvisor Julien Coste, Sales Manager Australia/New Zealand
- Airbnb Sam McDonagh, Country Manager Australia/New Zealand
- The Collaborative Lab Lauren Capelin
- Black & White Cabs John Tighe, General Manager
- Oaks Hotels & Resorts Mike Anderson, Chief Operating Officer and Director
- Atherton Legal Trevor Atherton, Partner



**You Tube** **WATCH:**

Captured segments of these events are available to view on the QTIC YouTube channel.



FEBRUARY 2015

## Member networking event featuring Nick Gray

QTIC members and industry representatives kicked off 2015 with a bang during a networking breakfast at the Queensland Museum, featuring a presentation by Nick Gray, Founder and CEO of Museum Hack, a company offering unconventional museum tours in New York City. Nick shared the story of Museum Hack and its renegade tour guides, while giving some insight into his innovative business practices and how they could be applied to Queensland tourism businesses.



JUNE 2015



## Queensland's Great Barrier Reef: The World's Best Address – World Environment Day

QTIC used the occasion of World Environment Day 2015 to pay homage to one of Queensland's major natural attractions and one of the eight wonders of the natural world – the Great Barrier Reef. Several hundred industry representatives gathered for World Environment Day just days after UNESCO announced its decision not to list the Reef as in danger. The luncheon featured a robust panel discussion as well as a live cross to an underwater diver at Reef HQ in Townsville and tour operator Reef Magic in the waters off Cairns, a visual presentation of the Great Barrier Reef from Tourism and Events Queensland, and an exclusive promotional snapshot of the upcoming David Attenborough series, *Great Barrier Reef*.

### Panelists

- Lady Elliot Island Eco Resort Peter Gash, Managing Director
- Reef and Rainforest Research Centre Dr Ian Poiner, Chair
- Great Barrier Reef Foundation John Schubert AO, Chairman
- Additional panelist Russell Butler, Bandjin traditional owner from Hinchinbrook Island, was unable to participate due to ill health.

## EVENT SUPPORTERS

QTIC wishes to extend our appreciation to our industry partners for their support of our events throughout 2014-15.





# NETWORK PARTNERS AND COMMITTEES

**Q**TIC worked with purpose and focus on behalf of members to provide a voice for tourism and hospitality businesses on more than 40 boards, councils, committees and working groups. Our involvement in these networks enabled the voices of our members to be represented and heard.

Visit our website to see the full list of networks among which QTIC represented members and industry.

The **QTIC Drive Alliance** sub committee is designed to inform the implementation of the Queensland Government's Queensland Drive Tourism Strategy 2013-2015 and address other Queensland drive tourism matters. The Drive Alliance has provided guidance and feedback to the working group on identified drive tourism priority projects.

## **QTIC Drive Alliance Members**

- 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
- 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

The **QTIC Bed & Breakfast and Farmstay** sub-committee is responsible for enhancing representation of this sector and identifying opportunities for the growth of the sector.

Some of the highlights from work undertaken by the QTIC Bed & Breakfast and Farmstay sub committee throughout 2014-15 included:

- Successfully lobbying Brisbane City Council to recognise that B&Bs are low risk food premises and that the food licence fees should reflect this circumstance.
- Escalated the issue of unregulated B&Bs and Farmstays and the impact these have on registered and insured operators.
- Provided members with tips on how to promote their businesses.
- Developed a presentation to Tourism and Events Queensland to determine up to three key strategies to better improve the profile of our sector.
- Reduction in food licensing costs for businesses in Brisbane who were charged more than double that of other local government areas.
- Worked in partnership with QICA, the key industry body for Visitor and Tourist Information Centres in Queensland, to boost the profile of the sector among visitor information centres.
- Increased presence through the QTIC website, Twitter and LinkedIn promoting businesses and industry news.
- More than 15 submissions made in response to state and local government on planning schemes, parliamentary bills and other documents for an improved planning and development environment.

