



Rewarding
outstanding
Tour Guides

RUSSELL BOSWELL - SAVANNAH GUIDES

That's Lovely... but WHY?

The Importance of Tour Guides

The EcoGuide Program

The Australian Nature Tour Guide Hub

Regional Application

Australia's Natural and Cultural Heritage

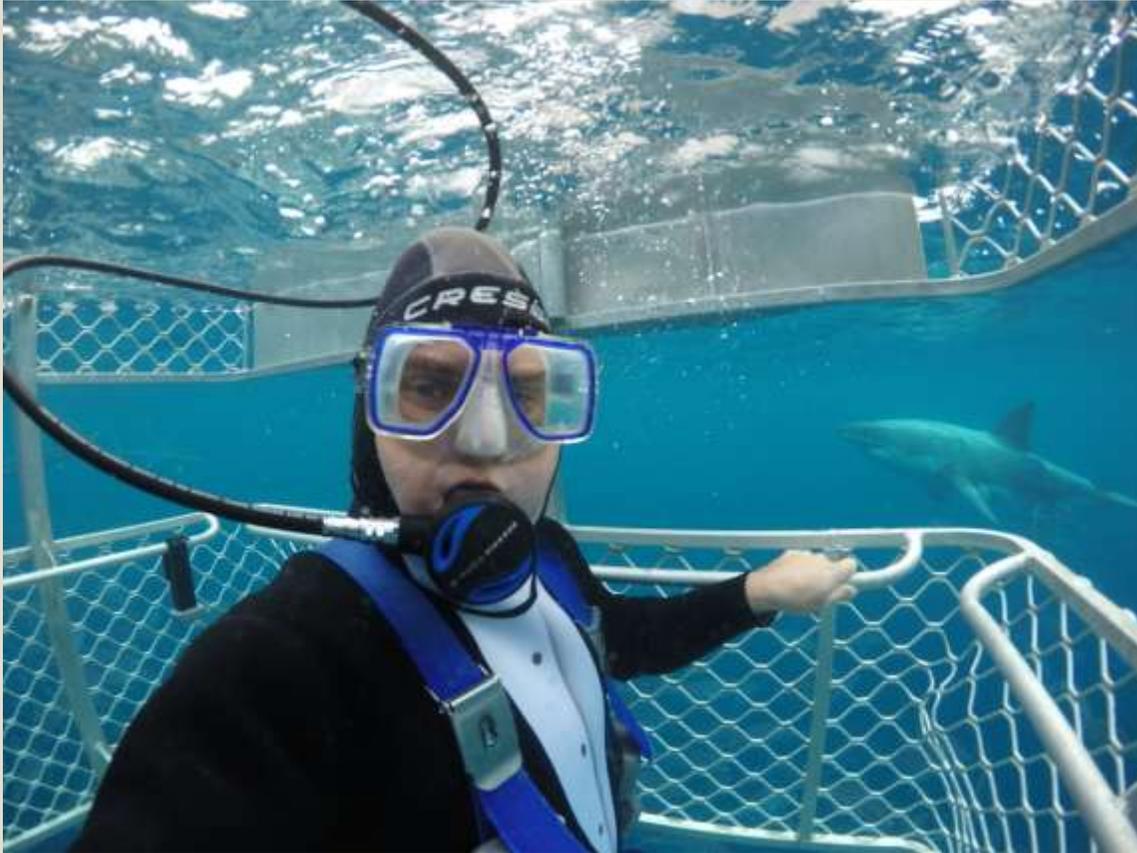
Subtle Values need Deeper Experiences

Trends – value, personalisation, dispersal, cultural, food, storytelling

Destination and Sustainability Messages

THE IMPORTANCE OF TOUR GUIDES

The Experiences Front Line





**Tour Guides
deserve
Recognition
and
Professional
Development
Opportunities**



THE ECOGUIDE PROGRAM



National (and growing!)

Nature & Culture focused

Career Driver

Marketing Edge

Accessible

To Become an EcoGuide...

