

Queensland Government's response to

# Jobs Queensland's Tourism Workforce Plan



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Queensland's \$25 billion tourism industry is an important driver of the Queensland economy. The sector is responsible for 217,000 direct and indirect jobs, or 9.1 per cent of employment in the state across 54,000 tourism-related businesses. Queensland's tourism industry is also one of the state's fastest growing industries. It is forecasted that over 20,000 additional tourism jobs will be needed in Queensland by 2020.

To help ensure Queensland's workforce meets this need, Jobs Queensland developed a Queensland Tourism Workforce Plan.

The Queensland Government is investing more in tourism than ever before – this includes an extra \$180 million in the 2018–19 State Budget to grow this industry, create jobs and stimulate our economy. Our flagship tourism strategy *Advancing Tourism 2016–20: Growing Queensland Jobs* specifically outlines our commitment to building workforce skills and business capabilities as a key priority, including \$120 million over three years to support the growth of the skills required for employment and career development in the tourism and hospitality sectors.

Queensland's Annual VET Investment Plan is also focused on helping train the future workforce with more than \$40 million targeted for tourism skills, including free tafe opportunities for Year 12 graduates in high priority courses like Certificates I/II/III in Hospitality, Certificate II in Kitchen Operations and commercial cookery apprenticeships.

The opportunity to participate in this growing industry is being showcased by an expanded Young Tourism Leaders program. Young Tourism Leaders undertake an ongoing program of presentations in schools and career events and engage with vocational and tertiary students to share stories of their career journey, promote the diversity of jobs in tourism and outline pathways to pursue a career in tourism. There are now 37 Young Tourism Leaders based around Queensland in Brisbane, Gold Coast, Sunshine Coast, Bundaberg, Hervey Bay, Rockhampton, Gladstone, Mackay, Toowoomba, Winton, Longreach, Great Keppel Island, Carnarvon Gorge, the Whitsundays, Townsville and Cairns.

Following the release of regional tourism workforce plans, a Tourism Workforce Steering Committee consisting government, industry and employer representatives will be established to continue to drive initiatives.

Plan theme	Jobs Queensland recommendation	Government response
Careers	<ol style="list-style-type: none"> <li>1.1 Implement a state-level campaign supported by regional campaigns to create curiosity and interest about the range of career opportunities within the industry.</li> <li>1.2 Work with the tourism industry and education providers to clarify and define realistic career pathways in the tourism industry.</li> <li>1.3 Make careers in tourism attractive as ‘careers of choice’ for school leavers.</li> <li>1.4 Recognise employers who value and support their employees through an ‘employer of choice’ category (or similar) at the Queensland Tourism Awards.</li> <li>1.5 Fund a second ‘gateway schools’ coordinator for North Queensland with a focus on tourism.</li> </ol>	<p>The Queensland Government supports the recommendations with initiatives being progressed to deliver on the recommendations including:</p> <ul style="list-style-type: none"> <li>• Tourism careers communication strategy – state-level campaign and careers resource development</li> <li>• School industry partnerships – establish a second Food, Wine and Tourism Gateway to Industry Schools Program co-coordinator for North Queensland</li> <li>• Tourism Sector Adaptation Plan – industry-led strategy to address the impact of climate change, such as identifying emerging workforce roles relating to the stewardship of healthy natural assets.</li> </ul>
Local workforce	<ol style="list-style-type: none"> <li>2.1 Create partnerships between schools, local tourism employers and local government to identify skills pathways and provide local work experience opportunities for school students.</li> <li>2.2 Develop mentoring programs to support both students and tourism employers to take-up apprenticeships and traineeships.</li> <li>2.3 Improve awareness and navigation of business support programs, red tape/ administration reduction for small to medium enterprises to improve take-up of apprenticeships and traineeships, and pre-employment programs and programs to encourage employment of people from disadvantaged groups (women returning to work, mature-aged, Indigenous, migrant).</li> <li>2.4 Hold ‘Come and Try’ days to increase engagement between local employers and tertiary education providers to provide opportunities for people from local Indigenous and migrant communities, women returning to work and workers transitioning from other industries to explore what the tourism industry offers.</li> <li>2.5 Develop innovative and alternative training pathways locally to support the entry of under- represented groups (such as women returning to work and migrant communities) into the industry.</li> <li>2.6 Explore innovative methods for engaging and partnering with Indigenous communities to increase participation in the industry.</li> </ol>	<p>The Queensland Government supports the recommendations with initiatives being progressed to deliver on the recommendations including:</p> <ul style="list-style-type: none"> <li>• Regional tourism career promotion – work with industry to support industry career expos, including trialing concepts such as ‘Come and Try’ days, to promote career pathways and workforce diversity</li> <li>• Indigenous workforce – consider opportunities to partner with larger tourism operators to subsidise training pathways that support career development for Indigenous workers</li> <li>• Employment diversity – encourage local community and industry organisations to develop projects for consideration under the Skilling Queenslanders for Work (SQW) initiative, to support local tourism operators to recruit a diverse workforce</li> <li>• Tourism work skills – develop traineeship opportunities under the SQW initiative to support careers promotion and workforce diversity initiatives</li> <li>• Training in Emerging and Innovative Industries Fund – to develop a digital workforce plan for the Queensland tourism industry</li> <li>• Advancing Indigenous Business initiative – support Indigenous small business through mentoring, grants, industry partnerships, events and engagement activities</li> <li>• Advancing Women in Business initiative – support women to start and grow their own businesses through industry partnerships, grants, mentoring, education and engagement activities</li> <li>• Youth employment program – offers career and employment support to Aboriginal and Torres Strait Islander students finishing high school.</li> </ul>

