



MEDIA RELEASE

For immediate release

10 November 2020

Tour Guide Associations merge to create a stronger voice for Australian Tour Guides

The Professional Tour Guide Association of Australia (PTGAA) is excited to announce plans to merge with Guiding Organisations of Australia (GOA).

“The merger will provide a single contact point for tour operators and other tourism industry businesses and will provide Australian Tour Guides with a much stronger voice, wider representation and national recognition. Tours guides have been greatly impacted by COVID and the new body will continue to support the important role guides play in the Australian Tourism Industry. It will also support operators with the provision of experienced, accredited Guides” said the President of PTGAA, Jim McInerney.

Jytte Ranjel, Chairperson of GOA, says “We will be in a better position to support our members with more benefits like access to discounted insurances for independent contractors, plus networking events, professional development and mentoring opportunities for all our members. We will also prioritise the development and promotion of a flexible National Tour Guide Accreditation Scheme for Tour Guides, Operators and Industry”

The PTGAA has already created a pathway to enable Tour Guides to stay connected to the Tourism Industry with complimentary Associate Membership. At the recent Annual General Meeting of PTGAA, this free membership offer was agreed to continue to be available and provide Tour Guides the opportunity to connect with Australia’s peak representative body, participate in professional development and networking events, access industry advice and apply for jobs posted with PTGAA by tour operators.

In addition to the merger proposal, which will be complete by 30 June 2021, the new body will be able to provide significant benefits to new members in all membership categories including a 50% reduction on membership fees for 2020. Membership information is now available online for all tour guides and industry participants who employ guides. For more information, or to join visit www.ptgaa.com.au

END

CONTACT

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ABOUT PTGAA

PTGAA has undertaken the accreditation and professional development of professional tour guides since 1985. We support our members with various benefits such as industry discounts, regular professional development events, discounted group insurance cover. We engage proactively with industry partners to foster partnering and business opportunities with our members. For more information visit www.ptgaa.org.au

ABOUT GOA

GOA was incorporated in January 2003. GOA is positioned as the central acknowledged authority on guiding issues, conveying verified information and endorsed by industry stakeholders. It formed to identify required standards, encouraging training, promoting best practice and reducing unethical guiding practices. The Australian government supported GOA to develop and implement a national tour guide accreditation program, Guides of Australia, to ensure world's best practice in services to tourists visiting Australia.