



The Professional Tour Guide
Association of Australia Inc.

NEWSLETTER

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NEWSLETTER 68

MIDYEAR 2008

Letter from Vice President

Hello Everybody,

This is the first newsletter for the year but our monthly Activities Report has kept all members up to date with the progress of the Association. Our plan is to have 2 Newsletters a year, which will be circulated to many, and varied tourism bodies throughout Australia.

I have been “off the air “ for the last few months with a couple of family crises but there is light at the end of the tunnel now and am back in the city and ready for the build up to the busy season. Most of you will have the dates for the Cruise Ship season and what a busy time we will have. I encourage you to come to all the PD’s as the more knowledge you gain the better your commentaries. Make the most of the next few weeks and do some research – go to the Library, visit the galleries, read the newspapers, especially local ones which very often have wonderful bits of trivia with which you can enhance your stories.

I am going to attend the inaugural GOA, National Tour Guide Conference at the end of August. This will be an exciting event and I look forward to meeting fellow guides from all over Australia and the Asian region. We have a least 5 representatives from Victoria attending.

The AGM is in September. Watch the Activities Report for further details.

Our membership is growing and with accreditation becoming a reality it is very important to be a member of the Association, which is already accredited with GOA.

Good guiding to all, remember we are “at the coal face” and it is a well-prepared, professional guide who makes a visitor’s experience a special one.

Keep up the good work.

Jan Roberts, Deputy President, PTGAA.

WHAT IS THE PTGAA?

Are you ever asked, why are you a member of the PTGAA? Do you ask yourself sometimes the same question? For those members who may not have the answers and from time to time may need reaffirmation, the following is why we are so proud of our Association:

THE PTGAA

- *is recognized by governments and the tourism industry as the Victorian- based tour guide association.*
- *has a partner relationship with Tourism Victoria.*
- *is a foundation member of the peak industry body for Australian Tour Guides – Guiding Organisations Australia (GOA).*
- *hosted the 11th Convention of the World Federation of Tourist Guide Associations (WFTGA) in Melbourne in 2005.*

It is committed to providing the tourism industry with professionally skilled tour guides and tour managers through.....

- *promoting the Association and its members.*
- *encouraging a high standard of conduct according to the Australian Tour Guides' Code of Guiding Practice.*
- *promoting the Guides Of Australia Accreditation Program.*
- *supporting professional and career development through regular professional development activities.*
- *creating networking opportunities.*

WHAT IS A PROFESSIONAL TOUR GUIDE OR MANAGER?

A person who leads groups or individual visitors around sites and attractions of a city or region.

The tour guide should strive to provide an enjoyable interpretive experience within the prescribed tour itinerary.

KEY SKILLS

- *General knowledge, with specialized site and destination information*
- *Interpersonal and Communication*
- *Customer Service*
- *Leadership and Management*
- *Occupational Health and Safety awareness*

For further information

Telephone number: **61 3 8601 1124**

New In-house Email Address: communications@ptgaa.org.au

NEWS FROM GOA



We have received the following information from Dr Peter Tucker, General Manager, Industry sustainability Group, Tourism Division Department of Resources Energy and Tourism (DRET) regarding the National Tourism Accreditation Framework.

On July 9th 2008 the Minister for Tourism, the Hon Martin Ferguson AM MP, announced that the 51st Tourism Ministers' Council had strongly endorsed the Australian Government's commitment to the implementation of a National Tourism Accreditation Framework. A business plan, which examines options for implementation, is to be completed by end of 2008.

Industry and government accreditation schemes are operating around Australia but, as yet, no national accreditation framework has been implemented. The Government sees this as a vital industry initiative, which will add value and deliver real benefits for tourism business and consumers.

Further, the Government is currently preparing to undertake refreshed awareness-raising activities in Korea in the coming months, and to launch new Chinese-language consumer information and complaint facilities for use by Chinese visitors to Australia. Tourism Australia is leading the promotion of these initiatives in Korea and China, in partnership with in-market government and industry organisations.

