



June 2018

# Mackay Regional Tourism Workforce Plan 2018–2020



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



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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, 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, 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 Mackay tourism industry representatives identified as the priorities for the development of the region's future workforce.



**Mackay beach. Photo courtesy of Tourism & Events Queensland.**

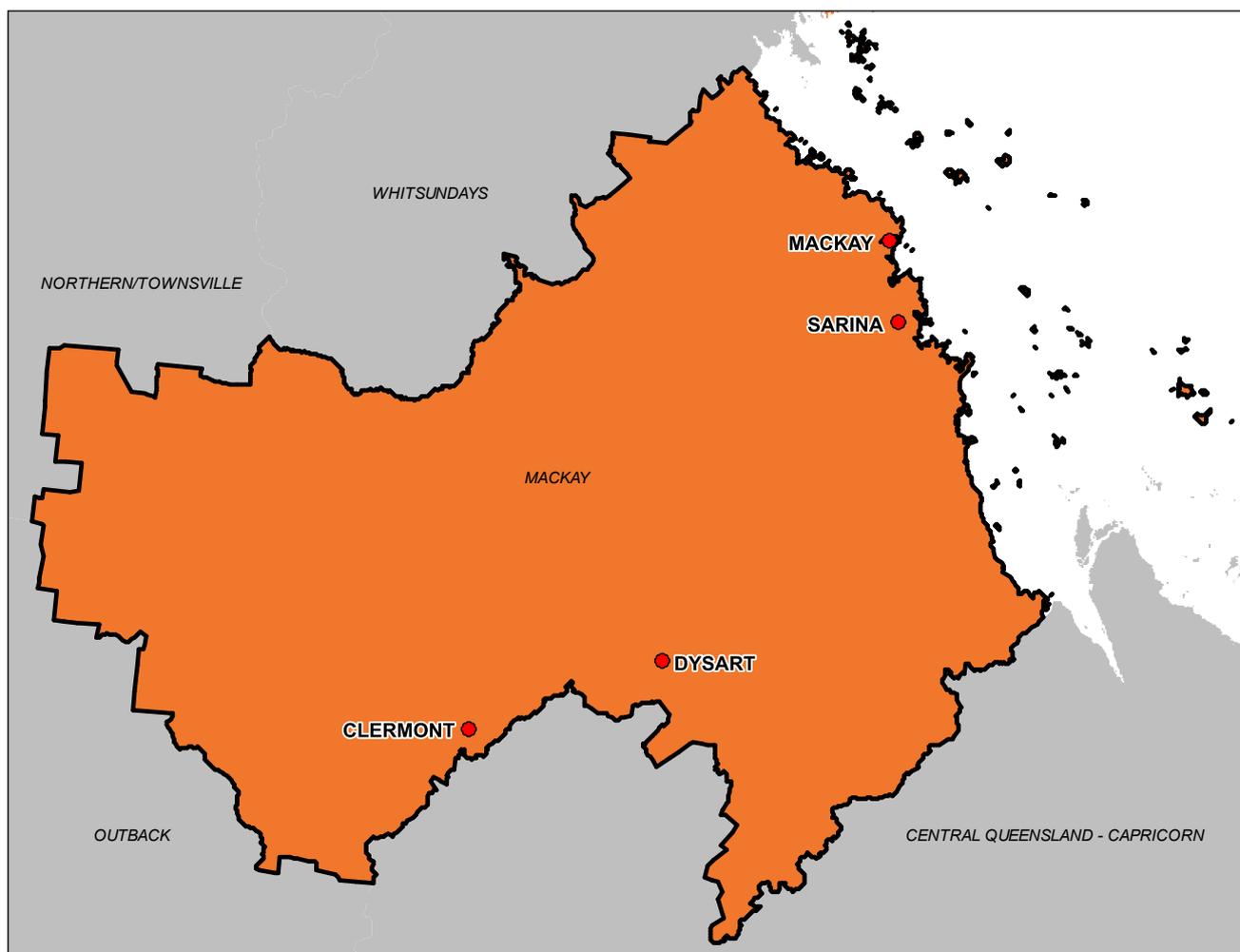
1. Tourism Research Australia, 2018, *State Tourism Satellite Accounts, 2016–17*, <https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>.
2. Tourism is not listed as a discrete industry in the Australian and New Zealand Standard 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-2012-to-june-2016>.



