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# Townsville North Queensland Regional Tourism Workforce Plan 2018–2020



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



Front cover photo: Townsville city views. Photographer: Megan MacKinnon.

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# 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.<sup>1</sup>

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

Tourism in Queensland is experiencing rapid growth and skilled workers are needed. Females currently comprise 54 per cent of the national tourism workforce.<sup>4</sup> 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 businesses, with nine out of 10 tourism businesses employing less than 20 people.<sup>5</sup>

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](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 Townsville North Queensland tourism industry representatives identified as the priorities for the development of the region's future workforce.



Turtle swimming near SS Yongala Wreck. Photographer: Archim Wetz.

1. Tourism Research Australia, 2018, *State Tourism Satellite Accounts, 2016–17*, <https://www.ra.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.ra.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.ra.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 B.1*, <https://www.ra.gov.au/Research/View-all-publications/All-Publications/Economic-reports/tourism-business-in-australia-june-2011-to-june-2016>.

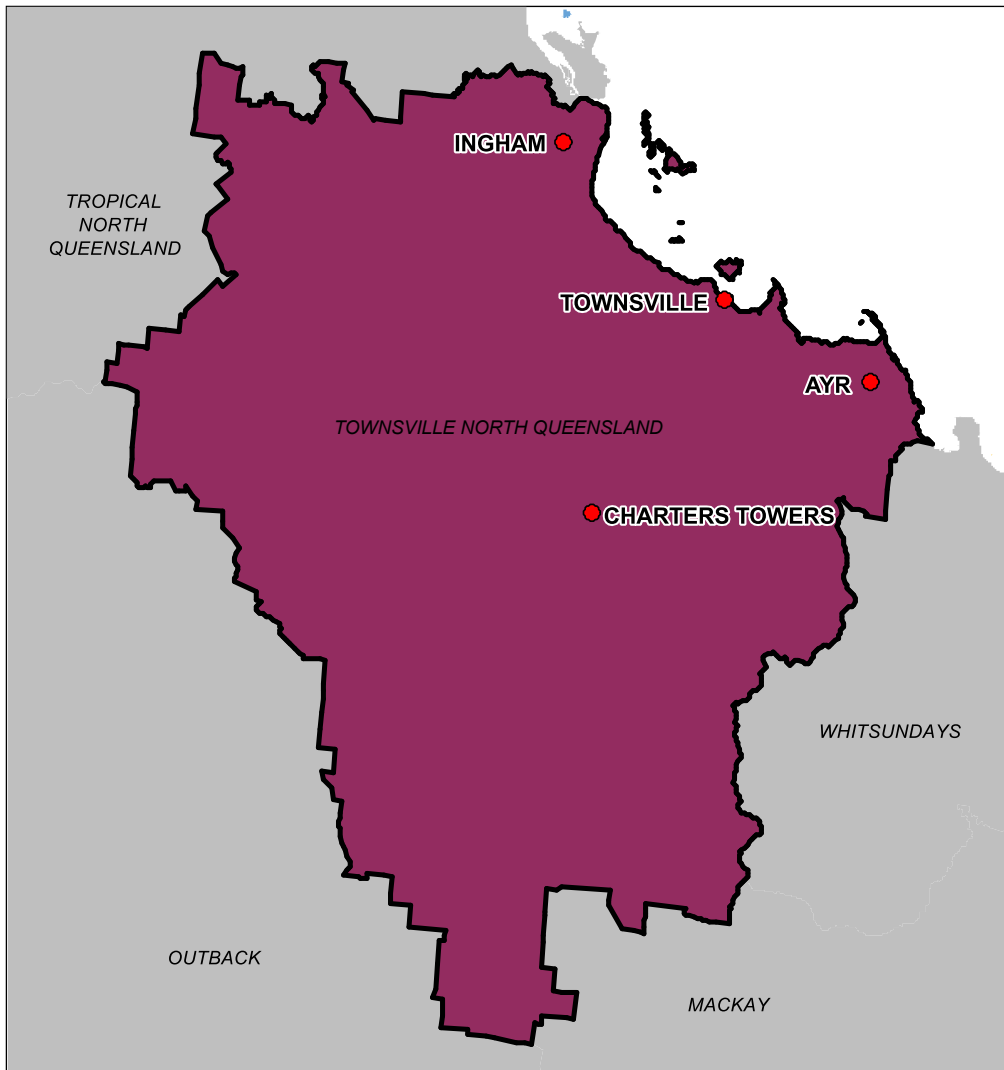




Magnetic Island. Photographer: Khy Orchard.

# Townsville North Queensland tourism

The Townsville North Queensland tourism region ranges from Townsville and Magnetic Island to Charters Towers, south to the Burdekin towns of Home Hill and Ayr and north to Ingham and Hinchinbrook Island. The region comprises the Local Government Areas of Burdekin, Charters Towers, Hinchinbrook, Palm Island and Townsville.



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

Within a short drive of Townsville, visitors can experience reef, rainforest, outback and island activities. The region offers a diverse range of sights and activities from water sports and beaches to World Heritage listed tropical rainforests. It is home to the southern hemisphere's largest single drop waterfall, Wallaman Falls, and the historic outback town of Charters Towers.

The Townsville North Queensland Destination Tourism Plan 2020 vision is that 'Townsville North Queensland is recognised as the thriving heart of Northern Australia, where visitors are immersed in leisure, learning, business and cultural experiences and events in the Tropics'.<sup>6</sup>