Governments across Australia will not tolerate the exploitation of international visitors to Australia. All jurisdictions are working to protect the rights of visitors and to educate retailers and tour operators about their responsibilities to their customers. With the combined commitment of governments and tourism industry leaders, the government aims to ensure that consumers have confidence in choosing Australia as a trustworthy, quality holiday destination.



Accreditation

GOA cannot stress strongly enough the need for all tour guides to become accredited under the national Guides of Australia Accreditation program. All details regarding accreditation can be found on www.goa.org.au
Anne Bottomley, PTGAA Rep, GOA.

NEWS FROM THE MELBOURNE GOLDEN MILE GUIDED WALK



Melbourne Golden Mile Walk continues through rain, hail and shine. June has been an excellent month with some amazing changes. Victorians were the largest group of participants- the major age group was between 25-34 years and most learnt of the Walk through the internet! What is this telling us????

As it is the cooler time on this side of the earth- many of our guides are holidaying on the other side! We are currently recruiting for new Guides.

We welcome your enquiries.

Irene Goonan- Administrator- Melbourne Golden Mile Guided Walk
mob 0412 345 078

It is with great sadness that we advise you that both Ken Dimsey and Wilma have both 'trodden the pavements' for the MGM for the last time. After many years of fabulous walking tours they have finally 'hung up their boots' to move on to other pursuits. On behalf of all PTGAA members we thank them both for their commitment to the MGM and their belief that has become a reality. Lucky for us, Ken is remaining a member of the MGM sub-committee.



Photo taken at the Immigration Museum when the MGM guides met to farewell Ken Dimsey and Wilma Farrow who have both retired for health reasons. The Museum provided the cake with afternoon tea.

PROFESSIONAL DEVELOPMENT REPORTS

The Port Of Melbourne Education Centre

On a very blustery afternoon 15 of our members visited the Port Of Melbourne Education Centre where the Education Officer, Simon, greeted us.

Braving the windy conditions we stood outside the building to view the immediate port area near the confluence of the Maribyrnong and Yarra Rivers and watched the largest container ship in Australia leave the Port.

The Port of Melbourne Corporation is owned by the State Government, unlike the ports of Geelong and Portland, which are privately owned.

The Port of Melbourne is the number one container port in Australia and 50th in the world. It handles approx. 2.1 million containers per year, compared to Singapore, 28 mill. per year. Outbound ships take 3.5 hours approx. to reach the Heads, whereas inbound ships take about 4.5hrs to reach the port depending on currents and tides.

Products handled in the Port area are:

- Holden Dock – Oil
- Yarraville berth - CSR - raw sugar and gypsum
- No 1 Maribyrnong - all liquids that are not oil - e.g. chemicals, (stored in corrosion proof tanks on Coode Island), food grade products.
- Swanston Dock - red cranes - eastern section - operated by Dubai Port, formerly P&O - white cranes - western section – operated by Patrick's Toll
- No 1 container Port handles only containers
- Appleton Dock handles cargo that does not fit into containers and ships that go to the Pacific Islands. These ships have to be self-loading/unloading with their cranes on board.
- South Wharf - cement and steel cement
- Passenger terminals.

The Port employs approx. 13000 people. Imported goods account for 65% of movement within the port whilst exports account for only 35%

Ships unloading crude oil always reverse into the dock in case of emergency. There is an environmental precaution taken against emptying ballast water outside the bay.

For more information - www.portofmelbourne.com/education

Ann Link. 12 June 2008

Notes on the Victorian Artists Society

In the 1870s the well known School of Heidelberg Artists decided they didn't want to be part of an "Academy" as it sounded too "upper crust" so they named their group the Society of Artists. In 1888 the name was changed to The Victorian Artists' Society and became a group of artists supporting artists.

