



SERVICE QUALITY TOP OF THE AGENDA FOR THE GOLD COAST

As the city prepares for the Gold Coast 2018 Commonwealth Games, 63 individuals from a range of sectors took part in the Gold Coast's first quality service training initiative aimed to create a one-of-a-kind experience for visitors to our city before, during and after the Games.

"The world will be turning its attention to the Gold Coast in the lead up to and during the Gold Coast 2018 Commonwealth Games," Gold Coast Tourism CEO, Martin Winter said, "and our destination needs to be ready to put its best foot forward."

"Today, we're thrilled to launch the first training module as part of the Embracing 2018 Gold Coast Quality Service Project. The Gold Coast's commitment to service across a range of sectors needs to be front and centre, which makes these types of programs critical," Mr Winter said.

"This morning, 25 frontline staff across a number of sectors were given the tools they need to deliver a genuine welcome and an exceptional service experience. But that is just one piece of the service delivery puzzle. Almost forty of the Gold Coast's senior managers, business owners, Queensland Police, Gold Coast Cabs and a range of other stakeholders also received training to assist them to better support, inspire and motivate their staff.

"This was just the first phase. Given today's success, the Program will be rolled out more broadly to tourism and other service providers over the coming months," he said. "Participants in today's session have provided feedback, which will be considered to prepare for the future implementation of the Program and ensure the Program continues to meet visitor expectations and industry needs.

"Our people are our greatest asset. Anyone coming in contact with visitors to the city become ambassadors for the city, the state and Australia more broadly. Which is why a face-to-face and online Destination Host Program will also be rolled out to provide participants with the knowledge and confidence to share stories and information about the unique places and people, the heritage and culture, attractions and activities that make the Gold Coast shine," he added.

City of Gold Coast Mayor Tom Tate said the city needed to be at the top of its game to host the Commonwealth Games.

"When the Gold Coast opens its doors to the world in 2018, athletes, officials, dignitaries and visitors from around the globe need to have the best possible experience while they are here," said Cr Tate.

"This project is not just about making sure that our service standards are world class for the Commonwealth Games, it's also about the 12 million visitors who come to our city every year and ensuring they get a service experience that keeps them coming back."

The Embracing 2018 Gold Coast Quality Service Project is a key deliverable of the Gold Coast Destination Tourism Management Plan; funding which was provided by City of Gold Coast, Gold Coast Tourism and the Queensland Department of Tourism, Major Events, Small Business and Commonwealth Games via the Federal Government's Tourism Demand Driver Infrastructure Program.

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Contact: Martin Winter, CEO Gold Coast Tourism

martin.winter@gctourism.com

+61 7 5584 6212

Andy James, PR Officer, Commonwealth Games Unit, City of Gold Coast

ajames@goldcoast.qld.gov.au

+61 7 5582 9238