## **QTIC Bed & Breakfast and Farmstay Committee Members**

- Chair - Sue Panuccio, Mt Cotton Guesthouse
- Bec Hudson, Lillydale Host Farm
- Grace Cross, Narcoopa Bed & Breakfast
- Thomas Jones, Staple House Bed & Breakfast
- Garth Ovenden, Hideaway Haven Bed & Breakfast
- Hope Rust, Pethers Rainforest Retreat
- Phil Greenbury, Bli Bli House Luxury Bed & Breakfast

# QTIC MEMBERS



1770 LARC! Tours	Australian Sunset Safaris	BreakFree Great Sandy Straits	Calypso Reef Charters
Abbey Museum of Art and Archaeology	Australian Timeshare and Ownership Holiday Council	BreakFree Imperial Surf	Campervan and Motorhome Club of Australia
Accommodation Association of Australia	AVIS Australia	BreakFree Longbeach	Capricorn Caves
Accor Hospitality	Backpacker Deals	BreakFree Moroccan	Capricorn Enterprise
ACTE	Bandana Station Sunsets	BreakFree Neptune	Caravan Industry Association of Australia
Adel's Grove	Base Queensland	Breakfree Peninsular	Caravan Parks Association of Queensland
Adrenalin Dive	bbs Communications Group	Breakfree Rainbow Shores	Caravan Trade and Industries Association of Queensland
Adventure Queensland	Beetswalkin Consulting	BreakFree Royal Harbour	Careers Australia Group Limited
AIB Australia	Bethany Cottages	Brett Kapernick Consulting	Carnival Australia
Airlie Beach Hotel	Big Cat Green Island Reef Cruises	Brisbane Airport Corporation	Charleville Cosmos and Visitor Information Centre
Airtrain	Big Planet Media	Brisbane City YHA	Charter Yachts Australia
Anita Clark Tourism Services	Big Red Cat	Brisbane Convention and Exhibition Centre	Childers Eco-lodge
Aquarius Backpackers	BIG4 Adventure Whitsunday Resort	Brisbane Holiday Village	City of Gold Coast
ARAMA Queensland Inc.	BIG4 Atherton Woodlands Tourist Park	Brisbane Marketing	Clandulla Cottages
Araucaria Ecotours	Billy Tea Bush Safaris	Brisbane Milton Bed and Breakfast	Classic Holidays
Arthur J Gallagher	Birdsville Race Club	Brisbane Opal Museum	Cloncurry Shire Council
Ashbourne House Bed and Breakfast	Black & White Cabs	Brisbane Racing Club	Clovely Estate Wines
Ashmore Palms Holiday Village	Bli Bli House Luxury Bed and Breakfast	Broadbeach Alliance	Clubs Queensland
Association of Marine Park Tourism Operators	Blue Dolphin Marine Tours	Brockhurst Cabins Farmstay - Retreat	Coastal Cruise Mooloolaba
at Hotel Group	Blueprint Career Development	BSI Learning Institute	Cobb & Co Museum
Aurora Training Institute	Bond University	Bundaberg North Burnett Tourism	Cobbold Gorge Tours
Aussie World	Bookeasy	Bundaberg Rum BONDSTORE	Connecting Southern Gold Coast
Australia Zoo	Braeside Bed and Breakfast	BURp eat and Drink	Con-x-ion Airport Transfers
Australian College for Further Education	Brand By Design	Business Action Centre	Coomera Training College
Australian Council for Private Education and Training	BreakFree Acapulco	Busy At Work	Cosmos Centre and Observatory
Australian Events	BreakFree Alexandra Beach	Caboolture Historical Village	Country Pathfinder Motor Inn
Australian Federation of Travel Agents	BreakFree Aloha	Cairns Airport	Cross Country Tours
Australian Festival of Chamber Music	BreakFree Beachpoint	Cairns Amateurs	Crown Towers Resort
Australian Hospitality Skills Register	BreakFree Cosmopolitan	Cairns Coconut Holiday Resort	Cruise Whitsundays
Australian Outback Spectacular	BreakFree Diamond Beach	Cairns Convention Centre	Currumbin Wildlife Sanctuary
Australian Stockman's Hall of Fame	Breakfree Fortitude Valley	Cairns Harbour Lights	Daintree Discovery Centre
	BreakFree Grand Pacific	Cairns Turtle Rehabilitation Centre	