1

1 year guiding,
OR Cert III in
Guiding and 3
months

2

Qualifications,
accreditations
and workbook

3

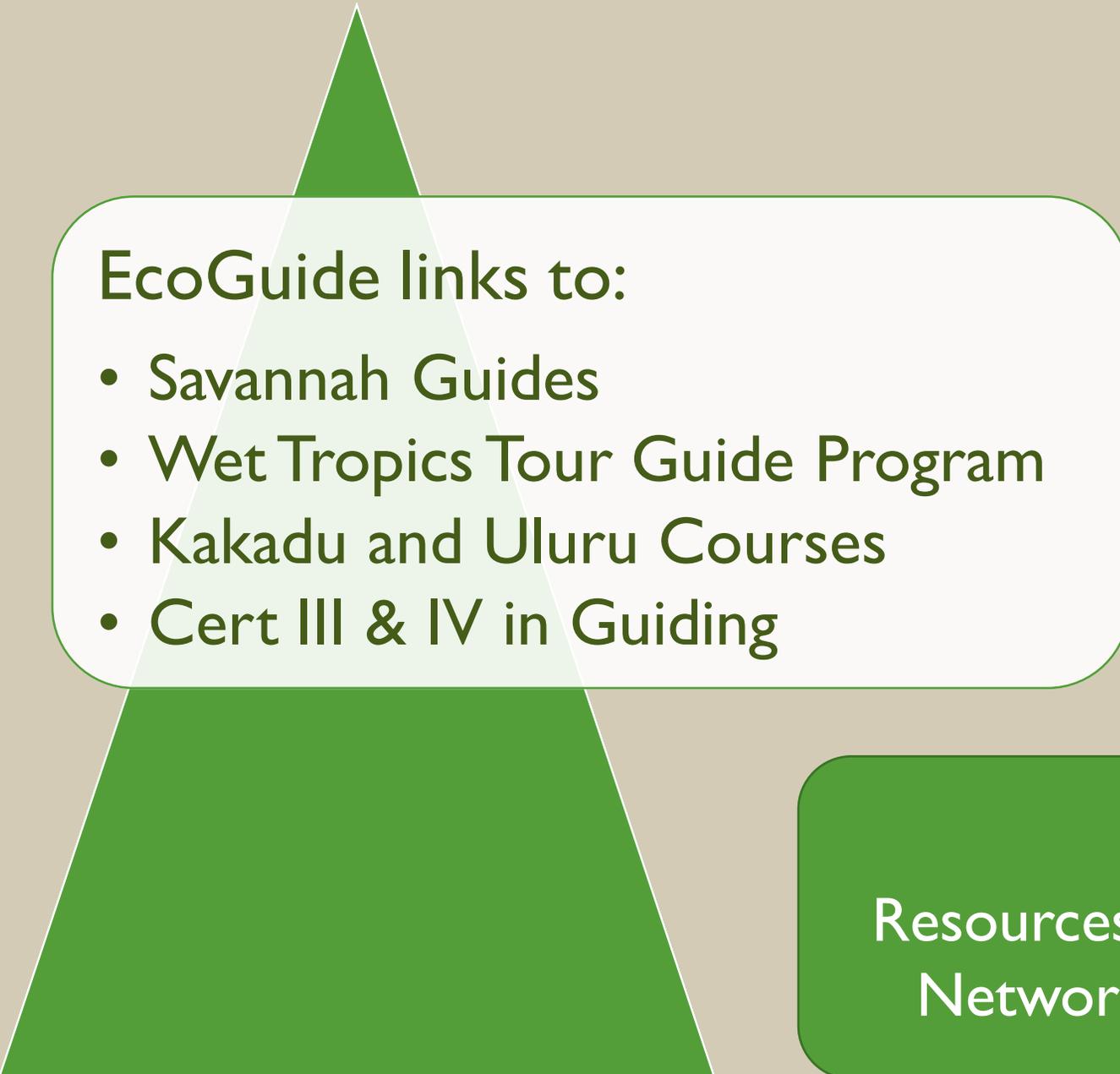
Two Referees

4

Guiding
Assessment in
person or
video

5

\$130
Application,
\$99 annual
membership



EcoGuide links to:

- Savannah Guides
- Wet Tropics Tour Guide Program
- Kakadu and Uluru Courses
- Cert III & IV in Guiding

THE AUSTRALIAN NATURE TOUR GUIDE HUB

Benefits include:
Resources, Workshops and Field Schools
Networks and Career Opportunities

**REWARDING
OUTSTANDING
TOUR GUIDES**

CONNECTS

**REGIONAL
EXPERIENCE
DEVELOPMENT
OPPORTUNITIES**





REGIONAL APPLICATION

Values Messaging

Workshops

Training Partnerships

Rangers and Tour Guides

National Linkages

Would that Add Value to Your Region?

Russell Boswell

Savannah Guides

www.savannah-guides.com.au