

*Tourism and Hospitality -
an industry perspective*



VET Pathways

- professional development program for Queensland schools

- the peak industry body for tourism in Queensland

Vision

The Voice of Tourism in Queensland

Mission

To influence and shape the tourism
business environment in Queensland

- ***Industry Advisory Organisation to the State Government
on Tourism Travel and Hospitality Training***

Global

- Tourism identified as one of the **top 5** economic growth drivers to **2030**, fuelled by **rise in middle class Asia**.
- Tourism Oceania anticipated to grow at **7% per annum**, one of the fastest globally.¹
- The World Travel and Tourism Council reports that tourism employs over **100 millions people** globally, and supports **1 in 11 of all jobs** in the world.

Queensland

- Tourism is Queensland's **2nd largest** export earner and a key driver of the Qld economy, contributing \$23 billion.
- Currently 1 in 10 Queenslanders employed in tourism, **230k jobs** (131k direct, 99 k indirect), however an estimated **8% labour shortage** exists in the QLD Tourism industry. This is higher than Australia's average (**7%**).
- **Queensland** reported facing **greater hiring competition** from the other tourism and non-tourism businesses relative to businesses in other states.¹
- Addressing the identified skill shortages in tourism and hospitality will assist in achieving the combined QLD Government and industry goal of AUD **30 billion** in tourism expenditure by the **2020**.²

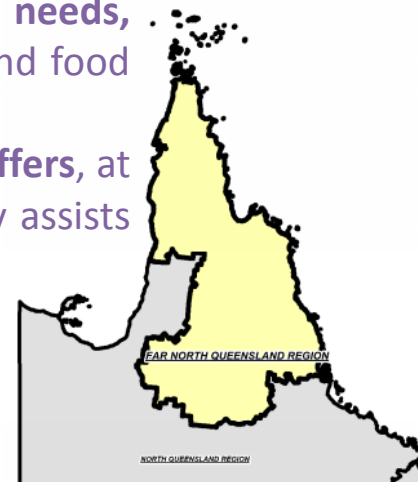
¹ Deloitte – Positioning for propensity? Catching the next wave (2013)

² Deloitte Workforce Report (Oct 2015)

Far (Tropical) North Queensland - Cairns

- The tourism and hospitality skilled labour shortage in Tropical North Queensland is 6.9%. Tropical North Queensland is recognised as being one of the 10 regions in Australia with the greatest skilled labour gap.
 - The Cairns LGA currently has a 7.2% unemployment rate – this is higher than the Queensland average.
 - The Cairns region has a youth unemployment rate of 21.6%, indicating an immediate program to assist in training and employment of disadvantaged job-seekers is required.
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- Industry and other stakeholders' engagement during QTIC's (DET funded) VET Industry Engagement Program 2015-16 identified **cohorts of disadvantaged groups** that will benefit from **targeted skills training** specific to the **industry needs**, particularly in the areas of hospitality, housekeeping, kitchen operations, and food and beverage.
 - Training being delivered to provide **entry level skilling to meet current job offers**, at the same time provides opportunities for **pathway progression** and directly assists **employers' retention strategies**.¹

¹ Deloitte – Positioning for propensity? Catching the next wave (2013)



VET Industry Engagement Program*

The purpose of the program:

- *to support ongoing reform and operations of the vocational education and training system relating to the contestable skills market.*

****Agreement between STATE OF QUEENSLAND, acting through DET, and QTIC***

QTIC's current initiatives in relation to VET industry engagement and workforce planning

- *Building partnerships for seamless pathways and jobs progression, e.g.*
 - *GATEWAY SCHOOLS (food, wine and tourism),*
 - *The QTIC Tourism Indigenous Employment Champions Network*
- *QTIC's Tourism and Hospitality Careers Guide 2016*
- *SALUTE TO EXCELLENCE Awards Program for secondary school students*
- *2017 Tourism & Hospitality VET & Industry Conference*
- *Funded projects, e.g.*
 - *non-traditional apprenticeship pilot program for chefs*
 - *Skilling Queenslanders for Work training and employment programs in Cairns and South East Queensland*

GATEWAY SCHOOLS Program

gateway schools to
**food, wine and
tourism industry**

How does the gateway schools network to the food, wine and tourism industry work?

Gateway schools engage with industry to provide direct pathways for students in obtaining work or entering higher study in the food, wine and tourism industry. Students will gain valuable experience in the industry while still at school, providing them with the tools and knowledge to make informed decisions about training and employment on leaving school.

Aims of the project

- help young people make a successful transition from school into further education and or employment in the industry.*
- highlight the profile of the food, wine and tourism industry and the career opportunities available for students*

Benefits of the project

The formation of strong partnerships between the Department of Education, Department of Tourism, Queensland Tourism Industry Council (QTIC), schools, the tertiary sector and industry, will provide the capacity for the development of curriculum, expansion of the project to 20 schools and provide hands-on experience for students in a growing Queensland food, wine & tourism industry.