Dalrymple Tourist Van Park	Focal Holdings	Hideaway Haven Bed and Breakfast	Koncept Konnect
Danielle Turmaine	Food Trail Tours	Hilton Brisbane	Kookaburra Tours and Charters
Daniels Associates	Foot in the Door Training	Hospitality Recruitment Solutions QLD	Koorana Crocodile Farm
David Osborne	Franklyn Scholar	HOSTPLUS	KPMG
Deborah Lewis Consulting	Fraser Coast Opportunities	Hotel Grand Chancellor Brisbane	Krista Hauritz Tourism Marketing + Development
Deloitte	Fraser Explorer Tours	Hotel Grand Chancellor Palm Cove	Kupro Marketing
Department of National Parks, Recreation, Sport and Racing	Fraser Island Adventure Tours	Hotel Grand Chancellor Surfers Paradise	Kurrimine Beach Holiday Park
Designer Life	Freedom Escapes	Hotel Noorla	Kwik Kopy Printing Geebung
Destination Cairns Marketing	Fresh Promotions	Ibis Brisbane	Lady Elliot Island Eco Resort
Destination Gympie Region	Fun Over Fifty	Ibis Budget Brisbane Airport	LaLaLand Agnes Water Retreat
Di Bella Coffee	Futurum Australia	Ibis Styles Mt Isa Verona	Lillydale Host Farm
Diamantina Shire Council	Gab Titui Cultural Centre	Ibis Townsville	Lockyer Valley Regional Council
Digital Coaching International	Gateway media group	Icon Training Academy	Logan City Council
Discover Stradbroke	Gateway Motor Inn Childers	iGetAbout	Longreach School of Distance Education
Diversity Education Training	Get Branded	Ignite Education	Look Now Training
Dorchester on the Beach	Ghost Tours	Inflight Publishing	Lucerne on Fernberg
Down and Dirty Quad Bike Tours	GKI Resort	Institute of Culinary Excellence	Mackay Tourism
Down Under Tours	Gladstone Area Promotion and Development Limited	interNATIONAL PARKtours	Magnums Backpackers
Dracula's	Glass on Glasshouse	Ipswich City Council	Maleny Cheese Cafe
Dreamworld and White Water World	Global Blue Australia	Jacaranda Creek Farmstay Bed and Breakfast	Maleny Guest Lodge
Dynamic Learning services	Go Ride A Wave	James Cook University	Management Institute of Australia
EarthCheck	Go2GayCairns	Jimbour House	Mango Hill Cottages Bed and Breakfast
Ecotourism Australia	Gold Coast Airport	JJ Strategic Consulting	Mantra Amphora
Edge Apartment Hotel	Gold Coast Convention and Exhibition Centre	Flyboard Cairns	Mantra Aqueous on Port
Ella Bay	Gold Coast Institute of Technology	John Atkin Consulting	Mantra Broadbeach on the Park
Emeraldene Inn & Eco-Lodge	Gold Coast Tourism	Jondaryan Woolshed	Mantra Circle on Cavill
Empire Apartment Hotel	Grand Mercure Apartments Twin Waters	Jungle Surfing Canopy Tours	Mantra Coolangatta Beach
Emporium Hotel	Granite Belt Wine and Tourism	Jupiters Hotel and Casino	Mantra Esplanade
Entourage Tours	Great Green Way Tourism Incorporated	Jupiters Townsville	Mantra French Quarter
Equathon	Griffith University	Kellarni Downs Farmstay	Mantra Group
Ernst and Young	Groves Christian College	Kenmore State High School	Mantra Heritage
Eumundi Markets	Gympie Cooloola Tourism	Kepnock State High School	Mantra Hervey Bay
Explore Hamilton Island	H.I.S. Australia	Kert Crossan Creative	Mantra In the Village
Extra-Mile Tourism and Leisure Management	Hamilton Island Limited	Keswick Island Guest House	Mantra Legends Hotel
EY	Happy Wanderer Village	Kilcoy Upper Sandy Creek Bed and Breakfast	Mantra Mooloolaba Beach
Face to Face Training	Harbour Town Outlet Shopping Centre	Killarney View Cabins and Caravan Park	Mantra On Queen
Fantasea Cruising Magnetic	Hartley's Crocodile Adventures	Kingfisher Bay Resort Group	Mantra On The Inlet
Far North Queensland Tour Operator Association	Help Enterprises	Kinnon and Co. Longreach	Mantra Paradise Centre
Flight Centre	Hidden Valley Cabins and Tours		Mantra PortSea
Floating Images Hot Air Balloon Flights			Mantra Sierra Grand

