



June 2018

Sunshine Coast Regional Tourism Workforce Plan **2018–2020**



**Jobs
Queensland**
Future skills. Future workforce.



Front cover photo: Glass House Mountains, Maleny Botanic Gardens. Photo courtesy of Visit Sunshine Coast.

Copyright

This publication is protected by the *Copyright Act 1968*.

Licence

This work is licensed by Jobs Queensland under a Creative Commons Attribution (CC BY) 3.0 Australia licence. To view a copy of this licence, visit: <http://www.creativecommons.org/licenses/by/3.0/au/>

You are free to copy, communicate and adapt this publication, as long as you attribute it as follows:

© State of Queensland, Jobs Queensland, June 2018.

The Queensland Government is committed to providing accessible services to Queenslanders of all cultural and linguistic backgrounds. If you have difficulty understanding this publication and need a translator, please call the Translating and Interpreting Services (TIS National) on telephone 131 450 and ask them to contact Jobs Queensland on (07) 3436 6190.

Disclaimer

While every care has been taken in preparing this publication, the State of Queensland accepts no responsibility for decisions or actions taken as a results of any data, information, statement or advice, expressed or implied, contained within. To the best of our knowledge, the content was correct at the time of publishing.

Introduction

Tourism is a \$25.4 billion industry in Queensland, providing direct and indirect employment for approximately 217,000 people or 9.1 per cent of the State's workforce.¹

Tourism encompasses multiple sectors because visitors consume goods and services sourced across the economy.² The industry includes: transport (air, rail, road and water); accommodation; attractions; events; food services (takeaway, cafés and restaurants); clubs and casinos; retail; arts and recreation; travel agencies and tour operators; education and training; and tourism (marketing, information and planning). Cafés, restaurant and takeaway food services, retail trade and accommodation are the largest direct tourism employers.³

Tourism in Queensland is experiencing rapid growth and skilled workers are needed. Females currently comprise 54 per cent of the national tourism workforce.⁴ Fifty-six per cent of Queensland's 54,000 tourism-related businesses are located outside the Brisbane region. Tourism is an industry dominated by small business, with nine out of 10 tourism businesses employing less than 20 people.⁵

The labour market challenges for the sector include sourcing, developing and retaining staff to work in regions, who have the necessary skills and capabilities, can meet short-term seasonal demands, are available to work the hours required and are willing to work for the conditions and pay on offer.

The Queensland Government's *Advancing Tourism 2016–20: Growing Queensland Jobs* committed to the development of a tourism workforce plan to help the industry meet the growing demands of visitors who are seeking high quality services and experiences. Jobs Queensland worked extensively with industry stakeholders to develop the *Queensland Tourism Workforce Development Plan 2017–20* (http://jobsqueensland.qld.gov.au/wp-content/uploads/2017/07/tourism_workforce_plan.pdf).

The State Plan outlines four themes identified by industry that are critical to tourism's future growth – careers, local workforce, skills and collaboration. During consultation with tourism stakeholders, industry was clear that it wanted achievable, realistic recommendations that could be owned by industry in partnership with government and actioned at a local level as well as statewide.

This plan details the actions that Sunshine Coast tourism industry representatives identified as the priorities for the development of the region's future workforce.



Brouhaha Brewery, Maleny. Photo courtesy of Visit Sunshine Coast.

1. Tourism Research Australia, 2018, *State Tourism Satellite Accounts, 2016-17*, <https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>.
2. Tourism is not listed as a discrete industry in the Australian and New Zealand Standard Industrial Classification (ANZSIC).
3. Tourism Research Australia, 2017, *Tourism Businesses in Australia, June 2012 to June 2016*, Appendix A, Table A.15, <https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/tourism-businesses-in-australia-june-2012-to-june-2016>.
4. Tourism Research Australia, 2017, *Tourism Satellite Account 2016-17*, <https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/tourism-satellite-account-2016-17>.
5. Tourism Research Australia, 2017, *Tourism Businesses in Australia, June 2012 to June 2016*, Appendix B, Table 8.1, <https://www.tra.gov.au/Research/View-all-publications/All-Publications/Economic-reports/tourism-business-in-australia-june-2011-to-june-2016>.

