



June 2018

# Whitsundays Regional Tourism Workforce Plan **2018–2020**



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



Front cover photo: Tongue Point overlooking Hill Inlet. Photo courtesy of Tourism & Events Queensland.

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



**Woodward Bay. Photographer: Jules Ingall. 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-2011-to-june-2016>.



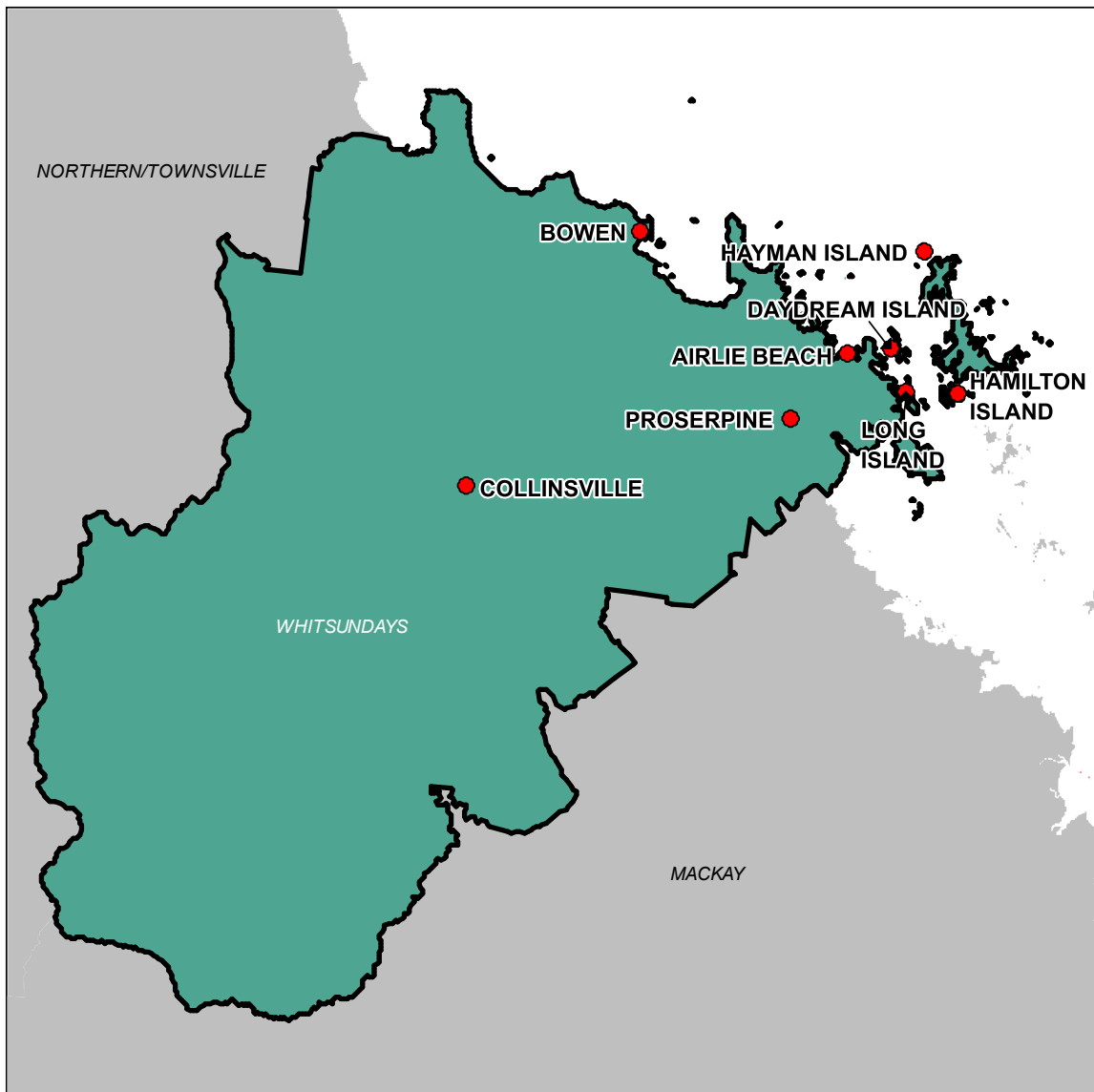


Heart Reef. Photo courtesy of Tourism & Events Queensland.