6. Townsville North Queensland Destination Tourism Plan, [https://tsvent-web.s3.amazonaws.com/documents/doc\\_201420FinalTownsvilleNorthQueenslandDTPOnlineversion.pdf](https://tsvent-web.s3.amazonaws.com/documents/doc_201420FinalTownsvilleNorthQueenslandDTPOnlineversion.pdf).



# Regional population and employment characteristics

The Townsville North Queensland tourism region is home to more than 236,000 people or 4.8 per cent of Queensland's total population. The average annual growth rate of 0.7 per cent over the past five years is lower than the State average of 1.5 per cent.<sup>7</sup> The population is projected to grow by more than 42,000 people by 2026.<sup>8</sup> Unemployment in the region is 8.5 per cent which is higher than the State at 6.1 per cent.<sup>9</sup> The median age is 35.1 years compared with the Queensland median of 37 years.<sup>10</sup>

The top five employing industry sectors are health care and social assistance; public administration and safety; retail trade; education and training; and construction. The top five occupations are professionals; technicians and trades workers; community and personal service workers; clerical and administrative workers; and managers.<sup>11</sup>

Population and employment may be impacted should Townsville become a fly-in fly-out hub for the Adani Carmichael coal mine.

## Regional tourism workforce

Tourism directly and indirectly employs more than 8300 people in the Townsville North Queensland region. A total of 4.8 per cent of the region's workforce (5640 people) were directly employed in tourism jobs in the region in 2015–16. Of these, 2650 were in full-time employment and 2990 were part-time. The tourism related industries that contributed most to direct regional tourism employment in the region in 2015–16 were:

- cafés, restaurants and takeaway food services (520 full-time and 1060 part-time)
- retail trade (470 full-time and 550 part-time)
- accommodation (300 full-time and 360 part-time).<sup>12</sup>

Employment in accommodation and food services in the Townsville region is projected to grow by 8.9 per cent between 2017 and 2022, while projected retail trade employment growth in the same period is 0.1 per cent.<sup>13</sup> 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.<sup>14</sup>

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

Occupations experiencing shortages across all regions in Queensland are waiters, kitchenhands, bar attendants, baristas and chefs.<sup>15</sup> Data shows an average of 157 job advertisements for food trade workers (including chefs) each month between May 2010 and April 2018<sup>16</sup> with 135 job advertisements for hospitality, retail and service managers, and also a further 135 job advertisements for hospitality workers within the Far North Queensland labour market region of which the Townsville North Queensland tourism region is a part.