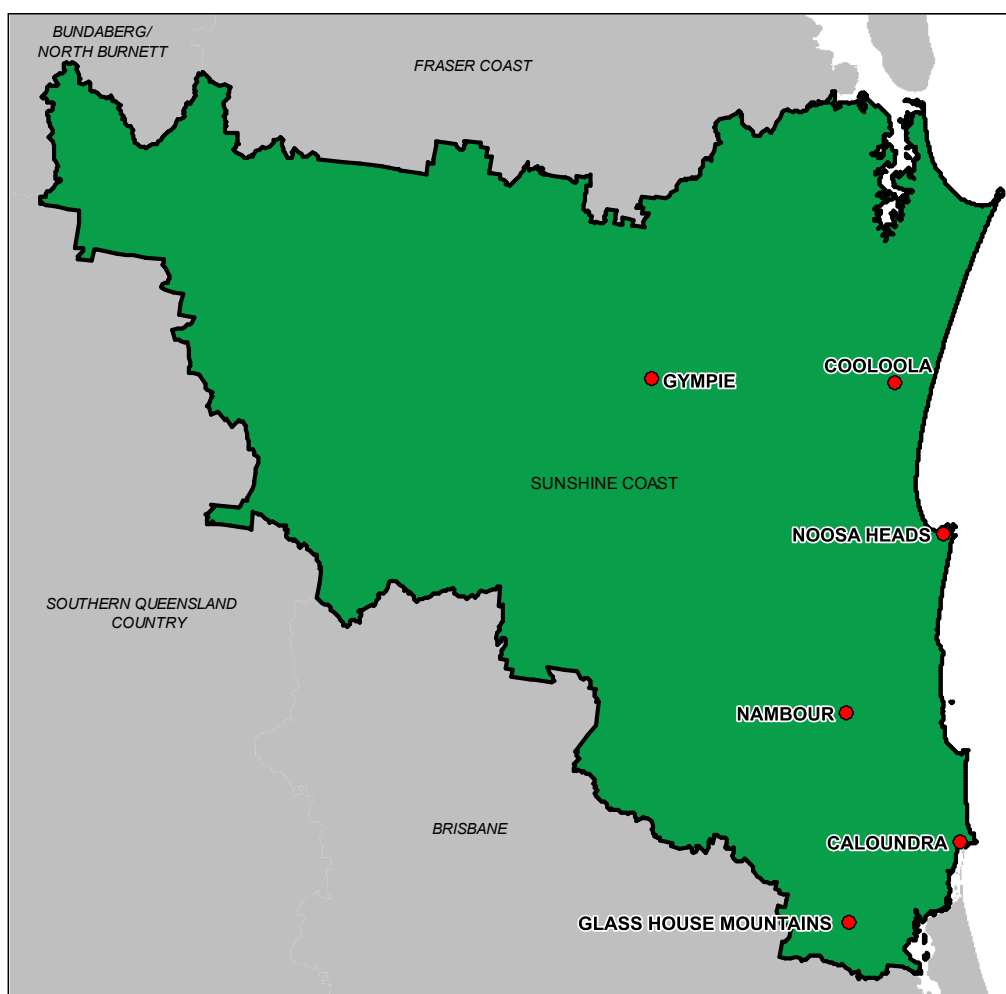


Noosa Red Tomatoes, Eumundi Markets. Photo courtesy of Visit Sunshine Coast.

Sunshine Coast tourism

The Sunshine Coast tourism region is diverse, ranging from beaches to the hinterland from Cooloola to Caloundra, Noosa to Nambour, and Gympie to the Glasshouse Mountains.

The Sunshine Coast Destination Tourism Plan⁶ outlines the region's vision that is 'by 2026 the Sunshine Coast tourism region will be globally recognised as Australia's premier revitalising holiday destination where the blend of coastal and hinterland experiences showcase the region's contemporary beach culture'.



Source: Developed by Queensland Government Statistician's Office as per ABS, 9503.0.55.001 – Tourism Region Maps and Allocation File, Australia, 2016.

The region is predominantly a holiday and visiting friends and relatives destination that possesses three distinct 'hero experiences' — Live the Dream, Relax and Revitalise, and Explore and Discover. Drawcards include the live, work and play lifestyle, an abundance of natural amphitheatres and authentic experiences from the beach to the hinterland, from health and wellbeing to food and beverage.

Focusing on increasing mid-week activity to overcome challenges of sustainability and seasonality of the industry, especially in April and May, the region's strategies include attracting events and conferences based on health and wellbeing and education.

6. Sunshine Coast Destination Tourism Plan, <https://d2qnbqwlpf7cq.cloudfront.net/SCDL/media/Sunshine-Coast-Destination-Ltd/VSC/Corporate/About%20us/Strategy%20and%20plans/DTP-to-2020.pdf>.

Regional population and employment characteristics

The Sunshine Coast tourism region is home to more than 417,000 people or 8.5 per cent of Queensland's total population. The average annual growth rate of 2.2 per cent over the past five years is higher than the State average of 1.5 per cent.⁷ The population is projected to grow by more than 83,000 people by 2026.⁸ Unemployment in the region is at 5.2 per cent which is lower than the State at 6.1 per cent.⁹ The median age is 43.5 years compared with the Queensland median of 37 years.¹⁰

The top five employing industry sectors are health care and social assistance; construction; retail; education and training; and accommodation and food services. The top five occupations are professionals; technicians and trades workers; clerical and administrative workers; community and personal service workers; and managers.¹¹

Regional tourism workforce

Tourism is a major economic activity and lifestyle driver for the Sunshine Coast tourism region, directly and indirectly employing more than 25,000 people. A total of 11 per cent of the region's workforce, (17,550 people) were directly employed in tourism jobs in the region in 2015–16. Of these, 8490 were in full-time employment and 9050 were part-time. The tourism-related industries that contributed most to direct regional tourism employment in the Sunshine Coast tourism region in 2015–16 were:

- cafés, restaurants and takeaway food services (2020 full-time and 3370 part-time)
- retail trade (1580 full-time and 1560 part-time)
- accommodation (980 full-time and 1380 part-time).¹²

Employment in accommodation and food services in the Sunshine Coast region is projected to grow by 14.2 per cent in the five years from 2017 to 2022. Retail trade employment for the same period is projected to grow by 5.6 per cent.¹³ Nationally, there is projected employment growth of 9.0 per cent in hospitality, retail and service manager occupations, indicating the potential career pathway advancement the industry offers.¹⁴

Graph 1 (page 7) outlines the industry breakdown of people employed within the tourism industry in the region.

