

# Queensland Tourism Workforce Plan 2017-20

## TOURISM IN QUEENSLAND

Queensland's vibrant tourism industry contributes significantly to the state's economy and is poised to provide Queenslanders with a wide range of career and job opportunities into the future. To capitalise on emerging opportunities within the industry, a skilled workforce that is ready to meet industry requirements across the state and in each region is needed.



A sector dominated by **small business**



Part-time, temporary and casual labour

**Attracting** the right staff and **retaining** them is an ongoing challenge



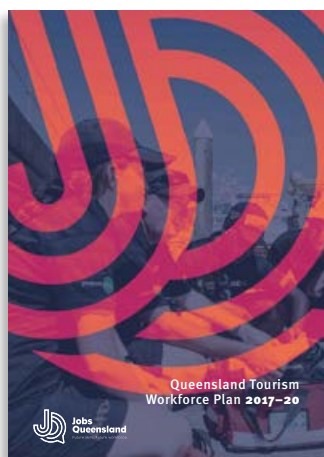
**A 24/7 industry**

## POSITIONING FOR THE FUTURE

As part of a commitment under the Queensland Government's *Advancing Tourism 2016-20* plan, Jobs Queensland worked extensively with industry stakeholders to develop state-wide and region-specific tourism workforce plans through to 2020.

The Queensland Tourism Workforce Plan 2017-20 represents an industry-endorsed framework for driving skills development and growth throughout the state.

As each of Queensland's regions is unique—from its geographical differences to peak seasons—13 Regional Tourism Workforce Plans were also created to provide place-based advice and more specific skills and workforce development actions in a regional context.



## WHAT THE INDUSTRY SAID

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Consultation with both Queensland and regional stakeholders returned a clear, cohesive sentiment—a desire for practical, achievable recommendations that industry could take ownership of, delivered in partnership with government and actioned at a local level as well as throughout the state.

Four key themes are identified as critical to tourism's growth.



### CAREERS

**GOAL: Build the industry's profile and attractiveness**

The tourism industry must build a distinct brand as a desirable career opportunity that capitalises on Queensland's reputation as a leading domestic and international visitor destination.



### LOCAL WORKFORCE

**GOAL: Build a sustainable labour pool**

Tourism employers need encouragement to extend their labour pool through programs that are accessible and practical for business owners/managers.



### SKILLS

**GOAL: Build the industry's capacity to grow and flourish**

The industry must take ownership of the shift required in culture to where workplaces value and nurture skills development for all staff leading to quality service provision and increasing productivity.



### COLLABORATION

**GOAL: Build the industry's capacity to address local issues and develop innovative solutions**

To meet visitor demand and support business growth, industry and government need to work together to access and influence the range of resources and information available.

## 19 RECOMMENDED ACTIONS

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The recommended actions cover the four key themes. The recommendations within the plan were written with industry, for both industry and government to work together to help meet skills needs of the industry, now and for the future.

These themes and supporting actions are reflected in the Regional Plans, however the order of priority varies from region to region to suit requirements.

## FIND OUT MORE

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To access the Queensland Tourism Workforce Plan 2017-20 and the 13 Regional Tourism Workforce Plans, visit [www.jobsqueensland.qld.gov.au/tourism](http://www.jobsqueensland.qld.gov.au/tourism).