# Whitsundays tourism

The Whitsundays tourism region is one of Australia's most popular tourism destinations, attracting backpackers, families, luxury travellers and grey nomads. As the gateway to the Great Barrier Reef and the 74 magnificent Whitsunday Islands, Heart Reef and Whitehaven Beach, the Whitsundays tourism region is renowned for its relaxed lifestyle.

The Whitsundays Destination Tourism Plan<sup>6</sup> outlines the region's vision is 'by 2020 the Whitsundays will be globally recognised as one of the world's leading tropical island and marine leisure holiday destinations'.



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

Along with the main population centres of Bowen, Collinsville, Proserpine and the Cannonvale-Airlie Beach-Shute Harbour precinct, the Whitsundays tourism region is known for its beautiful beaches, rainforests and large tracts of national parklands.

While the area is rural and coastal in nature, residents and visitors alike enjoy access to contemporary facilities including museums, art galleries, cafés, hotels and restaurants, entertainment facilities and a cinema. Whether it be eco-tourism, family-friendly, all-inclusive, activity-based, food and wine focused activities or pure luxury – there is a Whitsundays experience to suit everyone.

6. The Whitsundays Destination Tourism Plan 2014-2020, <https://www.tourismwhitsundays.com.au/images/atwcorporate/Tourism-Whitsundays-Destination-Planner.pdf>.

# Regional population and employment characteristics

The Whitsundays tourism region is home to more than 34,000 people or 0.7 per cent of Queensland's total population. The average annual growth rate of 0.8 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 5000 people to 2026.<sup>8</sup> Unemployment in the region is at 4.7 per cent which is lower than the State at 6.1 per cent.<sup>9</sup> The median age is 38.1 years compared with the Queensland median of 37 years.<sup>10</sup>

The top five employing industry sectors are accommodation and food services; retail trade; agriculture, forestry and fishing; transport, postal and warehousing; and construction. The top five occupations are technicians and trades workers; labourers; managers; professionals; and machinery operators and drivers.<sup>11</sup>

## Regional tourism workforce

Tourism directly and indirectly employs approximately 4500 people in the Whitsundays tourism region. A total of 17.5 per cent of the region's workforce (3270 people) were directly employed in tourism jobs in the region in 2015–16. Of these, 1570 were in full-time employment and 1700 were part-time.

The tourism-related industries that contributed most to direct regional tourism employment in the Whitsundays tourism region in 2015–16 were:

- accommodation (370 full-time and 480 part-time)
- cafés, restaurants and takeaway food services (210 full-time and 480 part-time)
- retail trade (190 full-time and 220 part-time).<sup>12</sup>

Employment in accommodation and food services in the Mackay region, of which the Whitsundays tourism region is a part, is projected to grow by 12.1 per cent in the five years from 2017 to 2022. Retail trade employment for the same period is projected to fall by 0.5 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 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.