7. Australian Bureau of Statistics 3218.0, *Regional Population Growth, Australia*, various editions.

8. *Queensland Government Population Projections*, 2015 edition (medium series).

9. Australian Government Department of Jobs and Small Business, *Small Area Labour Markets publication, December quarter 2017*, <https://www.jobs.gov.au/small-area-labour-markets-publication>.

10. Australian Bureau of Statistics 3235.0, *Population by Age and Sex, Regions of Australia* unpublished data and Queensland Treasury estimates.

11. Australian Bureau of Statistics, *Census of Population and Housing, 2016, General Community Profile - G51, G57* and unpublished data.

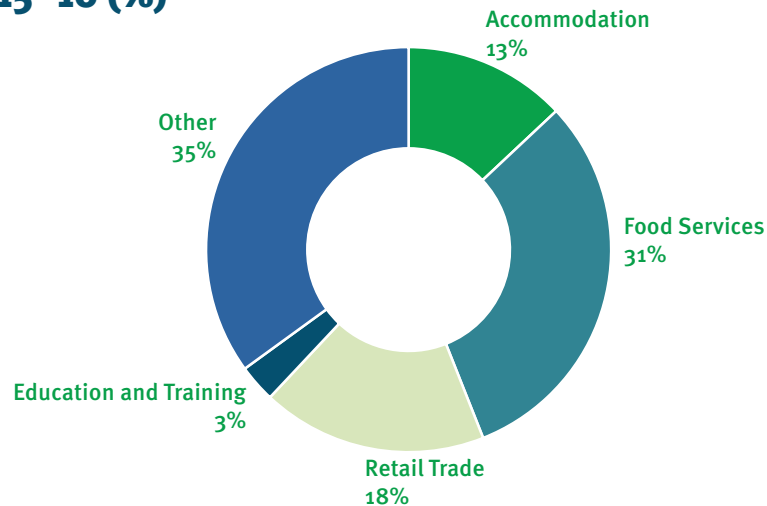
12. Deloitte Access Economics 2017, *Regional Tourism Satellite Account Sunshine Coast 2015-16*, https://www.ra.gov.au/ArticleDocuments/245/Sunshine%20Coast%20factsheet%2015_16.pdf.aspx?Embed=Y.

13. Australian Government Department of Jobs and Small Business, *Labour Market Information Portal, 2017 Regional Projections*, <http://lmip.gov.au/default.aspx?LMIP/GainInsights/EmploymentProjections>.

14. Australian Government Department of Jobs and Small Business, *Labour Market Information Portal, 2017 Occupational Projections*, <http://lmip.gov.au/default.aspx?LMIP/GainInsights/EmploymentProjections>.



Graph 1: Industry breakdown of people directly employed in the tourism industry, 2015–16 (%)



Source: Deloitte Access Economics, *Queensland Regional Tourism Satellite Accounts 2015–16*. Final report prepared for Tourism and Events Queensland, October 2017.

Occupations experiencing shortages across all regions in Queensland are waiters, kitchenhands, bar attendants, baristas and chefs.¹⁵ Data shows an average of 73 job advertisements for food trade workers (including chefs) each month between May 2010 and April 2018¹⁶ with 65 job advertisements for hospitality workers and 45 for hospitality, retail and service managers respectively within the Sunshine Coast labour market region.

The regional tourism industry will benefit from an inclusive workforce, including Aboriginal and Torres Strait Islander peoples. With 1.2 per cent of the regional population being Indigenous and of working age¹⁷, there are numerous opportunities for inclusion of Aboriginal and Torres Strait Islander peoples beyond offering cultural experiences to all aspects of the tourism industry. Support and resources are available for employers who wish to mentor a new Indigenous employee, as well as Indigenous entrepreneurs who seek to establish a new business venture. These resources are available at the back of this plan.

The Queensland Vocational Education and Training (VET) system currently offers opportunities for eligible staff to upskill through subsidised programs such as the Certificate III Guarantee and Higher Level Skills.¹⁸ Employers can also consider increasing recruitment of trainees and apprentices within their own industry to provide pathways for new entrants.

Support is available for both apprentices and employers through the Queensland Government's Apprenticeships Info¹⁹ and also the Australian Apprenticeship Support Network providers.²⁰ Both services provide assistance with issues that may arise for the duration of an apprenticeship or traineeship, and offer flexible support options.