# Mackay tourism

The Mackay region has a foundation of mining, construction and agriculture its abundance of natural attractions makes it a popular destination for leisure visitors and those travelling to visit friends and relatives or for business and events.

The region extends from Cape Palmerston National Park and Sarina, west beyond Eungella National Park and east to Credlin Reef, and encompasses the Mackay and Isaac Regional Councils.



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

The Mackay Isaac Destination Tourism Plan 2017–2022<sup>6</sup> vision for the region is ‘to create a must visit destination by showcasing memorable, authentic and unique nature-based and heritage experiences to the world’.

Drive markets take advantage of the region's uncrowded natural landscape, first class sporting facilities and quality cultural venues. Recreational vehicles and fishing in dams, reefs and beaches are popular tourism activities, while eco-tourism attractions include national parks, gorges, the Great Barrier Reef, tropical islands and 33 sandy beaches.

6. Mackay Isaac Destination Tourism Plan, reviewed October 2017.

# Regional population and employment characteristics

The Mackay tourism region is home to more than 138,000 people or 2.8 per cent of Queensland's total population. The average annual population growth rate of -0.4 per cent over the past five years contrasts with the State average of 1.5 per cent.<sup>7</sup> However, the population is projected to grow by more than 23,000 people by 2026.<sup>8</sup> Unemployment in the region is 4.4 per cent which is lower than the State at 6.1 per cent.<sup>9</sup> The median age is 35.9 years compared with the Queensland median of 37 years.<sup>10</sup>

The top five employing industry sectors are mining; health care and social assistance; retail trade; education and training; and construction. The top five occupations are technicians and trades workers; machinery operators and drivers; professionals; clerical and administrative workers; and managers.<sup>11</sup>

## Regional tourism workforce

The Bowen Basin coal mines are a major employer in the region. Tourism also competes against manufacturing/food processing and construction industries in attracting staff. At the same time, these industries benefit tourism by bringing visitors to the region and indirectly through the infrastructure funded from the region's economic activity. The region presents strong opportunities in the heritage and agritourism (sugar industry) space.<sup>12</sup>

Tourism in the region directly and indirectly employs approximately 2600 people, comprising 1770 in direct jobs and more than 800 in indirect jobs. Direct employment in tourism represent 2.0 per cent of the region's workforce, with 930 people in full-time jobs and 840 in part-time jobs in 2015–16. The tourism-related industries that contributed most to direct regional tourism employment in the Mackay tourism region in 2015–16 were:

- cafés, restaurants and takeaway food services (150 full-time and 300 part-time)
- retail trade (190 full-time and 180 part-time)
- accommodation (100 full-time and 110 part-time).<sup>13</sup>

Employment in accommodation and food services in the Mackay region is projected to grow by 12.1 per cent between 2017 and 2022, while retail trade employment is projected to fall by 0.5 per cent over the same period.<sup>14</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>15</sup>

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

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. Mackay Isaac Destination Tourism Plan, reviewed October 2017.

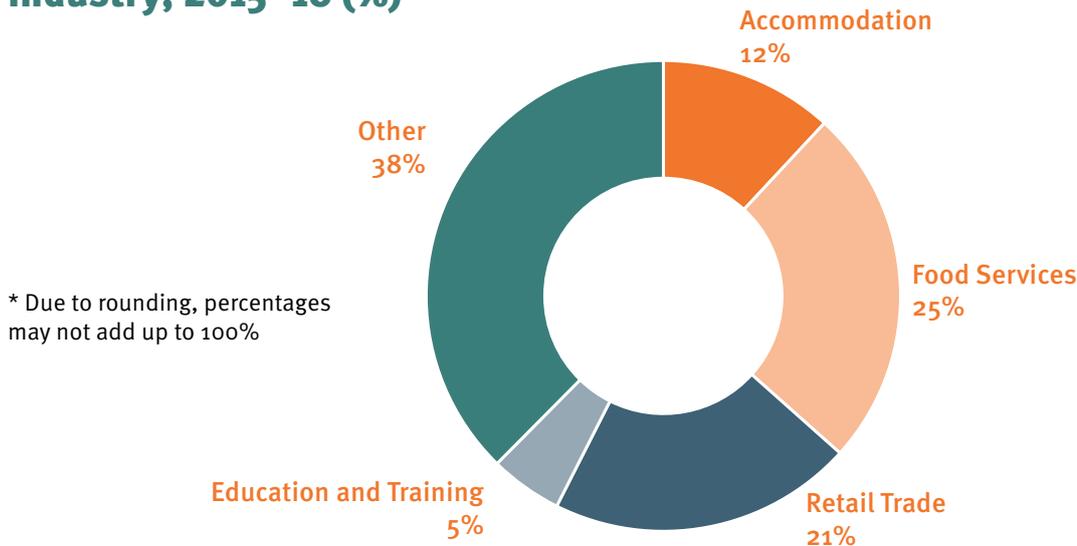
13. Deloitte Access Economics, 2017, *Regional Tourism Satellite Account Mackay 2015-16*, [https://www.tra.gov.au/ArticleDocuments/245/Mackay%20factsheet%202015\\_16.pdf.aspx?Embed=Y](https://www.tra.gov.au/ArticleDocuments/245/Mackay%20factsheet%202015_16.pdf.aspx?Embed=Y).