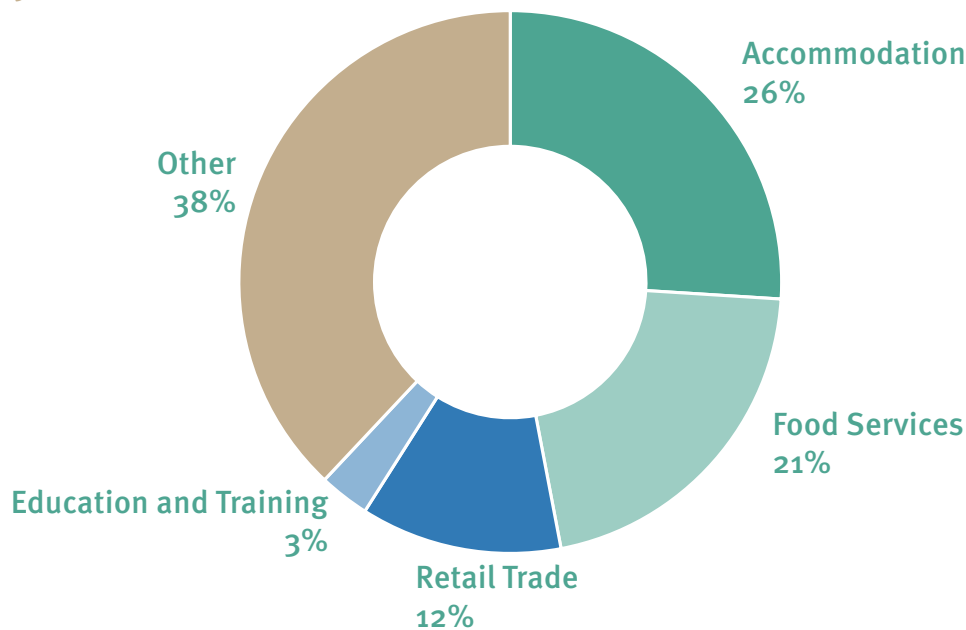
12. Deloitte Access Economics 2017, *Regional Tourism Satellite Account Whitsundays 2015-16*, [https://www.tra.gov.au/ArticleDocuments/245/Whitsundays%20factsheet%202015\\_16.pdf.aspx?Embed=Y](https://www.tra.gov.au/ArticleDocuments/245/Whitsundays%20factsheet%202015_16.pdf.aspx?Embed=Y).

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>.



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

The regional tourism industry will benefit from an inclusive workforce, including Aboriginal and Torres Strait Islander peoples. With 3.2 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.

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](https://www.australianapprenticeships.gov.au/australian_apprenticeship_support_network).



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.

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 show there are more than 600 tourism-related businesses in the Whitsundays tourism region as shown in Table 1 below. Approximately 30 per cent of these have at least five employees which is higher than the statewide comparison of 26.3 per cent.

Key tourism enterprises in the Whitsundays tourism region include the Mantra Group, Coral Sea Resort and Mirage Whitsundays in Airlie Beach to Qualia Resort, Whitsunday Apartments and the Hamilton Island Yacht Club and Golf Club. There is also in excess of 35 tour operators within the Cannonvale-Airlie Beach-Shute Harbour precinct which are a major contributor to tourism occupations. Many accommodation destinations, both mainland and island, were devastated as a result of Tropical Cyclone Debbie; they will progressively reopen following refurbishment.

**Table 1: Whitsundays region tourism businesses<sup>23</sup>**

| Tourism businesses   | Number     | %          | Qld %      |
|----------------------|------------|------------|------------|
| Sole trader          | 263        | 42.4       | 43.6       |
| 1 to 4 employees     | 172        | 27.7       | 30.1       |
| 5 to 19 employees    | 140        | 22.6       | 20.7       |
| 20 or more employees | 45         | 7.3        | 5.6        |
| <b>Total</b>         | <b>620</b> | <b>100</b> | <b>100</b> |

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

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>.





# Regional training profile

There was a total of 481 people in tourism-related training in the Whitsundays tourism region in 2016. The majority of enrolments (89 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 297, followed by Certificate II in Hospitality with 80 enrolments and the Diploma of Hospitality/Hospitality Management with 19 enrolments. The Certificate III and IV in Commercial Cookery apprenticeships had a combined 22 enrolments.<sup>24</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 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                      |

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>.

Tourism-related apprenticeships in the Whitsundays tourism region have increased between 2015 and 2017, while traineeships have fallen over the past year. School-based apprenticeships and traineeships (SATs) respectively comprised 7.3 per cent and 17.5 per cent of the region’s tourism-related commencements in 2017.

