



MEDIA RELEASE

2 AUGUST 2024

Tour Guides Australia sets a new vision for supporting Tour Guides and the visitor economy.

Tour Guides Australia reviewed its three-year strategic vision on 1 and 2 August at a strategic planning workshop in Cairns to better support its members and the visitor economy.

The Management Committee identified critical priorities for providing professional development and benefits to its members.

“Tour Guides Australia reaffirmed its focus on assisting new guides entering the sector by delivering the Tour Guiding Fundamentals micro-credential course and the Tour Guides Australia Professional Guide Accreditation program,” says Greg Esnouf, president of Tour Guides Australia.

Members of the Tour Guides Australia Executive also met with the Queensland Minister for Tourism and Sport, Michael Healy MP, to brief the Minister on the planned rollout of eight Tour Guiding Fundamentals courses in Queensland at various locations from Mossman to Brisbane over the next two months through the Queensland Tourism Business Capability Subsidy Program.

In addition, discussions took place on how Tour Guides Australia could continue supporting the uplift of tour guide capability in Queensland.

The Executive also met with Tourism and Events Queensland, Tourism Tropical North Queensland, Savannah Guides, Cairns Adventure Group, and Shorex Australia to discuss potential partnerships and strategies to support further tour guiding in Queensland. Tour Guides Australia would like to thank Cairns Adventure Group for hosting the workshop.

For more information, visit <https://tga.org.au/>



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ABOUT TOUR GUIDES AUSTRALIA

Tour Guides Australia was formed in 2021 when the Professional Tour Guides Association of Australia amalgamated with Guiding Organisations Australia.

Tour Guides Australia has undertaken professional tour guide accreditation and professional development since 1985. It supports THRIVE 2030, Australia's national strategy for the long-term sustainable growth of the visitor economy policy priority to grow a secure and resilient workforce.

Tour Guides Australia is a member-run association supporting education, professional development, advocacy, and career support.

For more information, visit www.tga.org.au

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