Mantra Sirocco	Noosa Boathouse	Park Regis North Quay	Queensland Folk Federation
Mantra Southbank	Noosa Festival of Surfing	Park Travel Collection	Queensland Government
Mantra Sun City	North Burnett Regional Council	Parkwood Bed & Breakfast	Queensland Hotels Association
Mantra Trilogy	North Lakes State College	Paronella Park	Queensland Information Centres Association
Mantra Wings	North Queensland Airports	Passions of Paradise	Queensland Museum Network
Mantra Zanzibar	Norton Rose Fulbright	Peninsula Boutique Hotel Port Douglas	Queensland Museum Network / Queensland Government (lock up)
Marine Queensland	NovaSkill	Peppers Airlie Beach	Queensland Performing Arts Centre
Marketing Directions	Novotel Brisbane	Peppers Beach Club	Queensland Rail Limited
Maroochy River Resort	Novotel Cairns Oasis Resort	Peppers Beach Club and Spa	Queensland Wine Industry Association
Marsden State High School	Novotel Twin Waters Resort	Peppers Blue on Blue	Queensland Yacht Charters
Martin College	NRMA Treasure Island Holiday Park	Peppers Broadbeach	Quicksilver Group
Max Solutions	Number 12 B and B	Peppers Pier Resort	RACQ
Mayfair College	O Boat Hire	Peppers Ruffles Lodge	Rainforest Spirit
Mercure Brisbane	OAKS 212 on Margaret	Pethers Rainforest Retreat	REACH for Training
Mercure Brisbane King George Square	OAKS Aspire	Pimlico State High School	Redcliffe State High School
Mercure Cairns Harbourside	OAKS Aurora	Pinnacle Tourism Marketing	Redland Art Gallery
Mercure Capricorn Resort Yeppoon	OAKS Calypso Plaza	PLC Tourism Services	Redland City Council
Mercure Gold Coast Resort	OAKS Casino Towers	Prestige Service Training	Redlands Kayak Tours
Mercure Townsville	OAKS Charlotte Towers	Preston Peak Wines	Reef House Boutique Resort and Spa Palm Cove
Metro College of Technology	OAKS Felix	Pro Dive Cairns	Reef Magic Cruises
Metro Hotel Tower Mill	OAKS Festival Towers	PRO Management	Regional Group Training Limited
Microhire	OAKS Gateway on Palmer	Pullman Brisbane King George Square	Renegade Fishing Charters
Mike Ball Dive Expeditions	Oaks Hotels and Resorts	Pullman Cairns International	Response Learning
Mission Beach Business and Tourism	OAKS iStay River City	Pullman Palm Cove Sea Temple Resort and Spa	RIS Designs
Moreton Bay Regional Council	OAKS Lagoons	Pullman Port Douglas Sea Temple Resort and Spa	River City Cruises
Mossman Gorge Centre	OAKS Lexicon Apartments	Pullman Reef Hotel Casino	Riverlife
Mount Isa Airport	Oaks M on Palmer	Qantas	RNA and Industrial Association of Queensland
Mount Isa Rotary Rodeo	OAKS Mon Komo	Qantas Founders Outback Museum	Royal on the Park
Movie World	OAKS Oasis	QantasLink	R-Training
Mt Barney Lodge Country Retreat	OAKS Seaforth Resort	Quality Training and Hospitality College	Rubyvale Gem Gallery
Mt Cotton Retreat	Ocean Rafting	Quandamooka Yoolooburrabee Aboriginal Corporation	Rumba Beach Resort
Mt Quincan Crater Retreat	Ocean Safari	Quay West Suites Brisbane	Rumbalara Bed and Breakfast
Murdering Point Winery	Ocean View Estates	Queensland Airports Limited	Russo Recruitment
Museum of Tropical Queensland	Oceans Mooloolaba	Queensland Art Gallery and Gallery of Modern Art	Sarina Russo Apprenticeship Services
Nambour Christian College	Off Beat Eco Tours	Queensland Bus Industry Council	Sarina Russo Job Access
Naracoopa Bed and Breakfast	On The Beach Holiday Apartments	Queensland College of Wine Tourism	Sarina Russo Schools Australia
Narrows Escape Rainforest Retreat	One Step Further		Sarina Sugar Shed
National Trust Australia (Queensland)	O'Reilly's Rainforest Guesthouse		Savannah Guides
Ngaran Goori	Outback Aussie Tours		
nightfall wilderness camp	Outback Queensland Tourism Association Inc.		
	Oz Tours Safaris		
	Paradise Country		