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

15. 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.<sup>16</sup> Data shows an average of 72 job advertisements for hospitality, retail and service managers, and food trade workers (including chefs) respectively each month between May 2010 and April 2018<sup>17</sup> with 71 job advertisements for hospitality workers within the Central Queensland labour market region, of which the Mackay tourism region is predominately a part.

The regional tourism industry will benefit from an inclusive workforce, including Aboriginal and Torres Strait Islander peoples. With 3.1 per cent of the regional population being Indigenous and of working age<sup>18</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>19</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>20</sup> and also the Australian Apprenticeship Support Network providers.<sup>21</sup> Both services provide assistance with issues that may arise for the duration of an apprenticeship or traineeship, and offer flexible support options.

16. Australian Government Department of Employment, 2017, *Presentation to the Tourism Industry Advisory Group*.  
 17. Australian Government Department of Jobs and Small Business, *Labour Market Information Portal, April 2018, Vacancy Report, IWI Regional Data - May 2010 onwards*, <http://lmip.gov.au/default.aspx?LMIP/GainInsights/VacancyReport>.  
 18. Indigenous Tourism Research Australia population data supplied by the Department of Aboriginal and Torres Strait Islander Partnerships.  
 19. Department of Employment, Small Business and Training, *Subsidised training and incentives*, <https://training.qld.gov.au/training/incentives>.  
 20. Department of Employment, Small Business and Training, *Apprenticeships Info*, <https://training.qld.gov.au/apprenticeshipsinfo>.  
 21. Australian Government, *Australian Apprenticeship Support Network*, <https://www.australianapprenticeships.gov.au/australian-apprenticeship-support-network>.

The Gateway to Industry Schools (Food, Wine and Tourism) program<sup>22</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.

Turnover in the tourism industry has been identified as a concern which is costly for employers.<sup>23</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 1170 tourism-related businesses in the Mackay 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. A total of 30.8 per cent of Mackay's tourism businesses have five or more employees compared with 26.3 per cent statewide.

Key tourism enterprises include the Mackay Entertainment and Convention Centre, Bluewater Lagoon and Bluewater Trail and Mackay Airport.

**Table 1: Mackay region tourism businesses<sup>24</sup>**

Tourism businesses	Number	%	Qld %
Sole trader	480	41.0	43.6
1 to 4 employees	330	28.2	30.1
5 to 19 employees	274	23.4	20.7
20 or more employees	87	7.4	5.6
<b>Total</b>	<b>1171</b>	<b>100</b>	<b>100</b>

22. Gateway to Industry Schools (Food, Wine and Tourism) program, <https://training.qld.gov.au/employers/gatewayschools/food-wine-tourism>.

23. 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.

24. 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>.



# Regional training profile

There was a total of 1338 program enrolments in tourism-related training in the Mackay tourism region in 2016. The majority of enrolments (82 per cent) were in hospitality qualifications at Certificate I, II, III, IV and Diploma levels. Certificate II in Hospitality had the highest overall number of enrolments with 321, followed by Certificate III in Hospitality with 289 enrolments and Certificate I in Hospitality with 274 enrolments. There were 96 enrolments in the Diploma of Hospitality/Hospitality Management. Other popular qualifications were the Certificate II in Tourism with 130 enrolments and the Certificate III and IV in Commercial Cookery apprenticeships with a combined 70 enrolments.<sup>25</sup>

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 qualifications
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 apprenticeships)
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

25. 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>.

