



## **MEDIA RELEASE**

18 MAY 2023

### **Tour Guides Australia reinforce the need for flexible training options that lead to professional guide accreditation at a recent roundtable with Minister for Trade and Tourism, Senator Don Farrell.**

Leading industry association Tour Guides Australia is focused on reducing the chronic shortage of tour guides in the visitor economy by delivering 3-day introductory courses designed for people new to the industry or those who would like to gain skills and be job-ready for employment as a tour guide.

President of Tour Guides Australia Leanne Saward says, "Our introductory micro-credential Tour Guiding Fundamentals course is fast-paced, affordable and delivered by accredited tour guides who share their knowledge, insights and real-world experiences across diverse settings like day tours, multi-day overland trips, cruise ship shore excursions and site experiences. We've designed the course to be adaptive, and we're ready to work with businesses to deliver tailored courses."

Tour Guides Australia's 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 Tour Guiding Fundamentals Course will assist visitor economy businesses with fast-track training to deliver high-quality experiences.

The course is designed to lead to professional accreditation with Tour Guides Australia. It aligns with the national strategic outcome to increase the acceptance of micro-credentialing as a recognised and valued form of training in the visitor economy for tour guides.

The next in-person public course will be in Darwin following the successful completion of our Melbourne course this week. Tour operators and attractions can also request course delivery onsite at a time that matches recruitment cycles and tour series.



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

### Accreditation Course – Guiding Fundamentals

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 & Time	Cost
<b>Darwin</b> Hudson Berrimah 4 Berrimah Road, Berrimah NT 0828	29th to 31st May 2023 9 am to 5 pm	\$550

### Book now

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



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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)