In 1892 a purpose built studio was constructed on Albert St., Eastern Hill (as East Melbourne was then known). It is still there today and we had the "honour" to visit it. We interrupted a Life painting class that had a nude model. Our tour guide, Anne Pendlebury whose both parents were artists with the Society, knocked 3 times before we went in and the model put on her robe. One couldn't help but notice the run down condition of the studio but the artists are happy with this and hope the old wooden floor will still be there in 100 years time.

Anne spoke to us for an hour in the Cato Room. This room had been built originally as a conservatory where such famous people as Dame Nellie Melba taught and sang whilst down the hallway Tom Roberts was painting. Cato was a renowned physician and amateur artist. He donated a large amount of money to the society. There used to be a Cato prize but the money has run out so the prize no longer exists.

There were originally 400 members of the Society and today there are still 400 – 500 members. They have to be a Victorian artist to join. It costs \$90 a year and members can exhibit their painting once a year for \$5.

We visited the Water Colour Exhibition where paintings ranging from \$400 - \$9000 were for sale to the general public. We were also lucky enough to be taken out on to the front balcony - which I don't think people had visited for quite a long time – which has beautiful views of St. Patrick's Cathedral.

We were also lucky to see George Haddon draw & paint a couple of caricatures. He is best known for his cartoons in Royal Auto, the RACV's monthly magazine.

At the beginning of each year the Society holds a Bargain Sale where the public can come and bid on paintings that are sold at very reasonable prices. There are also seasonal exhibitions and also a special Artist of the Year Exhibition.

To celebrate the 100th Anniversary of Women's Suffrage the Society is hosting a one-day event where well-known women artists will paint famous women Melbournians. The artists will be allowed just 3 hours to complete their paintings.

Joy Vandoske

INFORMATION FOR CITY SIGHTS TOURS

We have received the following information from Dr Peter Tucker, General Manager,

The Model Tudor Village Fitzroy Gardens

The plaque in the gardens reads:

“This model village was presented to the City of Melbourne by the citizens of Lambeth, England, in appreciation of gifts of food dispatched from Victoria to England during food shortages following World War 2. 1939 – 1945”

According to the archives, a retiree called Edgar Wilson, a man of ‘humble circumstances’, built the village. Wilson was a hobbyist who built this sculpture using found objects such as bits of brick, coloured glass, ceramics, lead and other materials that he most likely collected from London bomb sites during the blitz. In 1947 Wilson, who was then 75, approached the Agent-General for Victoria in London, Norman Martin, through the Mayor of Lambeth about donating the village to Melbourne.

Not only was the offer of the 300-kilogram gift accepted, it also generated a flood of goodwill and excitement. The Mayor of Lambeth opened a fund of 80 pounds to pay for Beck and Pollitzer Ltd to pack the village, and then gave it an official send-off from Wilson’s home.

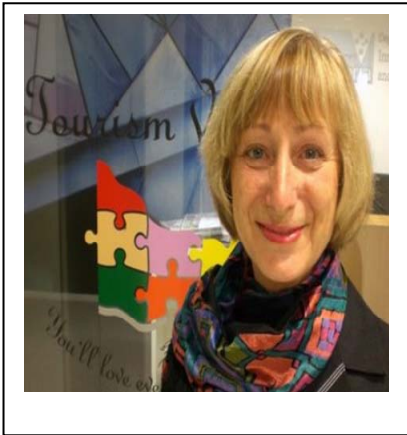
The P & O Steam Navigations Company shipped it to Melbourne on the S.S Palana free of charge and on its arrival in Melbourne most of the customs charges were waived. The village was sited in the Fitzroy Gardens because it offered a traditional English setting.

Finally the Lord Mayor of Melbourne, Sir Raymond Connelly, officially opened the village on May 21st 1948.

Extract taken from The Age, 21st May 2008.

MEMBER PROFILE

Profile on Margaret Ryding



Like the red ball of wool weaving around Melbourne's "Hidden Secret" laneways and arcades, guiding has always been entwined through the travel and tourism career of PTGAA Melbourne guide, Margaret Ryding.