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Skills	<p>3.1 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.</p> <p>3.2 Government, education providers and local industry collaborate to identify and improve access to upskilling opportunities to meet business needs and increase engagement with the training package review process.</p> <p>3.3 Funding for skills development for the tourism industry remains a priority in the VET Investment Plan.</p> <p>3.4 Promote to employers the skill sets for entrepreneurship and digital tourism already available in the training package.</p> <p>3.5 Fund skill sets (such as entrepreneurship and digital communications) as well as relevant qualifications to meet the industry’s skilling requirements through the Annual VET Investment Plan.</p>	<p>The Queensland Government supports the recommendations with initiatives being progressed to deliver on the recommendations including:</p> <ul style="list-style-type: none"> <li>• Commercial cookery – develop strategy to improve outcomes from the cooking apprenticeship pathway, including pre-apprenticeship training, employer transfers, chef master classes and mentoring</li> <li>• Post-trade pathways – develop post-trade training opportunities to support the development and retention of the cooking workforce at a regional level</li> <li>• Priority skill sets – funding for priority skill sets to support the development of entrepreneurship and digital communication skills</li> <li>• School partnerships – consider opportunities to work through the regional tourism workforce networks to improve outcomes from VET in Schools activities, including utilisation of school commercial kitchen facilities</li> <li>• Provider quality – develop benchmarks for quality training for the tourism industry</li> <li>• Advance Queensland programs and initiatives help small to medium enterprises grow through workshops and webinars on innovation, technology commercialisation, innovation planning and research and design.</li> </ul>
Collaboration	<p>4.1 Establish community based tourism employment ‘skills exchanges’ (online or offline) that enable local job seekers to register their details, skills and interests and demonstrated ability to meet the standards required, giving employers the opportunity to screen and meet potential employees; and facilitate the sharing of staff between organisations.</p> <p>4.2 Collaborate across government, industry bodies and employers to develop and promote a ‘hub’ where tourism operators can easily access information on existing resources and targeted support which would enhance the industry’s ability to take up existing opportunities to build business capabilities.</p> <p>4.3 Build connections between government, tourism operators, Indigenous communities and local education providers to identify, develop, mentor and promote Indigenous tourism businesses and business opportunities.</p>	<p>The Queensland Government supports the recommendations with initiatives being progressed to deliver on the recommendations including:</p> <ul style="list-style-type: none"> <li>• Tourism operator capability – promote existing resources available through Business Queensland and DestinationQ</li> <li>• Indigenous tourism operators – provide business and skills development opportunities to Indigenous Queenslanders operating a tourism business</li> <li>• Advancing Indigenous Business initiative – deliver targeted support for Indigenous businesses including mentoring, grants, industry partnerships, events, networking and other engagement activities</li> <li>• Advance Queensland programs and initiatives promote networking and collaborations through workshops, webinars and collaboration activities</li> <li>• Tourism Sector Adaptation Plan – industry-led strategy to address the impact of climate change, such as supporting resilient businesses, destinations and communities; and sustainability marketing and branding</li> <li>• Enterprise Queensland Indigenous Program - provides a range of services to help strengthen and grow Aboriginal and Torres Strait Islander businesses including industry partnerships, building business capability, and engaging Indigenous owned business in supply chains for government and private sectors.</li> </ul>