Scenic Rim Escapes Inc	Stradbroke Island Holidays	Tony Charters and Associates	WG Learning
Scenic Rim Regional Council	Straddie Camping	Toowoomba Regional Council	White Horse Australia
Sea World	Strategy 8 Consulting	Tourism Bowen	Whitewater World
Sea World Resort and Water Park	Sunshine Castle	Tourism Business Solutions	Whitsunday Charter Boat Industry Association
Sea World Whale Watch	Sunshine Coast Council	Tourism Confucius Institute	Whitsunday Escape
Seahaus	Sunshine Coast Destination Limited	Tourism Gems	Whitsunday Flying Outrigger Canoe Tours
SeaLink QLD	Sunshine Valley Cottages	Tourism Leisure Corporation	Whitsunday Heritage Cane Cutters Cottage
Seastar Cruises	Surf Life Saving Queensland	Tourism Noosa	Whitsunday Jetski Tours
Seawalker@Green Island	Surfers Paradise Alliance	Tourism Port Douglas & Daintree	Whitsundays Marketing and Development Limited
Secrets on the Lake	Surfers Paradise YHA at Main Beach	Tourism Services	Wilderness Challenge
Sheraton Noosa Resort and Spa	Sweet AS festival Tours	Tourism Tropical North Queensland	William Angliss Institute of TAFE
Siena Catholic College	Tactical Training Group	Townsville Airport	Wings Whitsunday Adventures
Skypoint	TAFE Queensland Brisbane	Townsville Enterprise Limited	Wiss House Bed and Breakfast
Skyrail Rainforest Cableway	TAFE Queensland East Coast	Townsville Scenic & Military Tours	Witches Falls Cottages
Smartskill	TAFE Queensland Gold Coast	TPD Media	Wittacork Dairy Cottages
Sofitel Brisbane Central	TAFE Queensland North	Training Direct Australia	Wonderment
Sofitel Gold Coast Broadbeach	TAFE Queensland South West	Training Evolution	Worklinks Inc
Soul Surfers Paradise	Tamborine Mountain Distillery	Travel Training Australia	WorldMark South Pacific Club by Wyndham Cairns
South Bank Corporation	Tangalooma Island Resort	Treasury Casino and Hotel	WorldMark South Pacific Club by Wyndham Golden Beach
Southern Queensland Country Tourism	Tasman Venture	TreeTop Challenge	Wyndham Vacation Resorts Asia Pacific
Southern Queensland Tourism	Taxi Council of Queensland	Tropic Wings	Wyndham Vacation Resorts Asia Pacific at Ramada Port Douglas
Spencer College	The Birdsville Hotel	Tropical Coast Tourism	Wyndham Vacation Resorts Asia Pacific Crown Towers
Spicers Balfour Hotel	The Business of Tourism	True Blue Sailing	Wyndham Vacation Resorts Asia Pacific Kirra Beach
Spicers Canopy	The Cassidy Group	TRYP by Wyndham	Wyndham Vacation Resorts Asia Pacific Surfers Paradise
Spicers Clovelly Estate	The Central Group	Turkey's Nest Rainforest Cottages	Wyndham Vacation Resorts Asia Pacific at Ramada Marcoola Beach
Spicers Group (Spicers Retreats, Hotels & Lodges)	The Dreams Tour Services	Tyto Wetlands Information Centre	XXXX Brewery Tour and Ale House
Spicers Hidden Vale	The Escarpment Retreat and Day Spa	Umi Arts Limited	YHA Ltd
Spicers Peak Lodge	The Mouses House Rainforest Retreat	Undara Experience	Zagame's Paradise Resort
Spicers Tamarind Retreat	The Point Brisbane	United Backpackers Port Douglas	Zealifi
Spirit House Restaurant and Cooking School	The Royal Historical Society of Queensland	University of Southern Queensland	
St Margaret's Anglican Girls School	The Sebel Maroochydhore	VETEA Limited	
St Mary's College	The Sebel Resort Noosa	Village Roadshow Theme Parks	
Stanthorpe Information Centre	The Sebel Suites Brisbane	Visit Oz	
Stanthorpe Tours	The Tourism Smith	Waltzing Matilda Centre and Dinosaur Stampede	
Staple House Bed and Breakfast	The University of Queensland	Warner Bros Movie World	
StayWell Hospitality Group	The Workshops Rail Museum	Warwick Show and Rodeo Society	
Stephen Gregg Consulting	Tilma Group	Wattle Gully Retreat	
Story Bridge Adventure Climb	Timezone Funtasia	Wet n Wild	
Stradbroke Ferries	Tjapukai		