7. Australia 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 Northern (Townsville) 2015-16*, [https://www.tra.gov.au/ArticleDocuments/245/Northern%20Townsville%20factsheet%202015\\_16.pdf.aspx?Embed=Y](https://www.tra.gov.au/ArticleDocuments/245/Northern%20Townsville%20factsheet%202015_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>.

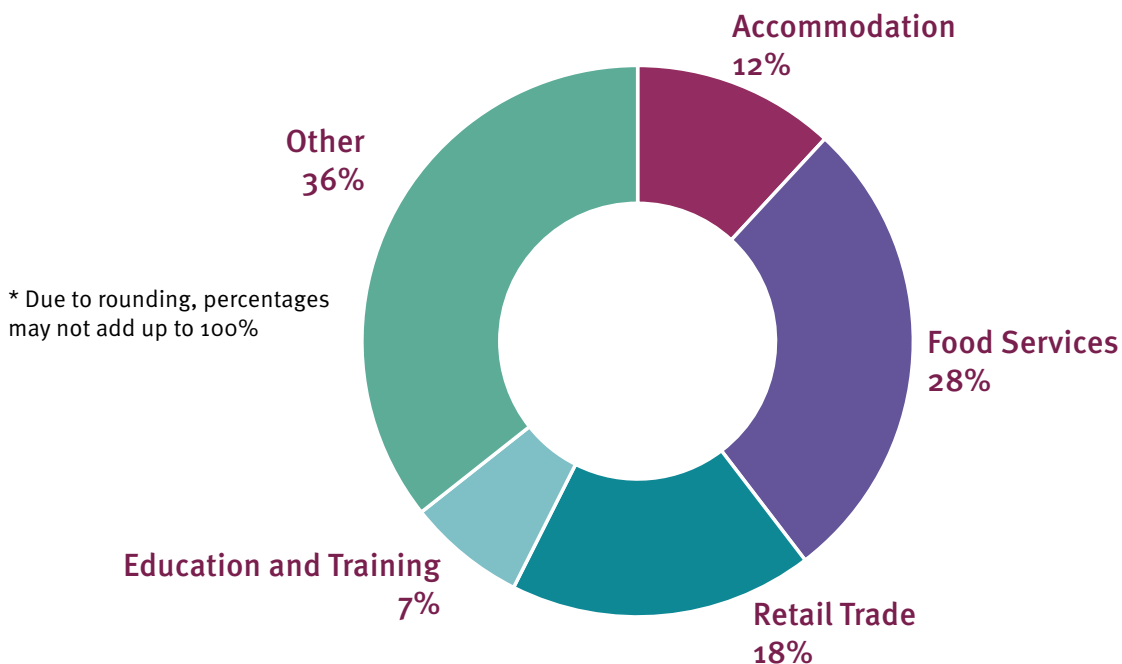
14. Australian Government Department of Jobs and Small Business, *Labour Market Information Portal, 2017 Occupational Projections*, <http://lmip.gov.au/default.aspx?LMIP/GainInsights/EmploymentProjections>.

15. Australian Government Department of Employment, 2017, *Presentation to the Tourism Industry Advisory Group*.

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>.



## 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.

The regional tourism industry will benefit from an inclusive workforce, including Aboriginal and Torres Strait Islander peoples. With 5.2 per cent of the regional population being Indigenous and of working age<sup>17</sup>, 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.<sup>18</sup> 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 Info<sup>19</sup> and also the Australian Apprenticeship Support Network providers.<sup>20</sup> Both services provide assistance with issues that may arise for the duration of an apprenticeship or traineeship, and offer flexible support options.

Other 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.

The Gateway to Industry Schools (Food, Wine and Tourism) program<sup>21</sup> 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.