The Gateway to Industry Schools (Food, Wine and Tourism) program²¹ provides opportunities for industry and the education sector to work together to deliver outcomes for students, local communities and businesses. Students that participate in the program are exposed to a range of learning experiences that will assist them in their career choices and pathways to employment.

15. Australian Government Department of Employment, 2017, *Presentation to the Tourism Industry Advisory Group*, Australian Government.
 16. Australian Government Department of Jobs and Small Business, *Labour Market Information Portal, April 2018, Vacancy Report, IVI Regional Data - May 2010 onwards*, <http://lmip.gov.au/default.aspx?LMIP/GainInsights/VacancyReport>.
 17. Indigenous Tourism Research Australia population data supplied by the Department of Aboriginal and Torres Strait Islander Partnerships.
 18. Department of Employment, Small Business and Training, *Subsidised training and incentives*, updated June 2017, <https://training.qld.gov.au/training/incentives>.
 19. Department of Employment, Small Business and Training, 2018, *Apprenticeships Info*, <https://training.qld.gov.au/apprenticeshipsinfo>.
 20. Australian Government, Australian Apprenticeship Support networks, https://www.australianapprenticeships.gov.au/australian_apprenticeship_support_network.
 21. Gateway to Industry Schools (Food, Wine and Tourism) program, <https://training.qld.gov.au/employers/gatewayschools/food-wine-tourism>.

Alternatively, options such as school-based apprenticeships and traineeships (SATs) could also be explored by employers unable to provide full-time employment while also providing a pathway for young entrants and increasing the local labour pool.

Turnover in the tourism industry has been identified as a concern, which is costly for employers.²² During consultation, stakeholders informed Jobs Queensland that staff retention issues were attributed to small labour pools, unsociable hours, low wages, seasonality and a casualised workforce. Industry can benefit from reviewing their own recruitment, retention, succession planning and training strategies to boost productivity and improve the attractiveness of the industry to meet the future demand for skilled labour.

Regional tourism businesses

Latest available data shows there are more than 5000 tourism-related businesses in the Sunshine Coast tourism region as shown in Table 1 below. Just over 41 per cent of these are sole traders which is slightly lower than the proportion of sole trader tourism businesses statewide. Key tourism enterprises include more than 150 hotel, motel and serviced apartment establishments, surf life saving clubs, Australia Zoo, Merlin Entertainment (SEA LIFE Sunshine Coast), Aussie World Theme Park, Eumundi Markets, Buderim Ginger Factory, Sunshine Coast Airport, Oaks Hotels and Resorts, Novotel Twin Waters, Mantra Group and Accor Hotels.

Table 1: Sunshine Coast region tourism businesses²³

Tourism businesses	Number	%	Qld %
Sole trader	2311	41.3	43.6
1 to 4 employees	1824	32.6	30.1
5 to 19 employees	1182	21.2	20.7
20 or more employees	275	4.9	5.6
Total	5592	100	100

Regional training profile

There were a total of 5133 program enrolments in tourism-related training in the Sunshine Coast tourism region in 2016. The majority of enrolments (80 per cent) were in hospitality qualifications at Certificate I, II, III, IV and Diploma and Advanced Diploma levels. Certificate II in Hospitality had the highest overall number of enrolments with 1568, followed by Certificate III in Hospitality with 1162 enrolments. Certificate I in Hospitality had 471 enrolments and there were 274 enrolments in the Diploma of Hospitality/Hospitality Management. Other popular qualifications were Certificate II in Tourism with 525 enrolments and the Certificates III and VI in Commercial Cookery apprenticeships with a combined 420 enrolments.²⁴

22. Davidson, M, Timo, N, Wang, Y, 2010, *How much does labour turnover cost? A case study of Australian four and five-star hotels*, International Journal of Contemporary Hospitality Management.

23. Tourism Research Australia, 2017, *Tourism Businesses in Australia, June 2012 to June 2016*, Appendix B, Table 8.1, <https://www.tra.gov.au/Research/View-all-publications/All-Publications/Economic-reports/tourism-business-in-australia-june-2011-to-june-2016>.

24. National Centre for Vocational Education Research, 2017, *National VET Provider Collection, total VET students and courses*, <https://www.ncver.edu.au/data/collection/students-and-courses-collection/total-vet-students-and-courses>.



The University of Sunshine Coast enrolments in Tourism Leisure and Events Management increased from 130 in 2013 to 224 in 2017.²⁵ These qualified and industry ready graduates further support the region's transition to a highly skilled workforce.

Table 2 below shows the main vocational education and training qualifications for the tourism industry. Retail qualifications are also important to the tourism sector, but have not been included due to their broader application.