# QTIC EVENTS



**LEFT TO RIGHT:** Kayleen Allen, Erin Trost | Breanna Stewart, Karen Hughes, Mathew Mann, Meghann Kelly | Brett Howe, Michelle Stanton | Chris Sharpe, Mel Woon, David Rolfe | Christopher Lynam, Neil Mergarg, Angie Stevens | Debbie Garbutt, Deb Smith, Jan Sommer



# QTIC EVENTS



**LEFT TO RIGHT:** Leo Ahkee, Joy Harris, Darrell Harris, Yolonde Entsch, Warren Entsch MP | Susanne Becken, Peter Gash, Amy Gash | Stephen Schwer, Wayne Clift, Rebecca Holmes | Steve McRoberts, Paul MArtyn, Shane O'Reilly | Mark Maguire, Elsa Dalessio, Martin Hadfield | Sally Driml, David Morgans, Anne Greentree



# QTIC EVENTS



**LEFT TO RIGHT:** Ian Poiner, John Schubert, Sheridan Morris | David Morgans, Anne-Maree Moon | Joanna Atzori, Kerrie Lucas, Kym Stephenson, Alyce Holding | John Sharpe, Denise Ruska, Eddie Ruska | *Back Row Left To Right* - Amy Remekis, Sam McDonough, Julien Coste, John Tight, *Front Row Left To Right* - Mike Anderson, Trevor Atherton, Lauren Capelin | Jose Gato, Nick Gray, Janet Ren



# QTIC EVENTS



**LEFT TO RIGHT:** Mark Greaves, Robert Geddes | Rob Archibald, Toni Brennan, Courtney Brennan, Paul Leamon Corrigan | Maud Page, Chris Saines | Stephen Benjak, Judy Keating, Michael Murtagh | Patrick Dennis, Katrina Leech, Mark Diem | Russell Durnell, Leanne Coddington