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*, <https://training.qld.gov.au/training/incentives>.  
 19. Department of Employment, Small Business and Training, *Apprenticeships Info*, <https://training.qld.gov.au/apprenticeshipsinfo>.  
 20. Australian Government, *Australian Apprenticeship Support Network*, <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>.

Turnover in the tourism industry has been identified as a concern which is costly for employers.<sup>22</sup> 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 2000 tourism-related businesses in the Townsville North Queensland tourism region as shown in Table 1 below. Around 32.8 per cent of these have at least five employees which is higher than the statewide comparison of 26.3 per cent.

**Table 1: Townsville North Queensland region tourism businesses<sup>23</sup>**

Tourism businesses	Number	%	Qld %
Sole trader	783	37.8	43.6
1 to 4 employees	609	29.4	30.1
5 to 19 employees	534	25.8	20.7
20 or more employees	145	7.0	5.6
<b>Total</b>	<b>2071</b>	<b>100</b>	<b>100</b>

## Regional training profile

There was a total of 2873 people in tourism-related training in the Townsville North Queensland tourism region in 2016. The majority of enrolments (87 per cent) were in hospitality qualifications at Certificate I, II, III, IV and Diploma levels. Certificate III in Hospitality had the highest overall number of enrolments with 1169 followed by Certificate II in Hospitality with 662 enrolments. There were 192 enrolments in the Diploma of Hospitality/Hospitality Management and 128 enrolments in Certificate I in Hospitality. Other popular qualifications were the Certificate II in Kitchen Operations with 141 enrolments, the Certificate III in Commercial Cookery apprenticeship with 128 enrolments and the Certificate II in Tourism with 110 enrolments.<sup>24</sup>

Table 2 (page 9) shows the main vocational education and training qualifications for the tourism industry and some of the higher education qualifications available within the region.

Retail qualifications are also important to the tourism sector, but have not been included due to their broader application.

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>.





**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
Undergraduate programs (e.g. Bachelor of Business majoring in Hospitality and Tourism or Sports and Events Management) and postgraduate programs (e.g. Graduate Certificate of International Hospitality Management, Master of International Tourism and Hospitality) <sup>25</sup>

Tourism-related apprenticeship commencements in the Townsville North Queensland tourism region have shown significant growth in 2017 after declining the previous year while traineeship commencements were also notably higher from the previous two years. SATs comprised 11.9 per cent and 22 per cent of commencements respectively in 2017. Commencements and completions over the past three years are shown in Table 3 below.

**Table 3: Townsville North Queensland tourism region apprenticeship and traineeship summary<sup>26</sup>**

	2015	2016	2017
<b>Commencements</b>			
Apprenticeships	789	691	862
Traineeships	685	727	856
<b>Completions</b>			
Apprenticeships	662	543	506
Traineeships	554	518	470

25. A national standard has been set including threshold learning outcomes for tourism, hospitality and events higher education in Australia.  
 26. Department of Employment, Small Business and Training, 2018, *Direct Entry-Level Training Administration (DELTA) database, Queensland*.



# Looking ahead

Charters Towers. Photo courtesy of Townsville Enterprise Limited.

## Investment in tourism products and experiences

Major infrastructure and development projects that are either underway or proposed and have the potential to grow tourism in Townsville North Queensland tourism region include:

- Development of the North Queensland Stadium, home of the Cowboys Rugby League team
- Museum of Underwater Art, International Fishing School of Excellence and Drive-it motorsports precinct
- Increased cruise ship port calls, with the Townsville Port expansion in the pipeline
- Nature tourism development at Mount Inkerman.

Other opportunities identified by stakeholders that will impact the regional workforce are:

- Master planning for the Townsville central business district
- The Townsville City Deal, a 15-year commitment between the Commonwealth Government, Queensland Government and Townsville City Council
- Townsville North Queensland Edutourism opportunity<sup>27</sup>
- Explore and identify events for the new North Queensland Stadium to increase visitors
- Queensland Government increased focus on ecotourism
- Queensland Government focus on increasing the State's Events Calendar
- \$6 billion investment in Great Barrier Reef (GBR) rejuvenation to support GBR islands
- *Advancing Tourism in North Queensland*<sup>28</sup> provides a suite of actions to support the continued growth of the tourism industry in the region to maximise North Queensland's tourism potential – growing jobs, attracting investment and sustaining communities
- The Queensland Superyacht Strategy<sup>29</sup> 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.

