

The Professional Tour Guide
Association of Australia (PTGAA)
Guiding Organisation of Australia
(GOA)

Proposal for Merger Amalgamation

Background

- In October 2018 The PTGAA committee and the GOA Board agreed to consider options of ways the 2 bodies could work more effectively



PTGAA Committee Resolution

- That the PTGAA Committee commence the process of initiating a merger with Guiding Organisations Australia (GOA) for the purpose of:
- Strengthening the shared vision for a strong National Tour Guide Association that can represent and advocate on behalf of Professional Guides at both local and National levels.
- Establishing and renew relationships with both local and Federal Governments plus National and International tour guiding bodies.
- Continue to promote and develop the National Tour Guide Accreditation Scheme.
- Provide additional benefits for all members.



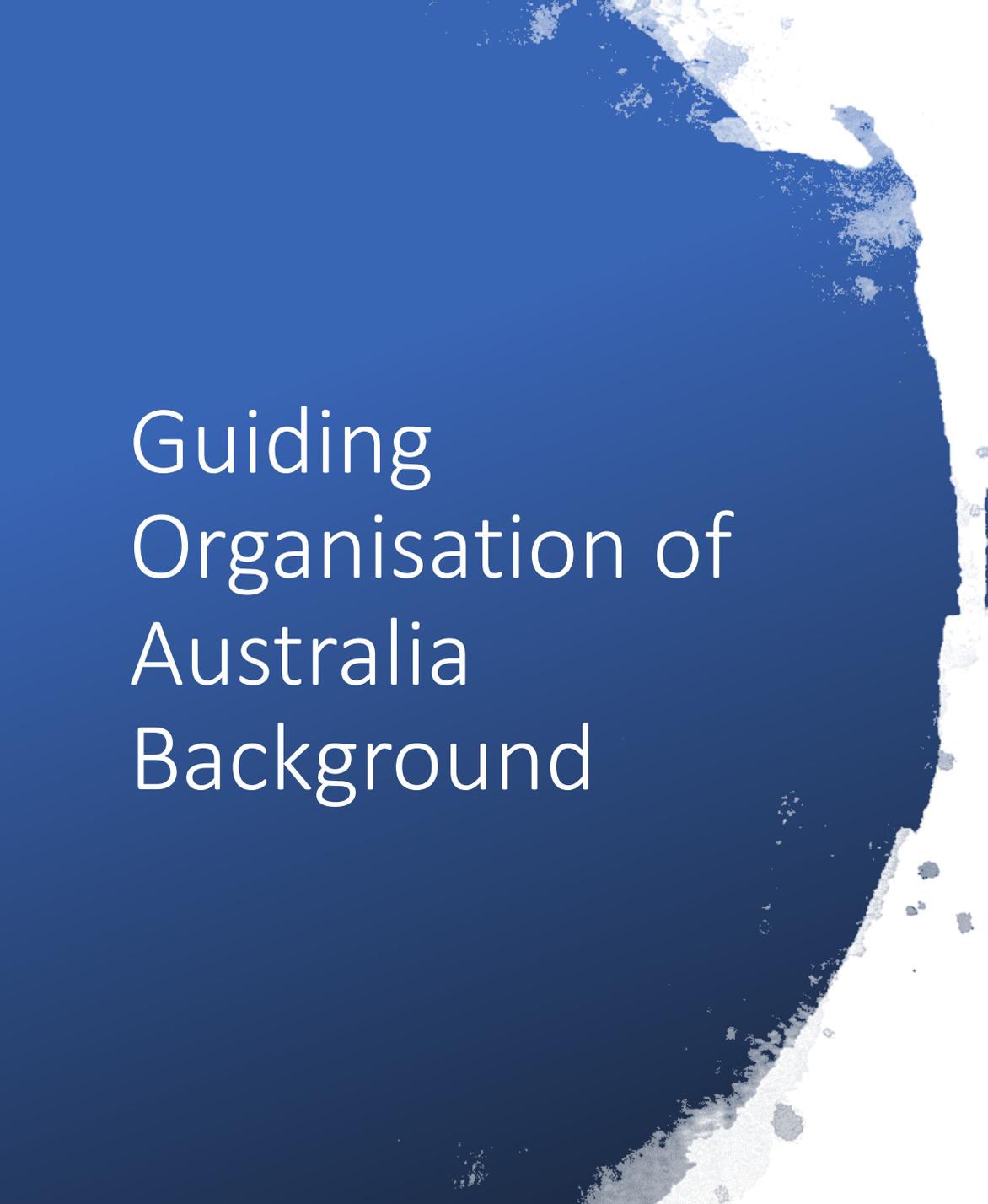
PTGAA Accounts

- The PTGAA committee approve the establishment of an additional bank account “Merger Trust Account.” This account will be used to deposit funds due and payable to GOA and to receive funds currently held by GOA, subject to merger approval.
- The funds will be kept separate from existing PTGAA operations and reserve accounts and used to support any costs incurred with the proposed merger, to maintain and develop the National Tour Guide Accreditation Scheme and to promote tour guiding in the National arena.



Guiding Organisations of Australia Resolution July 2019.

- **Guiding Organisations Australia Resolution, 30 July 2019**
- That the Board of Guiding Organisations Australia (GOA) commence the process of initiating a merger with The Professional Tour Guides Association of Australia
- (PTGAA) for the purpose of:
 - 1.Strengthening GOAs and PTGAAs shared vision for a strong National Tour Guide Association which can represent and advocate on behalf of Professional Tour Guides at both National and local level.
 - 2.Combining the board and committee from each association, for better utilisation of volunteers, with a stronger pool of interested parties, while reducing the administrative burden.
 - Re-establishing and renewing relationships with both local and Federal Government, plus other national and international tour guiding bodies.
 - 3. Continuing to promote and develop the National Tour Guide Accreditation Scheme Australia wide.