Apprenticeship commencements in the Mackay tourism region have recovered in 2017 following a decline the previous year. Traineeships in the Mackay tourism region remained strong for a second straight year with more than 1000 traineeships commenced. Commencements in school-based apprenticeships and traineeships (SATs) comprised 7.7 per cent and 10.5 per cent of the region's commencements in 2017. Commencements and completions over the past three years are shown in Table 3 below.

**Table 3: Mackay tourism region apprenticeship and traineeship summary<sup>26</sup>**

	2015	2016	2017
<b>Commencements</b>			
Apprenticeships	745	499	751
Traineeships	679	1017	1020
<b>Completions</b>			
Apprenticeships	688	632	461
Traineeships	597	862	442



**Pioneer Valley. Photographer: Glen David Wilson.**

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



# Looking ahead

Blacks Beach. Photo courtesy of Tourism & Events Queensland.

## Investment in tourism products and experiences

A number of tourism developments are underway and more are proposed for the Mackay tourism region that will result in job opportunities and demand for new skills requirements. Future growth opportunities for the region include the development of short break and fly/drive markets, and expanding the events calendar and mix of attractions to include resort-based, eco, active and educational tourism, study tours and trade missions.

The region is making positive strides towards establishing itself as a key destination for significant events. Excellent event infrastructure, easy access and accommodation options have assisted in attracting large scale events, including several professional sporting events.

Tourism investment or infrastructure projects of regional significance which are expected to act as a catalyst to generate a range of other investment, marketing and product development opportunities include:

- Eungella and Pioneer Valley Tourism Node Mining Trail
- Mackay Visitor Information Centre
- Mackay Regional Sports Precinct
- Mackay Waterfront Priority Development Area
- Major fishing event infrastructure including dams, beach, offshore and deep-water fishing
- Mackay Regional Integrated Transport Program
- *Advancing Tourism in North Queensland*<sup>27</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>28</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.

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

28. 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 all four themes from the State Plan — careers, local workforce, skills and collaboration — that were identified during consultations with Mackay tourism stakeholders.

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

The Mackay tourism region has to contend with perceptions that it is primarily an industry service centre and in competition for skilled tourism labour from the neighbouring Whitsunday tourism region. Raising the industry’s overall profile and regional job and career opportunities are essential to attract potential workers.

Promotion of local tourism employers who display best practice and support their employees through training, work/life balance or flexibility through an ‘Employer of Choice’ process has been highlighted as a priority for the region to assist in raising its profile within the community.

### Local workforce – Build a sustainable labour pool

There is mixed awareness of the tourism industry’s diverse pathways, skills and experiences within the region. Despite tourism offering lifestyle opportunities and the benefits of transferable skills that compare favourably with the region’s heavier industrial roles, it is not currently considered an industry of choice.

The Mackay Isaac Destination Tourism Plan 2017–2022<sup>29</sup> recognises and aims to build community awareness of the importance of tourism throughout the entire region, and improve the skills and knowledge of the local tourism workforce to deliver superior levels of customer service and tourism experiences.

Local work experiences for students are seen as an important pathway to give them a taste of the industry and to test their interest in future jobs in the region, and to increase the transition into SATs and/or higher education.

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.

The tourism industry offers a broad range of job opportunities for mature age people, especially women and those transitioning from other local industries such as mining and sugar. There is a need for increased promotion that highlights the breadth of opportunity the industry has to offer, aside from traditional views such as wait staff and hotel cleaners, to the broader offerings available such as finance, human resources and management roles.

To build a sustainable labour pool, stakeholders were unanimous that increased communication and ongoing consultation will be needed, with long-established stakeholder groups encouraged to invite new members to increase collaboration and enrich the sharing of knowledge.

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

Increasing ongoing training for employees to maintain skills currency and support career progression will create an industry where both employees and employers increase their skills and grow with the business.

Regionally-based peer mentors are needed within the region to encourage and support best practice for small business operators, promote workforce development and inspire others to access support

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29. Mackay Isaac Destination Tourism Plan, reviewed October 2017.



services and plan for the future. Local businesses have expressed an interest in training to increase their skills in business planning, management and marketing, product development and the use of digital technology.

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

State Government investment via Advance Queensland’s Advancing Regional Innovation Program aims to turn regions into hubs for innovation and enterprise. It will enable local entrepreneurs, business leaders and key industries to collaborate closely with the Queensland Government to harness innovation and unlock business potential, strengthen existing industries and prepare regional Queenslanders for jobs of the future. Mackay has been established as an innovation region, with funding to support regional initiatives announced mid-2017.<sup>30</sup>

Local business and industry clusters, networking and events provide accessible opportunities to improve knowledge and skills, create connections with other businesses and raise awareness of the business development programs available. Easy to access information about resources, support and increasing cultural intelligence would help the local industry to capitalise on the full range of opportunities available.