Table 2: Tourism industry qualifications

Industry qualification
Certificate I, II, III (including traineeships) and IV in Hospitality
Diploma and Advanced Diploma of Hospitality Management
Certificate III in Hospitality (Restaurant Front of House) (including traineeship)
Certificate II in Kitchen Operations (including traineeship)
Certificate II, III and IV in Asian Cookery
Certificate III and IV in Commercial Cookery (including apprenticeships)
Certificate III (including apprenticeship) and IV in Catering Operations
Certificate III and IV in Patisserie
Certificate I in Tourism (Australian Indigenous Culture)
Certificate II and III in Tourism (including traineeships)
Certificate II, III and IV in Holiday Parks and Resorts
Diploma of Holiday Parks and Resorts
Certificate III in Travel (including apprenticeship)
Certificate III and IV in Guiding
Certificate IV in Travel and Tourism
Diploma and Advanced Diploma of Travel and Tourism Management
Certificate III in Events
Diploma and Advanced Diploma of Event Management
A range of undergraduate and postgraduate university programs

Tourism-related apprenticeship commencements grew in 2017 after falling between 2015 and 2016, while traineeship commencements grew between 2015 and 2017. School-based apprenticeships and traineeships respectively comprised 13.1 per cent and 35.9 per cent of the region's commencements in 2017. Commencements and completions over the past three years are shown in Table 3 (page 10).

25. Figures provided by the University of Sunshine Coast, April 2018.

Table 3: Sunshine Coast tourism region apprenticeship and traineeship summary²⁶

	2015	2016	2017
Commencements			
Apprenticeships	1439	1281	1378
Traineeships	1298	1336	1690
Completions			
Apprenticeships	677	746	736
Traineeships	933	813	851



Flame Hill Vineyard, Montville. Photo courtesy of Visit Sunshine Coast.

26. Department of Employment, Small Business and Training, 2018, *Direct Entry-Level Training Administration (DELTA) database, Queensland.*





One Tree Hill, Maleny. Photo courtesy of Tourism & Events Queensland.



Rainbow Beach Horse Rides, Rainbow Beach. Photo courtesy of Visit Sunshine Coast.

Looking ahead

Investment in tourism products and experiences

Planning for more than 60 major events to bring visitors to the Sunshine Coast tourism region is a driver for infrastructure development. A number of the planned or proposed tourism developments that could generate jobs and new skill requirements include:

- A string of branded hotels
- An iconic entertainment, convention and exhibition centre with a capacity of more than 3000 people
- An expanded Sunshine Coast Airport with international capability that offers connectivity to both trade and leisure, economic growth and jobs in construction, and across the tourism supply chain
- Elite professional sporting events and infrastructure projects, including development of the Sunshine Coast Stadium comprising the construction of a 12,000-seat capacity outdoor multi-use stadium for sports and related events
- Upgraded and increased road access through improvements to the Bruce Highway
- Increased Queensland Government focus on eco-tourism and active-tourism product offerings.

The Queensland Superyacht Strategy²⁷ aims to position Queensland as a superyacht hub in the Asia Pacific. The strategy aims to attract superyachts to more places along the 13,000km of Queensland coastline and create business and jobs opportunities.

Australia's Indigenous heritage presents the unique opportunity for authentic cultural experiences that create a distinctive point of difference to complement the Sunshine Coast tourism region's landscape and natural features. The Queensland Ecotourism plan 2016–20²⁸ sets out the Queensland Government's vision for the tourism industry, Traditional Owners, conservation, research and community to partner together to create visitor experiences unique to Queensland and to inspire learning.

Workforce priorities and action plan

The priorities and actions in this plan reflect three of the themes from the State Plan — careers, local workforce and collaboration — that were identified during consultations with Sunshine Coast tourism stakeholders.

27. The Queensland Superyacht Strategy 2018–23, May 2018, <https://www.statedevelopment.qld.gov.au/resources/defence-industries/queensland-superyacht-strategy.pdf>.

28. The Queensland Ecotourism Plan 2016–2020, September 2016, <https://www.npsr.qld.gov.au/tourism/pdf/final-qld-ecotourism-plan.pdf>.

Careers – Build the industry’s profile and attractiveness

Raising the tourism industry’s profile is essential to inspire and attract people to careers in the industry. Typically perceived as a holiday job or a fill in before finding a ‘real job’, there is mixed awareness about the range and diversity of career opportunities and pathways especially to management roles. Students, parents and career changers all need better information about the industry’s benefits and career opportunities.

Positions such as finance, HR, events management, IT support, economic development and administration are essential to the industry and often overlooked. A regional campaign and tourism-specific careers expo to highlight the broader opportunities available within the industry was highlighted as important to the region to improve both attraction and retention of suitable workers.

Local workforce – Build a sustainable labour pool

While the Sunshine Coast tourism region is a highly desirable place to live and work, tourism operators often struggle to attract ‘reliable’ workers, with backpackers and grey nomads relied upon to meet seasonal needs as retention of the local workforce remains a challenge for employers. The region has an untapped pool of mature age people to help address labour shortages and skill gaps. Outside the region’s main population centres, a lack of affordable accommodation and flexible childcare can be barriers to working in the industry.

The region highlighted the need for further development of opportunities for underutilised groups to participate in upskilling and training within the region. Programs such as Skilling Queenslanders for Work deliver training to improve skills and employment opportunities for Queenslanders aged 15 years or older, no longer at school and needing assistance to secure employment. Participants are provided with supported training opportunities via community-based projects, run locally by funded organisations.