Commencements and completions over the past three years are shown in Table 3 below.

**Table 3: Whitsundays tourism region apprenticeship and traineeship summary<sup>25</sup>**

|                      | 2015 | 2016 | 2017 |
|----------------------|------|------|------|
| <b>Commencements</b> |      |      |      |
| Apprenticeships      | 107  | 133  | 150  |
| Traineeships         | 184  | 342  | 177  |
| <b>Completions</b>   |      |      |      |
| Apprenticeships      | 101  | 101  | 60   |
| Traineeships         | 170  | 138  | 99   |

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







Airlie Beach. Photo courtesy of Tourism & Events Queensland.





# Looking ahead

Hill Inlet. Photographer: Jason Hill. Photo courtesy of Tourism & Events Queensland.

## Investment in tourism products and experiences

Significant tourism investments already planned in the Whitsundays tourism region and if progressed, they are expected to generate jobs and new skill requirements. These include:

- \$2 billion redevelopment of the Laguna Whitsundays Resort
- \$600 million redevelopment of Lindeman Island Resort
- \$22 million restoration of Shute Harbour
- Redevelopment of Daydream Island Resort and Spa and South Mole Island Resort
- Developing Bowen Townscape — the Beautiful Bowen project.

The Queensland Superyacht Strategy<sup>26</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.

Australia's Indigenous heritage presents the unique opportunity for authentic cultural experiences that create a distinctive point of difference to complement the Whitsundays tourism region's landscape and natural features. The Queensland Ecotourism Plan 2016–2020<sup>27</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.

*Advancing Tourism in North Queensland*<sup>28</sup> provides a suite of actions to support continued growth of the tourism industry in the region to maximise North Queensland's tourism potential — growing jobs, attracting investment and sustaining communities.

Other proposed private and public sector tourism development and infrastructure projects that, if progressed, are expected to generate jobs and new skill requirements include:

- Airlie Beach Water Park
- Airlie Beach Flow Rider Attraction
- Airlie Beach Tourist Precinct
- Airlie Beach development
- Bowen Produce Centre
- Whitsundays Dive Wreck Trail
- Establishment of international flights into Whitsunday Coast Airport.

26. The Queensland Superyacht Strategy 2018–23, May 2018,

<https://www.statedevelopment.qld.gov.au/resources/defence-industries/queensland-superyacht-strategy.pdf>.

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

28. Advancing Tourism in North Queensland,

<https://publications.qld.gov.au/dataset/advancing-tourism-in-north-queensland/resource/14a36926-4640-422f-9a4d-a1d269b6539f>.



## 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 skills – that were identified during consultations with Whitsundays tourism stakeholders.

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

The current and projected skills shortages highlight the need for focused marketing and promotion of career opportunities in tourism in the Whitsundays tourism region. Target audiences may range from local school students to older local workers and people from southern states, including those who have been displaced from other industries such as the manufacturing sector.

The Whitsunday Regional Council and Tourism Whitsundays have agreed to collaborate and develop an approach to marketing tourism careers that targets each segment of potential workers. Advertising existing vacancies and distribution through education providers will increase awareness and pathway opportunities for new entrants.

### Local workforce – Build a sustainable labour pool

The Whitsundays tourism region’s population is small compared with the number of visitors it services. For example, Airlie Beach with a population of around 13,000 services 80,000 visitors a year.

There is a shortage of skilled workers in tourism in Airlie Beach, which is compounded by a shortage of available accommodation for workers. In contrast, the nearby town of Bowen has available housing and is a potential source for workers. Industry felt it was important to consider the region’s workforce needs in the context of an overall economic plan taking into account housing, transport, education and other needs.

The region has historically relied on skilled migration and working holiday maker visas as the primary source of skilled labour. Industry may benefit from a review of their recruitment and training strategies to create a future localised skilled labour pool through increased collaboration between industry and education providers.