The Singapore Government's investment in defence training in Townsville is expected to bring benefits to the region's tourism industry through increased expenditure on hospitality and local activities.

27. International Education and Training Strategy to Advance Queensland 2016–2026, <https://www.tiq.qld.gov.au/iet-strategy/about-iet-strategy/>.

28. *Advancing Tourism in North Queensland*, <https://publications.qld.gov.au/dataset/advancing-tourism-in-north-queensland/resource/14a36926-4640-422f-9a4d-a1d269b6539f>.

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



## Workforce priorities and action plan

The priorities and actions in this plan reflect elements of all four themes from the State Plan – careers, local workforce, skills and collaboration – that were identified during consultations with Townsville North Queensland tourism region stakeholders.

### Careers – Build the industry’s profile and attractiveness

Increasing awareness of the tourism industry employment pathways and traineeship opportunities through existing partnerships with local schools and employers is a priority for the region.

### Local workforce – Build a sustainable labour pool

Strengthening existing networks is also a priority and could initially focus on providing more work experience opportunities to increase the take-up of employment within the local tourism industry, including apprenticeships and traineeships.

The Townsville North Queensland tourism region highlighted the need for investigation and 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.

### Skills – Build the industry’s capacity to grow and flourish

The increased use of social media and digital marketing by tourism businesses is a driver for skills development of both business operators and their employees. There are also identified needs for training in business management skills and business modelling. Access to skill sets and the convenience and affordability of training are important considerations for local businesses.

The challenge of accessing training support for a seasonal, casual/part-time workforce is a key issue. Stakeholders are keen to explore workforce development opportunities that encourage transferability of skills from other industries to the tourism workforce in the region.

Stakeholders expressed a need for a North Queensland tourism region review of ‘soft skills’ required for the local tourism industry. The aim is to upskill and empower the current workforce to become tourism ambassadors for the region, to encourage visitors to stay longer and increase expenditure. Established programs like ‘Be My Guest’ may support this initiative if offered regularly within the region.

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

The importance of a collaborative regional approach to grow available tourism opportunities and meet industry skilling needs was the major theme from consultations in the Townsville North Queensland tourism region. Suggestions included sharing trainees across businesses and sectors.

Townsville Enterprise Limited is recognised by stakeholders as a significant contributor to the promotion of collaboration across the industry, providing programs and information services that support local tourism businesses.

Australia’s Indigenous heritage presents the unique opportunity for authentic cultural experiences that create a distinctive point of difference to complement the Townsville North Queensland tourism region’s landscape and natural features. The Queensland Ecotourism Plan 2016–20<sup>30</sup> 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.

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



# A shared sense of purpose action plan



**PRIORITY**  
Careers



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

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

Local actions	Existing resources include:
1. Promote the career pathways for existing workers and articulation arrangements available to people locally.	Discover Your Career. QTIC Tourism and Hospitality Career Guide.
2. Increase promotion of existing opportunities for local employers to share trainees/apprentices (especially in smaller communities).	DESBT Apprenticeships Info Portal.
3. Promote industry career pathways to attract new entrants to the industry such as students, career changers and local people seeking work using local examples and stories through a regional campaign.	Young Tourism Leaders. High schools in the region. TEL regional industry promotional activities. QTIC Tourism and Hospitality Career Guide.

**RECOMMENDATION: Fund a second 'Gateway Schools' coordinator for North Queensland with a focus on tourism.**

## Future opportunity

4. Explore funding options for North Queensland Gateway Schools coordinator within the Townsville North Queensland tourism region.