Increased promotion to employers and schools regarding skills attainment through volunteering and work experience was highlighted as important to the region’s ability to build a future labour pool. By providing volunteering opportunities at regional events, participants are exposed to a wider variety of career pathways and are more likely to consider remaining within the industry.

The region boasts a mature tourism ambassador model which could be expanded to include mentoring of new industry entrants. This will provide a support mechanism to increase retention of the regional labour pool.

Collaboration – Build the industry’s capacity to address local issues and develop innovative solutions

Local operators need access to timely practical information such as recruitment, business planning, management and marketing, events management, finance, digital technology and management, and application of tourism data and trends. The Sunshine Coast University Hospital and medical precinct, expanded University of the Sunshine Coast and growth of the local TAFE, are catalysts for business development and the transition to a higher skilled workforce. The region has the capacity to leverage these facilities to foster innovation within the tourism industry, develop more offerings for visitors especially in the conference and convention market, and build and retain higher level skills.

Tourism also offers emerging opportunities in ecotourism and active-tourism to improve the economic independence for local Aboriginal and Torres Strait Islander peoples.



Spirit House Cooking School, Yandina. Photo courtesy of Visit Sunshine Coast.

A shared sense of purpose action plan



PRIORITY
Careers



GOAL
Build the industry's profile and attractiveness

RECOMMENDATION: Implement a state-level campaign supported by regional campaigns to create curiosity and interest about the range of career opportunities within the industry.

Local actions	Existing resources include:
<ol style="list-style-type: none"> 1. Support regional delivery of a tourism campaign. 2. Create local hotel work experience opportunities for school students. 	<p>QTIC Tourism and Hospitality Career Guide.</p> <p>Discover Tourism.</p> <p>Local Tourism reference group networks.</p> <p>Young Tourism Leaders.</p>

Future opportunity

3. Host a regional tourism specific careers expo.

RECOMMENDATION: Work with industry and education providers to clarify and define career pathways in the tourism industry.

Local actions	Existing resources include:
<ol style="list-style-type: none"> 4. Promote tourism to school students, parents and educators as a real career with multiple pathways. 5. Promote local training funding opportunities to employers. 	<p>Young Tourism Leaders.</p> <p>Discover Tourism.</p> <p>VET Investment Plan.</p> <p>Business Queensland Business Advisers.</p> <p>DESBT.</p>



PRIORITY
Local workforce



GOAL
Build a sustainable labour pool

RECOMMENDATION: Strengthen partnerships between schools, local tourism employers, local government and universities to identify the skills pathways and provide local work experience and internship opportunities for students.

Local actions	Existing resources include:
<p>6. Strengthen existing partnership models and continue to broaden networks between schools, universities and employers through regular meetings.</p> <p>7. Work to overcome barriers in finding suitable work experience placements and internships for students.</p> <p>8. Recruit students as volunteers for local events.</p>	<p>Pre-employment/work placement programs for Year 7–12 high school, TAFE and university students.</p> <p>Chambers of Commerce.</p> <p>Regional Tourism Organisation, local high schools.</p>

RECOMMENDATION: Develop mentoring programs to support both students and tourism employers to take-up apprenticeships and traineeships.

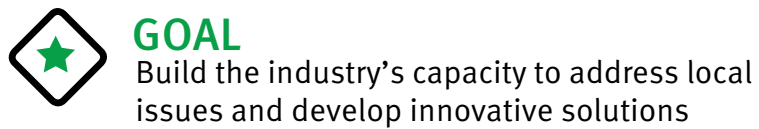
Local actions	Existing resources include:
<p>9. Explore options to use the existing regional tourism organisation ambassadors to perform mentoring roles to increase apprenticeship and traineeship completion rates.</p>	<p>Apprenticeship Info.</p> <p>DESBT Field Officers to support apprentices.</p> <p>Visit Sunshine Coast tourism ambassador network.</p>

RECOMMENDATION: Develop innovative and alternate training pathways locally to support the entry of under-represented groups, such as women returning to work and migrant communities, into the industry.

Local actions	Existing resources include:
<p>10. Promote the benefits of tourism jobs to under-represented groups such as mature age and women who are seeking to return to the workforce.</p> <p>11. Increase regional promotion of the availability of funding for training to upskill in areas such as digital technologies.</p>	<p>Skilling Queenslanders for Work.</p> <p>QTIC Tourism and Hospitality Career Guide.</p> <p>Discover Tourism.</p> <p>DESBT.</p> <p>Certificate IV in Small Business.</p>

Future opportunity

12. Consider opportunities to develop and host a regional pilot to explore alternative training pathways.



RECOMMENDATION: Collaborate across government, industry bodies and local employers to develop and promote a ‘hub’ where they can easily access information on existing resources and targeted support which would enhance their ability to take-up existing opportunities to build business capabilities.

Future opportunity

- 13. Explore opportunities for a regional information hub pilot to identify and centralise existing resources to build business capabilities.