Previously Melbourne Manager Cathay Pacific Airways, hosting trade, corporate and media guests to destinations on the CX network was a vital and measurable part of the role. Manager of a Melbourne travel agency also involved escorting groups within Australia and to international destinations.

In addition, Margaret worked regularly with Abercrombie & Kent visitors, Bob Wood Travel Group cruising shore excursion programmes and with her mentor, Lesley Bryden – Melbourne Ambassador Events.

Qualifications include INSEAD Business School, Fontainebleau France, Certificate 1V (Guiding), Certificate 11 (Operations) and currently undertaking Advanced Diploma Tourism Management at William Angliss Institute.

Guiding preparation, destinations and airline employment, are topics Margaret has imparted to William Angliss tourism and degree students as a guest lecturer, in an endeavour to "give back" something to this great industry.

Margaret is currently employed with Tourism Victoria and has been part of the Familiarisations Unit as Media and Trade Relations Co-ordinator for almost four years. Brand strategy is a key component of this most interesting and exciting role.

Planning, costing and hosting international media and trade familiarisations, embraces print, web, radio, film crews and overseas travel trade. This provides a huge amount of scope and diversity to provide quality itineraries and product knowledge specific to each visitor's requirements. Satisfaction is viewing "Marvellous Melbourne" and regional Victoria glowing proudly in print and screen, post visits.

To ensure ongoing professionalism, Tourism Victoria invests in providing excellent training opportunities, encouraging cohesive teamwork across all divisions and regular product update scheduling.

Like the red ball of wool, Margaret aspires to ensure the yarn keeps unravelling in her stimulating guiding career!

OUT & ABOUT IN MELBOURNE

Danish Club Moves On

No longer will we see the Danish Flag flying in front of the white, Italianate-style mansion as we pass along Beaconsfield Parade on a city sights tour. The building has been sold and will be restored to its former glory as a private residence. We have very happy memories of the Danish Christmas party that our very own Vibeke Sybrandt hosted there for us in November 2003. What fun we had that night, sampling traditional Danish Christmas fare, playing 'Pakkleg' and listening to the storyteller relate the poignant story of 'The Little Mermaid'. The Danish Club will move to new premises.

Signage

The large, angular red 'City Museum' sign outside the Old Treasury Building is under a government removal order.

Melbourne's Town Crier

You probably all knew Neville Stonehouse who for years was Melbourne's Town Crier. He was the greeter at Station pier for all the cruise boats. Last week, he passed away, brain tumour. I saw him earlier this year at Station Pier, and he looked very sick, and not his usual very friendly self. He was a great contributor to making such a great friendly place for our many visitors. I thought you would all like to know of his passing.

Ken Dimsey

The Windsor Hotel

The Windsor will undergo a massive renovation costing \$45million. Work is scheduled to begin next year. The hotel will stay open during the renovation, which will be done in stages. When completed in 2011 the interior of the Windsor will be almost unrecognisable from what we see today. Heritage Victoria has approved the bulk of the plans, but those for the ballroom and the foyer's grand staircase were rejected. The decision has been appealed.

Polly Woodside

The Polly Woodside is to be moved from her present site when construction of the new convention centre forecourt on the river bank takes place. She will be berthed in the river for about 6 months while this happens. Let's hope she will survive the move!

SOME STATISTICS

POPULATION & HOUSING

Population 20/7/08	21,369,002
Female population	50.3%
Male population	49.7%
Population born overseas	23%
Registered voters	12,762,570
Population aged over 65	13.2%

POPULATION STATISTICS

2007	A RECORD YEAR	
	population ('000)	growth (%)
AUSTRALIA	21,181	1.6
NSW	6927	1.1
VICTORIA	5246	1.6
QUEENSLAND	4228	2.3
WA	1592	1.0
TASMANIA	496	0.8
ACT	341	1.3
NT	218	2.4

EDITORS NOTE

Our Editor, Helen Wilms would like to thank all contributors for their excellent articles. If you would like to contribute an article/s for the next issue, please email to communications@ptgaa.org BY 14 November, 2008.