## PRIORITY

Local workforce



## GOAL

Build a sustainable labour pool

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

Local actions	Existing resources include:
5. Increase partnerships between industry, local schools and universities to provide more hands on work experience/ internship opportunities for students.	Pre-employment/work placement programs for Year 7–12 secondary students and internships for university students.
6. Increase promotion of relevant training packages available to business to increase skills pathways.	MySkills. Business Queensland Business Advisers.

**RECOMMENDATION: Explore innovative methods for engaging and partnering with Indigenous communities to increase participation in the industry.**

### Future opportunity

7. Make available tour guide course training and encourage the participation of Aboriginal and Torres Strait Islander peoples across the Townsville North Queensland tourism region.



## PRIORITY

Skills



## GOAL

Build the industry's capacity to grow and flourish

**RECOMMENDATION: Develop and support a network of local 'tourism champions' drawn from existing networks, industry and training providers who will promote the industry regionally and support regional businesses to adopt and implement their chosen workforce development strategies.**

Local actions	Existing resources include:
8. Promote the local Ambassador program and Queensland Government Young Tourism Leaders program to encourage upskilling of the local tourism workforce and consistently promote the industry.	Young Tourism Leaders. TEL regional industry promotional activities.

## Future opportunity

9. Support local tourism businesses to become ‘Employers of Choice’.

**RECOMMENDATION: Government, education providers and local industry collaborate to identify and improve access to upskilling opportunities to meet business needs, and to improve engagement with the training package review process.**

Local actions	Existing resources include:
10. Increase promotion of existing business support systems to increase the rate of success (e.g. one-on-one business mentoring).	Business Queensland Business Advisers. QTIC Mentoring Program. DestinationQ website and app. Business Queensland's business tools.

## Future opportunity

11. Provide regional workshops for local employers and training organisations to raise awareness of content within the existing tourism training package and opportunity to provide input into content (competencies) for benefit of future updates to the tourism training package.

12. Regional review of ‘soft skills’ required for local tourism industry, with an aim to develop and implement programs such as ‘Be My Guest’ to upskill the current workforce.

13. Consider broadening eligibility criteria of job readiness programs to include people returning to work, migrants and mature age, and the existing part-time workforce to meet regional demand for workers.



**PRIORITY**  
Skills



**GOAL**  
Build the industry’s capacity to grow and flourish

**RECOMMENDATION: Promote the opportunity to develop skills in entrepreneurship and digital tourism already available in the training package.**

Local actions	Existing resources include:
14. Promote convenient and affordable upskilling opportunities for local tourism businesses to develop social media and marketing strategies.	Certificate IV in Small Business. Certificate II in Tourism. Business Queensland’s business tools. TEQ Digital Ready Program.





**PRIORITY**  
Collaboration



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

**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:
15. Promote the range of services available to support Indigenous tourism business throughout the business lifecycle from conceptualisation and start-up to scalability.	QTIC Indigenous peer mentoring programs and Indigenous champions network.  DITID Grow your tourism business.
<b>Future opportunity</b>	
16. Support greater industry-related collaboration across the region through the creation of a regional coordinator position.	
17. Showcase employment opportunities in the region via expos and open days with industry.	
18. Undertake a skills audit to address skills shortages by mapping available workforce and tourism qualifications, and match to vacancies within the region.	

## 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

MOOCs – Massive Open Online Courses

QTIC – Queensland Tourism Industry Council

SATs – School-based apprenticeships and traineeships

TEL – Townsville Enterprise Limited

TEQ – Tourism & Events Queensland

TIAG – Tourism Industry Advisory Group

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](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/>

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

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/>

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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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>

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## 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>