RECOMMENDATION: Build connections between government, tourism operators, Indigenous communities and local education providers to identify, develop, mentor and promote Indigenous tourism businesses and business opportunities.

Local actions	Existing resources include:
14. Explore opportunities to grow Indigenous tourism locally.	Indigenous peer mentoring programs and Indigenous champions’ network.

Glossary

- DATSIP – Department of Aboriginal and Torres Strait Islander Partnerships
- DESBT – Department of Employment, Small Business and Training
- DITID – Department of Innovation, Tourism Industry Development and the Commonwealth Games
- QTIC – Queensland Tourism Industry Council
- SATs – School-based apprenticeships and traineeships
- SkillsIQ – Tourism industry skill service organisation
- VET – Vocational Education and Training



Queensland and Commonwealth resources available at June 2018

Careers in Tourism – Online resources for career entry

Discover Hospitality – <http://discoveryourcareer.com.au/discover-hospitality/>

Discover Tourism – <http://discoveryourcareer.com.au/discover-tourism/>

QTIC Tourism and Hospitality Career Guide – https://www.qtic.com.au/sites/default/files/qtic_tourism_hospitality_career_guide_2016_low_res.pdf

myfuture – <https://myfuture.edu.au/>

Foundation for Young Australians – <https://www.fya.org.au/>

Digital technologies – Online resources and access to digital technologies and services

Small Business Guide – <https://www.staysmartonline.gov.au/get-involved/guides/smallbusinessguide>

Digital Scorecard – <https://www.business.qld.gov.au/running-business/it/digital-scorecard>

Online marketing – <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing>

Doing Business Online – <https://www.business.qld.gov.au/starting-business/internet-start-ups/online-basics>

Advance Queensland Community Digital Champions – <https://advance.qld.gov.au/entrepreneurs-startups/comm-digital-champ.aspx>

Digital Marketing – <https://cdn1-teq.queensland.com/~media/7717acc41c054edaae353a413f3374ee.ashx?vs=1&d=20151210T185732>

Digital Ready – <https://teq.queensland.com/industry-resources/how-to-guides/going-digital>

Tourism Tribe – <https://www.tourismtribe.com/>

Employment/training services – Resources and support for employers and job seekers

Jobactive – <https://jobactive.gov.au/>

Relocation Assistance – <https://www.jobs.gov.au/relocation-assistance-take-job>

myskills – <https://www.myskills.gov.au/>

Back to Work – <https://backtowork.initiatives.qld.gov.au/for-employers/>

Apprenticeships Info – <https://training.qld.gov.au/apprenticeshipsinfo/>

VET Investment Plan – <https://training.qld.gov.au/site/docs-data/Documents/strategies/vetinvest/annual-vet-investment-plan.pdf>

Australian Apprenticeships Pathways – <https://www.aapathways.com.au/>

Discover Staff – <http://discoveryourcareer.com.au/discover-staff/>

QTIC Futures Program – <https://www.qtic.com.au/qticfutures>

Regional Jobs and Investment Packages (RJIP) – <https://www.business.gov.au/assistance/regional-jobs-and-investment-packages>

Youth Employment Program (YEP) – <https://www.datsip.qld.gov.au/programs-initiatives/youth-employment-program>

Skilling Queenslanders for Work – <https://training.qld.gov.au/employers/funding/sqw>

Funding/grants – Financial assistance, professional advice and support for small businesses

Small Business Digital Grants – <https://www.business.qld.gov.au/starting-business/advice-support/grants/digital-grants>

Small Business Entrepreneur Grants – <https://www.business.qld.gov.au/starting-business/advice-support/grants/entrepreneur-grants>

Community Sustainability Action Grants – <https://www.qld.gov.au/environment/pollution/funding/community-sustainability>

Business Development Fund – <https://advance.qld.gov.au/entrepreneurs-startups/business-development-fund.aspx>

Ignite Ideas Fund – <https://advance.qld.gov.au/entrepreneurs-startups/ignite-ideas-fund.aspx>

Export Market Development Grants (EMDG) – <https://www.austrade.gov.au/Australian/Export/Export-Grants/About/what-is-emdg>

Tourism Partnerships – <https://www.business.gov.au/Assistance/Entrepreneurs-Programme/Tourism-Partnerships>

Jobs and Regional Growth Fund – <https://www.statedevelopment.qld.gov.au/industry/industry-support/jobs-and-regional-growth-fund.html>

Indigenous business support – Resources and support for Aboriginal and Torres Strait Islander peoples

Business Ownership – <http://www.iba.gov.au/business/>

Accelerate Indigenous Small Business Grants – <https://www.business.qld.gov.au/starting-business/advice-support/grants/indigenous-grants>

Enterprise Development – <https://www.datsip.qld.gov.au/programs-initiatives/enterprise-development>

Government Champions – <https://www.datsip.qld.gov.au/programs-initiatives/government-champions>

Tourism Indigenous Employment Champions Network – https://www.qtic.com.au/search-results?search_keys=indigenous+champions+network