Programs such as VaK8, an industry-led pilot at Prosperine State High School providing training in Certificate II in Tourism for local students, is a positive example of industry and education providers delivering a source of skilled young local workers into the future.

Local industry is keen to engage in career promotion through participation in tourism industry careers expos at local schools to increase curiosity and awareness of the broad range of opportunities within tourism from human resources, transportation and retail to front of house.

Upskilling opportunities may help attract mature age workers and women who are seeking to re-enter the workforce. Promotion of existing training within the region is needed.

The region highlighted the need for further development of opportunities for underutilised groups to participate in upskilling and training within the Whitsundays tourism 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

Availability of suitable training providers has presented a barrier for some new entrants and employers to source access to reliable and regional training options. Many local employers were unaware of the range of support services and funding opportunities available to train new entrants and upskill the existing workforce. Increased promotion of local training available is needed to re-engage small businesses to address this regional need.

Local industry expressed a high need for people with Certificate II level qualifications in tourism. Cost was identified as the main barrier to training people in the tourism industry, particularly because of low completion and retention rates. There was strong support for the continuation of incentives such as the Youth Boost program; however, there is a need to increase the promotion of other incentives and financial support available to assist with this expense.



**Chef at Hemingway's, Airlie Beach. Photo courtesy of Tourism Whitsundays.**





Conway National Park. Photo courtesy of Tourism & Events Queensland.



# 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:                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1. Support regional delivery of a tourism campaign to raise the profile of the industry and regional opportunities. | QTIC Tourism and Hospitality Career Guide.<br>Discover Tourism.<br>Young Tourism Leaders.<br>Regional Tourism Organisation. |

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

| Local actions                                                                                                                                    | Existing resources include:                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 2. Provide local tourism job descriptions and vacancies to education providers to help promote careers in the industry and attract new entrants. | QTIC Tourism and Hospitality Career Guide.<br>Discover Hospitality.<br>Discover Tourism.<br>Regional Tourism Organisation. |





## PRIORITY

Local workforce



## GOAL

Build a sustainable labour pool

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

| Local actions                                                                                                                                                             | Existing resources include:                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3. Host a Tourism Careers Expo within the region involving local high schools, employers and local government to increase awareness and opportunities for local students. | Pre-employment/work placement programs for Year 7–12 students.<br><br>Discover Staff.<br><br>Regional Tourism Organisation.<br><br>Young Tourism Leaders. |

**RECOMMENDATION: Improve awareness and navigation of business support programs, pre-employment programs and programs to encourage employment of people from target groups (women returning to work, mature age, Indigenous, migrant).**

| Local actions                                                                                                                                                                   | Existing resources include:                                                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4. Promote availability of upskilling and training opportunities to existing and new entrants to the industry, specifically for women returning to work and mature age workers. | Business Queensland Business Advisers.<br><br>Discover Staff.<br><br>Certificate II in Tourism.<br><br>Certificate IV in Small Business.<br><br>Skilling Queensland for Work.<br><br>'Back to Work' program. |



**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:                                                                                                             |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 5. Increase promotion of local business support programs and upskilling opportunities for employers. | Office of Small Business’ Mentoring Program.<br>VET Investment Plan.<br>Certificate IV in Small Business.<br>Certificate II in Tourism. |

**RECOMMENDATION: Fund relevant qualifications to meet the industry’s skilling requirements through the VET Investment Plan.**

| Local actions                                                                                                                                        | Existing resources include:                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 6. Increase promotion of support programs available to train new entrants and upskill the existing workforce to strengthen the region’s labour pool. | VET Investment Plan.<br>Certificate IV in Small Business.<br>Certificate II in Tourism. |

## Glossary

QTIC – Queensland Tourism Industry Council

SATs – School-based apprenticeships and traineeships

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/>

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>

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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**

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

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

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>

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

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

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

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

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## **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 – [www.grants-and-assistance.services.qld.gov.au](http://www.grants-and-assistance.services.qld.gov.au)

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