



## **MEDIA RELEASE**

8 APRIL 2022

### **Tour guide association answers the call to reduce the skills gap for aspiring tour guides with an industry-led foundation course**

Leading industry association Tour Guides Australia offers a short course designed to provide foundation skills for people interested in a tour guide career. Many experienced guides had to exit the industry due to COVID. With the return of international visitors in 2022, employers will seek guides with the knowledge to manage groups and deliver service excellence.

President of Tour Guides Australia Jim McInerney says, "We are in the perfect position to assist employers in the visitor economy by creating job-ready applicants. Our members are professional guides and educators. Our course is fast-paced and delivered with insights from industry professionals who share their knowledge and experience."

Tour Guides Australia's latest initiative aligns with Australia's national strategy for the long-term sustainable growth of the visitor economy policy priority to grow a secure and resilient workforce. The Guiding Fundamentals Course will assist visitor economy businesses to have a stable supply of appropriately skilled workers delivering high-quality experiences. The course may lead to accreditation with Tour Guides Australia and is in line with the national strategic outcome to increase acceptance of micro-credentialing as a recognised and valued form of training in the visitor economy for tour guides

The first face to face public courses will be in Melbourne, Sydney and Cairns. Businesses can also request delivery of the course onsite at a time that matches recruitment cycles and tour series.

Ready to start a new career as a professional guide? Enrol in a course today at [www.tga.org.au](http://www.tga.org.au)

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### TOUR GUIDING FUNDAMENTALS MICRO CREDENTIAL TOUR GUIDING COURSE

Enrol in a 3-day introductory course designed for people new to the industry or those who would like to gain skills to be job-ready for future employment as a guide within the visitor economy.

During the course, you will have insights from industry professionals that will share their knowledge and experience across six themes that Tour Guides Australia recognise as the minimum industry standards for guiding. They are:

1. Cultural and social awareness
2. Customer service
3. Occupational, health and safety
4. Safety and legislation
5. Storytelling
6. Organising a tour

#### Next Courses

Location	Date	Cost
Melbourne Royal Historical Society of Victoria 239 A'Beckett St, Melbourne VIC 3000	<ul style="list-style-type: none"> <li>○ 4<sup>th</sup> to 6<sup>th</sup> May 2022</li> <li>○ 9 am to 5 pm</li> </ul>	\$550 (including GST)
<b>Cairns</b> Cairns RSL 119 Esplanade, Cairns City QLD 4870	<ul style="list-style-type: none"> <li>○ 27 to 29 July 2022</li> <li>○ 9 am to 5 pm</li> </ul>	\$550 (including GST)
<b>Sydney</b> Veriu 18 O'Riordan St, Alexandria NSW 2015	<ul style="list-style-type: none"> <li>○ 10<sup>th</sup> to 12<sup>th</sup> August 2022</li> <li>○ 9 am to 5 pm</li> </ul>	\$550 (including GST)

#### Book now

[www.tga.org.au](http://www.tga.org.au)



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### CONTACT

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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.

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

For more information, visit [www.tga.org.au](http://www.tga.org.au)