Australia’s Indigenous heritage presents the unique opportunity for authentic cultural experiences that create a distinctive point of difference to complement the Mackay tourism region’s landscape and natural features. The Queensland Ecotourism Plan 2016–2031 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.

The Mackay Isaac Destination Tourism Plan 2017–2022<sup>32</sup> — Strategy 12 outlines the tourism region’s plan to ‘work with Traditional Owners and operators to scope authentic Indigenous experiences throughout the Mackay and Isaac region, raise cultural awareness and share Indigenous stories to key target markets’.



**Mackay driving. Photo courtesy of Tourism & Events Queensland.**

30. Media Release, *Palaszczuk Government funding boost for Mackay-Isaac-Whitsunday innovation*, <http://statements.qld.gov.au/Statement/2017/8/17/palaszczuk-government-funding-boost-for-mackayisaacwhitsunday-innovation>.

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

32. Mackay Isaac Destination Tourism Plan, reviewed October 2017.



Keswick Island. Photographer: Glen David Wilson.

# A shared sense of purpose action plan



**PRIORITY**  
Careers



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

**RECOMMENDATION: Recognise employers who value and support their employees through an ‘Employer of Choice’ category (or similar) at the Queensland Tourism Awards.**

Local actions	Existing resources include:
1. Promote the awards through local champions and feature the career path of the winners.	Employer of Choice category through the Annual Queensland Tourism Awards Program.
2. Advocate for a simplified selection process that provides recognition but is not burdensome for local businesses.	



**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 opportunities for students.**

Local actions	Existing resources include:
3. Encourage students to participate in tourism-related work experience, school-based apprenticeships and traineeships (SATs) and higher education.	Pre-employment/work placement programs for Year 7–12 secondary students and internships for university students. Young Tourism Leaders. Discover Your Career. Local schools VET cluster meetings.
4. Promote the range and depth of career opportunities in the industry including corporate support roles such as finance, marketing, human resources and business management.	
5. Improve coordination and communication between industry and schools and make better use of existing mechanisms such as the regional school VET cluster meetings.	



**PRIORITY**  
Skills



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

**RECOMMENDATION: Support regional businesses to adopt and implement their chosen workforce development strategies.**

**Future opportunity**

6. Identify strategies including practical support to help local tourism businesses to develop and implement workforce development strategies.

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

**Local actions**

7. Promote upskilling opportunities for local tourism businesses to develop practical entrepreneurship, innovation and social tourism skills, and to produce business plans.

**Existing resources include:**

Certificate IV in Small Business Management.  
Business Queensland's business tools.  
Business Advisors.  
DITID Grow your tourism business.



**PRIORITY**  
Collaboration



**GOAL**

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

**RECOMMENDATION: Collaborate across government, industry bodies and local employers to develop and promote existing resources and targeted support which would enhance their ability to take-up opportunities to build business capabilities.**

**Future opportunity**

8. Support the industry within the region to increase collaboration across the tourism economy, including businesses such as newsagents and restaurants, by increasing promotion of programs and resources available to potential participants and the benefits of their involvement.

**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.**

**Future opportunity**

9. Support the industry within the region to increase cultural tourism with greater participation of local Aboriginal and Torres Strait Islander communities and South Sea Islander communities.

## Glossary

DESBT – Department of Employment, Small Business and Training

DITID – Department of Innovation, Tourism Industry Development and the Commonwealth Games

QTIC – Queensland Tourism Industry Council

SkillsIQ – Tourism industry skill service organisation

SATs – School-based apprenticeships and traineeships

VET – Vocational Education and Training



Cape Hillsborough. Photo courtesy of Tourism & Events Queensland.

# 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 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>

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](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](mailto: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>

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Grow your tourism business – tools, resources and funding – <https://publications.qld.gov.au/dataset/grow-your-tourism-business/resource/9e6d4f15-1dbf-4454-9879-2ae9cc62fbod>

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

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edX – [https://www.edx.org/course?search\\_query=tourism](https://www.edx.org/course?search_query=tourism)

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

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

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

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

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

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

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

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

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

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

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

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

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

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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/>

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Grants website – <https://www.grants-and-assistance.services.qld.gov.au>

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