# CORPORATE PARTNERS

## PLATINUM



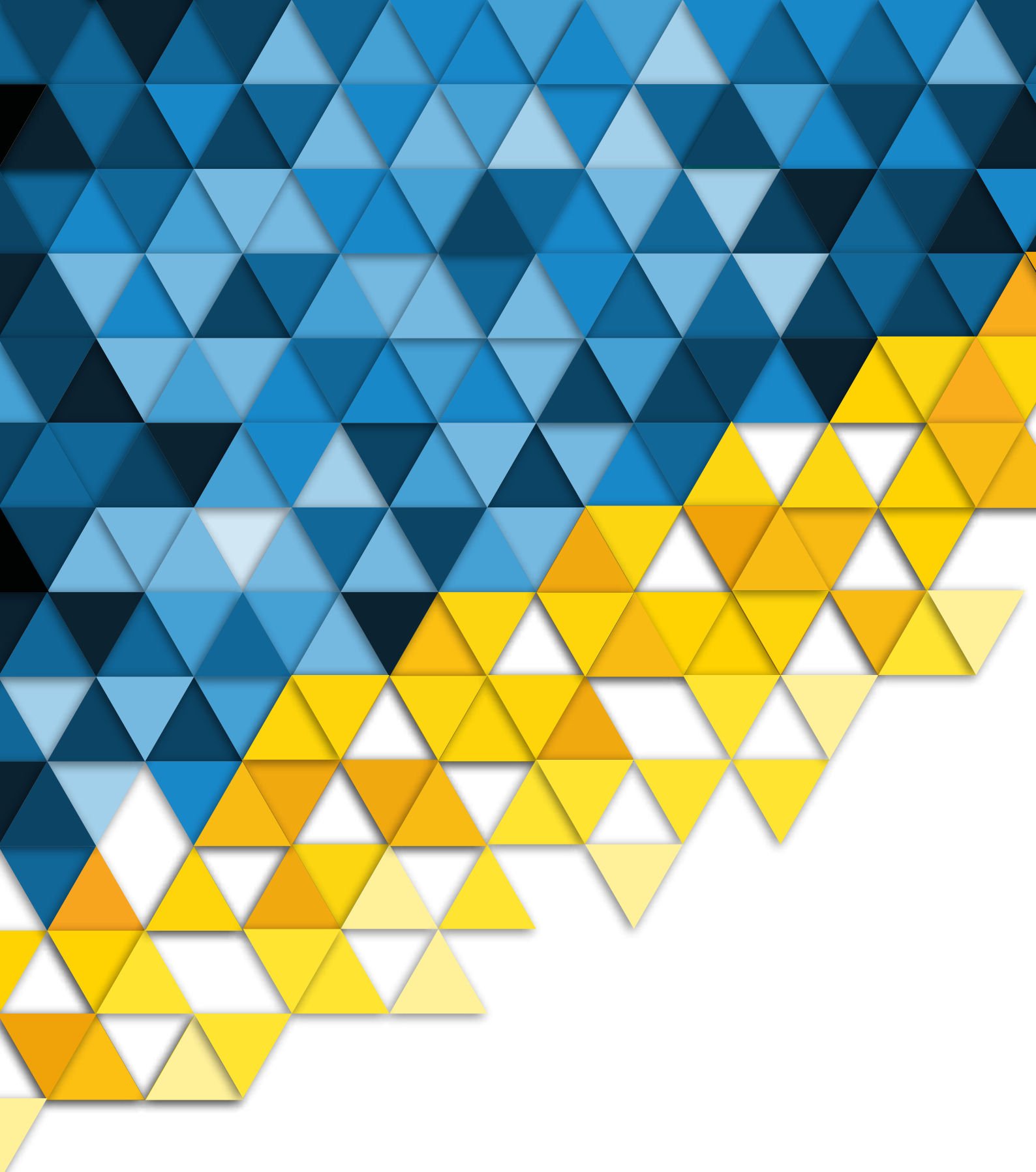
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## GOLD



## SILVER





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