Guiding Organisation of Australia Background

- Idea Conceived in 2000
- Driven by the CEOs of Tourism Victoria and South Australia
- Administration and advice provided by Federal Government Department of Industry Tourism and Resources
- GOA established in 2003.
- Funding received from Federal Government for the development of a National Tour Guide Accreditation program
- National Tour Guide Accreditation program launched by Federal tourism Minister, The Honorable Fran Bailey in 2006
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Launch of National Accreditation Scheme The Honorable Fran Bailey , Minister for Small Business and Tourism

- "Could I begin by thanking very much the Healesville Sanctuary for allowing us to launch what I think is a tremendously important program this morning," said the Yarra Valley "local" of 32 years, as a mob of ibis landed on the lawn among the guests soaking up the winter sunshine. "And in doing so thank all of the volunteer guides who provide such a fantastic service to all of the visitors who come here. They certainly make everyone's visit a very special occasion.
- Australian tourism today is a \$75 billion industry and five and a half million international visitors came here last year. "The experiences that all of our tourists take home with them," the Minister continued. **depends on the quality of the experience that they have.
- "Today we're here to celebrate, and thank, people like Rob (Robert Johnson, Chairman of GOA), Anne (Anne Bottomley, Treasurer of GOA), Jeff (Jeff Floyd, CEO AAA Tourism), and many others who couldn't be with us this morning, for being so persistent and believing so strongly in the need for professional guides and for there to be not just a standard in individual areas but a national standard of excellence for professional guides and guides everywhere.
- "The launch of our National Tour Guide Accreditation Program is a very important step in ensuring that all of our tourists get the very best possible experience that they can have. Congratulations."

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Initial members of GOA

Tour Guides WA (founded 1980)

PTGAA (founded 1985- incorporated 1992)

Savannah Guides (founded 1988)

Eco Tourism Australia (founded 1991)

Interpretation Australia (founded 1992)

Institute of Australian Tour Guides (founded 1994)

Tour Guides South Australia (founded 2000)

GOA Achievements

- Developed the National Tour Guide Accreditation Program
- Negotiated a Group insurance policy that recognised National Guide Accreditation.
- Negotiated with Austrade recognition of GOA accreditation as automatic acceptance as part of Austrade approval requirement for all Chinese speaking Guide approvals (Through the ADS scheme).
- Instrumental in ensuring that Super Guarantee was properly paid to guides.
- Represents Australia at World Federation level
- Represents Australia at the recently formed Asia Pacific Tourist Guide Federation.
- GOA is often the first contact point for many current and international guides.
- Federal organisations normally make initial contact through GOA.

GOA Structure and Board

- GOA was originally incorporated in Queensland.
- Currently Incorporated as an Australian Registered Body The Australian Securities and Investment Commission (ASIC)- March 2012.
- The original GOA Board were representatives of each of the member bodies.
- GOA was funded by:
- A levy based on membership numbers from each member guiding organisation.
- Individual guides paid a separate annual membership for their accreditation.

Current GOA Situation

- There are, nominally, only 3 member organisations of GOA
- PTGAA, Interpretation of Australia (IAA), The Australian Institute of Australian Tour Managers (IATM).
- The Board consists of 3 people-representatives of these organisations.
- Administration is managed by this board with some assistance from PTGAA administrator.
- PTGAA are the only association taking advantage of the Guide of Australia Accreditation for its members. With a small financial obligation to GOA, for each accredited guide*

Current PTGAA /GOA Relationship

- PTGGA has been licensed by GOA to use the National Accreditation in conjunction with PTGAA membership processing.
- National Accreditation is now a requirement for Full Professional membership of PTGAA
- A single annual membership is paid through the PTGAA.
- PTGAA now administrate the Group Insurance scheme, negotiated and arranged by GOA.
- PTGAA administrator now performs some administrative functions on behalf of GOA ?. A financial agreement has been made to recognise this.
- All new Professional PTGAA guide members now gain National Accreditation as part of their assessment.

Reason for Merger

- To streamline and avoid doubling up on Admin.
- We need a National Voice if we want to be heard!
- Many operators using guides have a National base.
- Greater recognition/service to PTGAA members outside Victoria.
- Confusion about roles of PTGAA and GOA both to members and Industry.
- Ability to work with other National bodies and Government.
- Awards working conditions are generally responsibility of Fair Work (National) body
- Guide Training standards (Cert 111/Cert 1V in Guiding are set Nationally
- PTGAA is currently using a National Accreditation standard that was developed by Guiding Organisations of Australia with Federal Government Support

Merger Benefits-share document from Google Drive

- [Here](#)

Challenges!

- Amount of work involved!
- Formal process-regulatory requirements
- Constitution.
- Financial.
- Preparation of merger deed? Membership structures /fees.
- Communication-members.
- Discussion with other guiding organisations.
- A name- do we need to re brand ? Name badges.
- Website.



Next steps if resolution accepted

- Representative working group established.
- Preferred option – presented to Committee.
- Agreement, next step
- Contact with Gov (all levels), Tourism Authorities, other guiding bodies.
- Establish detailed plan/timeline for Implementation.
- Aim to have a new structure in place to coincide with member renewal period.



Questions/Suggestions/
Offers

- Email –office@ptgaa.org.au
- Jytte : jytteranjel@bigpond.net.au
- 0414 353 101
- Jim: president@ptgaa.org.au
- 0417 123 178
- Or any PTGAA committee member
- [here](#)