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/rto>

## 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: <a href="mailto:trainingassets@det.qld.gov.au">trainingassets@det.qld.gov.au</a>
Resources for Employers – <a href="https://www.jobs.gov.au/employers-o">https://www.jobs.gov.au/employers-o</a>
Growing Queensland’s Companies – <a href="https://advance.qld.gov.au/entrepreneurs-startups/growing-qld-companies.aspx">https://advance.qld.gov.au/entrepreneurs-startups/growing-qld-companies.aspx</a>
Starting A Tourism Business – <a href="https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/starting-up">https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/starting-up</a>
Tourism Service Quality Toolkit – <a href="https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/running/customer-service/service-quality-toolkit">https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/running/customer-service/service-quality-toolkit</a>
Improving Customer Service – <a href="https://www.business.qld.gov.au/running-business/consumer-laws/customer-service/improving">https://www.business.qld.gov.au/running-business/consumer-laws/customer-service/improving</a>
Grow your tourism business – tools, resources and funding - <a href="https://publications.qld.gov.au/dataset/grow-your-tourism-business/resource/9e6d4f15-1dbf-4454-9879-2a9cc62fbod">https://publications.qld.gov.au/dataset/grow-your-tourism-business/resource/9e6d4f15-1dbf-4454-9879-2a9cc62fbod</a>
Inclusive and Accessible Tourism – <a href="https://publications.qld.gov.au/dataset/inclusive-tourism/resource/6edc79fe-36ff-4cb1-a8e2-6ca2658dobe7">https://publications.qld.gov.au/dataset/inclusive-tourism/resource/6edc79fe-36ff-4cb1-a8e2-6ca2658dobe7</a>
edX – <a href="https://www.edx.org/course?search_query=tourism">https://www.edx.org/course?search_query=tourism</a>
Be My Guest – <a href="https://www.embracing2018.com/legacy-program/tourism-supporting-queensland-business/be-my-guest">https://www.embracing2018.com/legacy-program/tourism-supporting-queensland-business/be-my-guest</a>
DestinationQ – <a href="https://www.destq.com.au/">https://www.destq.com.au/</a>
DestinationQ App – <a href="https://play.google.com/store/apps/details?id=au.com.entegy.dq16&amp;hl=en">https://play.google.com/store/apps/details?id=au.com.entegy.dq16&amp;hl=en</a>
Family Business Australia – <a href="http://www.fambiz.org.au/">http://www.fambiz.org.au/</a>
Future Learn – <a href="https://www.futurelearn.com/">https://www.futurelearn.com/</a>
Pathways workshops – <a href="https://www.impactinnovationgroup.com/pathways-program/">https://www.impactinnovationgroup.com/pathways-program/</a>
MOOCs – Massive Open Online Courses – <a href="http://mooc.org/">http://mooc.org/</a>
Queensland Tourism Accreditation – <a href="https://www.qtic.com.au/accreditation">https://www.qtic.com.au/accreditation</a>
Queensland Tourism Awards – <a href="http://www.queenslandtourismawards.com.au/">http://www.queenslandtourismawards.com.au/</a>
Tourism & Events Queensland – <a href="https://teq.queensland.com/">https://teq.queensland.com/</a>
How-to Guides – <a href="https://teq.queensland.com/industry-resources/how-to-guides">https://teq.queensland.com/industry-resources/how-to-guides</a>
Working with Tourism Australia – <a href="http://www.tourism.australia.com/content/dam/assets/document/1/6/y/t/a/2004670.pdf">http://www.tourism.australia.com/content/dam/assets/document/1/6/y/t/a/2004670.pdf</a>
Tourism Statistics – <a href="http://www.tourism.australia.com/en/markets-and-research/tourism-statistics.html">http://www.tourism.australia.com/en/markets-and-research/tourism-statistics.html</a>
Information on tax for Aboriginal and Torres Strait Islander individuals and business owners – <a href="https://www.ato.gov.au/General/Aboriginal-and-Torres-Strait-Islander-people/">https://www.ato.gov.au/General/Aboriginal-and-Torres-Strait-Islander-people/</a>
Grants website – <a href="https://www.grants-and-assistance.services.qld.gov.au">https://www.grants-and-assistance.services.qld.gov.au</a>



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