Contacts and resources for Aboriginal and Torres Strait Islander businesses – <https://www.business.qld.gov.au/starting-business/advice-support/support/support-indigenous/indigenous-contacts>

Marketing/promoting your business – Everything to successfully market your business

Consider Your Idea – <https://www.business.qld.gov.au/starting-business/planning/business-success/idea>

The Big Marketing Guide – <https://teq.queensland.com/industry-resources/how-to-guides/big-marketing-guide/section-5-digital-marketing>

Queensland Destination Events Program – <https://teq.queensland.com/events/events-support/queensland-destination-events-program>

Marketing Opportunities – <http://marketingsales.queensland.com/>

Free Images – <https://visuals.queensland.com/>

Mentoring/champions – Access to advice from tourism role models and experts

Mentoring for Growth – <https://www.business.qld.gov.au/running-business/growing-business/mentoring-growth>

Working with business advisers – <https://www.business.qld.gov.au/starting-business/planning/advisers>

Young Tourism Leaders – <https://youngtourismleaders.qld.gov.au/>

Small Business Solutions – <https://business.tafeqld.edu.au/>

QTIC Young Professionals Mentoring Program – <https://www.qtic.com.au/mentoring>

Partnerships – Resources to bring businesses, government and industry leaders together

Gateway to Industry Schools program – <https://training.qld.gov.au/employers/gatewayschools>

Advancing Regional Innovation Program – <https://advance.qld.gov.au/entrepreneurs-startups/advancing-regional-innovation.aspx>

Advancing Regional Innovation (Entrepreneurs) – <https://advance.qld.gov.au/entrepreneurs-startups.aspx>

Regional Business Angels Support Program – <https://advance.qld.gov.au/entrepreneurs-startups/regional-business-angels.aspx>

Australian Chamber of Commerce and Industry (ACCI) – <https://www.australianchamber.com.au/>

DestinationQ – <https://www.destq.com.au/about>

Regional Tourism Organisations – <https://teq.queensland.com/about-teq-new/contacts/rtos>

Tools/resources for business owners – Resources, tools and services for your business

Australian Business Licencing Information Service – <https://ablis.business.gov.au/>

Australian Competition & Consumer Commission (ACCC) – <https://www.accc.gov.au/business>

Information and Support – <http://www.asbfeo.gov.au/information-support>

Help for small business and family enterprises – <https://www.ato.gov.au/Business/>

Tourism Research Australia – <https://www.austrade.gov.au/australian/tourism>

Tourism and Business – <https://www.austrade.gov.au/Australian/Tourism/Tourism-and-business>

Business.gov.au – <https://www.business.gov.au/>

Training Assets – Hire a training facility – Email: trainingassets@det.qld.gov.au

Resources for Employers – <https://www.jobs.gov.au/employers-o>

Growing Queensland's Companies – <https://advance.qld.gov.au/entrepreneurs-startups/growing-qld-companies.aspx>

Starting A Tourism Business – <https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/starting-up>

Tourism Service Quality Toolkit – <https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/running/customer-service/service-quality-toolkit>

Improving Customer Service – <https://www.business.qld.gov.au/running-business/consumer-laws/customer-service/improving>

Grow your tourism business – tools, resources and funding – <https://publications.qld.gov.au/dataset/grow-your-tourism-business/resource/9e6d4f15-1dbf-4454-9879-2a9cc62fbod>

Inclusive and Accessible Tourism – <https://publications.qld.gov.au/dataset/inclusive-tourism/resource/6edc79fe-36ff-4cb1-a8e2-6ca2658dobe7>

edX – https://www.edx.org/course?search_query=tourism

Be My Guest – <https://www.embracing2018.com/legacy-program/tourism-supporting-queensland-business/be-my-guest>

DestinationQ – <https://www.destq.com.au/>

DestinationQ App – <https://play.google.com/store/apps/details?id=au.com.entegy.dq16&hl=en>

Family Business Australia – <http://www.fambiz.org.au/>

Future Learn – <https://www.futurelearn.com/>

Pathways workshops – <https://www.impactinnovationgroup.com/pathways-program/>

MOOCs – Massive Open Online Courses – <http://mooc.org/>

Queensland Tourism Accreditation – <https://www.qtic.com.au/accreditation>

Queensland Tourism Awards – <http://www.queenslandtourismawards.com.au/>

Tourism & Events Queensland – <https://teq.queensland.com/>

How-to Guides – <https://teq.queensland.com/industry-resources/how-to-guides>

Working with Tourism Australia – <http://www.tourism.australia.com/content/dam/assets/document/1/6/y/t/a/2004670.pdf>

Tourism Statistics – <http://www.tourism.australia.com/en/markets-and-research/tourism-statistics.html>

Information on tax for Aboriginal and Torres Strait Islander individuals and business owners – <https://www.ato.gov.au/General/Aboriginal-and-Torres-Strait-Islander-people/>

Grants website – www.grants-and-assistance.services.qld.gov.au



**Jobs
Queensland**

Future skills. Future workforce.

jobsqueensland.qld.gov.au