



MEDIA RELEASE

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Member benefits bigger, better than before!

Tourism Whitsundays' membership has always had a string of great benefits attached to it but now members will also be aligned with Queensland's peak tourism industry body.

Starting in the 2018-19 financial year, all TW members will receive complimentary membership of the Queensland Tourism Industry Council (QTIC), which is "The Voice of Tourism" in the Sunshine State.

This ground-breaking arrangement with the not-for-profit, membership-based organisation has been brokered by Tourism Whitsundays to give its members even more benefits.

Tourism Whitsundays General Manager Tash Wheeler said QTIC was the peak industry body representing the interests of Queensland's tourism and hospitality industry.

"QTIC works in partnership with government agencies and industry bodies at a local, state and national level to strengthen the voice of tourism in all relevant policy forums," she said.

"Their goal is to help the tourism industry drive sustainable business and product development, stimulate business attraction and investment, develop workforce skills and support tourism jobs and business.

"Joining QTIC reinforces the commitment that your business has to tourism excellence and gives you the opportunity to influence government policy through your member input and work collaboratively on issues affecting the industry.

"As a member, you will also be able to nominate and vote for QTIC board members."

QTIC Chief Executive Daniel Gschwind said the new membership alignment with Tourism Whitsundays would further strengthen the regions profile in negotiations with government at all levels.

"The more voices that QTIC can represent from the Whitsunday region, the stronger the outcomes will be on a policy front – if we can prove that the majority of tourism operators from the region agree or disagree on a proposed policy, our industry will be in a stronger position to negotiate."

Mr Gschwind said membership with QTIC provided operators with access to business resources, a grants gateway and discounts to events, webinars, as well as discounts for accreditation and award programs.

“We can link Whitsunday businesses with industry bodies, key government contacts, funding and grant opportunities and even offer a free meeting and work space which can be used when visiting Brisbane.”

Mr Gschwind said QTIC would continue to be in contact with its existing members from the Whitsunday region to discuss their individual agreements.

“The Whitsundays has cemented its reputation over the past few years, regularly topping our Queensland Tourism Awards tally – we look forward to strengthening our relationship with local operators and providing support across many areas including policy, funding, workforce development and training needs, indigenous tourism development, accreditation and much more.”

QTIC members are listed in the membership directory, can use the member logo in their promotions and can also share content on the organisation’s social media channels.

Membership provides access to a range of QTIC business resources and discounted events, workshops and webinars, as well as free access to the Grants Gateway and a 10 per cent discount off the Australian Tourism Accreditation Program (ATAP) and Star Rating renewal.

QTIC also operates and hosts the annual Queensland Tourism Awards - the state’s premier industry recognition program for outstanding contribution by organisations and individuals within the tourism sector – and members receive discounted entry in the awards.

Tourism Whitsundays new membership prospectus – outlining these and many more member benefits – was launched on April 9 and can be [downloaded](#) from the TW website.

To chat through the benefits of becoming a member of Tourism Whitsundays, call Haylee Eaves or Aimee Denham on 4948 5900 or email membership@tourismwhitsundays.com.au

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