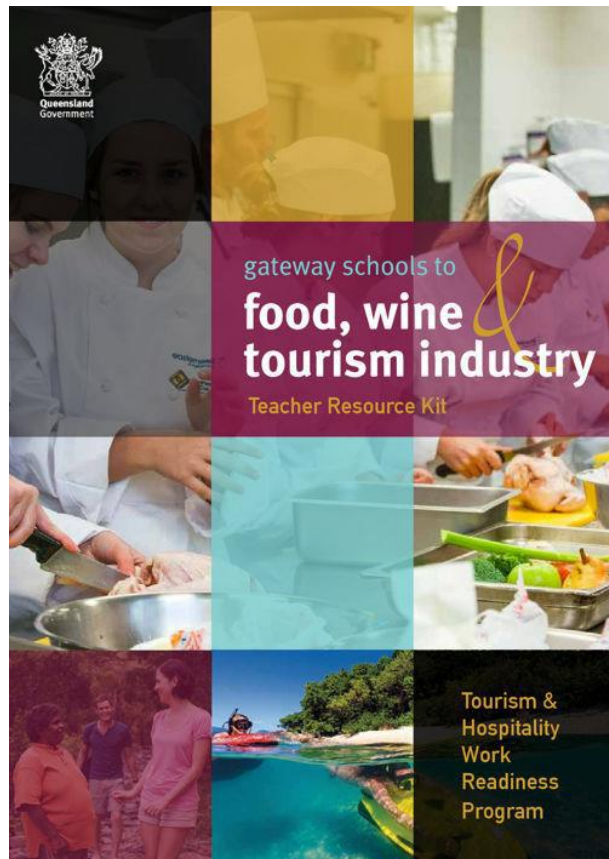
Gateway resources

Hospitality and Tourism: Resources

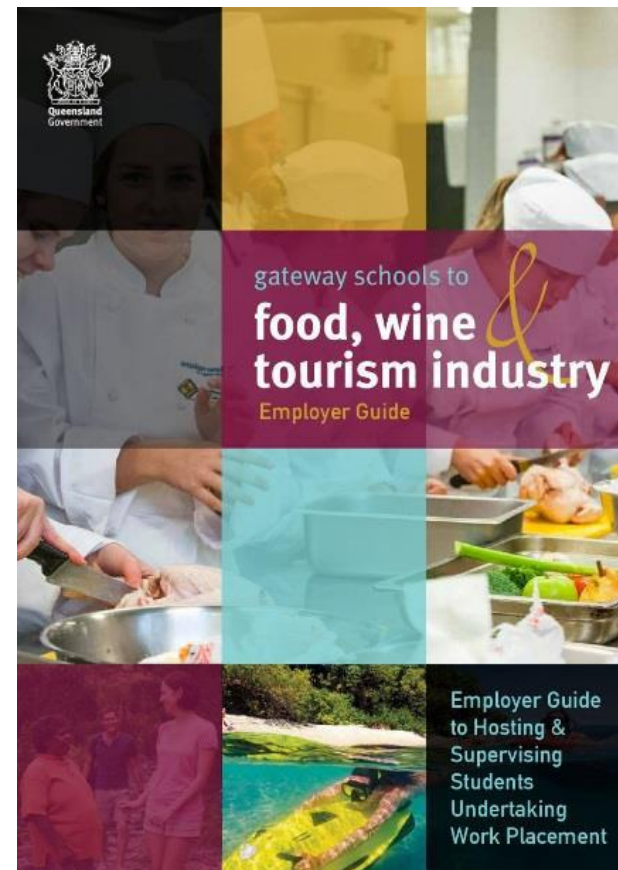
- Destination Tourism Plans –Your region, your plan
- Experience development worksheets–Tourism & Events Queensland
- Gateway Schools Resource Kits
- Tourism Webinars –Tourism & Events Queensland
- Be Work Ready Resources–Dept. of Ed & Skillsroad
- Workforce development plan & Regional Tourism Overview –QTIC
- Classroom EEI Ideas
- Testimonials

Gateway resources

Gateway Teacher Resource Kit



Gateway Employer Guide



Gateway Teacher PD

HOSPITALITY, TOURISM & COMMERCIAL COOKERY PD

WHEN: Friday 14th October—Monday 17th October 2016

RSVP by 16 Sept

COST: \$899pp twin share OR

\$1134 single (all accommodation , meals and tours included)

Flights not included.

LOCATION: Cairns and Mission Beach - Limited spaces 24 seats

TO BOOK: Email registration form to: jules.mcmurtrie@usq.edu.au

Further information: 0419 709 160

***NEXT Initiative will be Tourism Tutor Resource
mapped to the current training package
for teachers and students using industry-related
material, links and data
supplied by:***



The QTIC Tourism Indigenous Employment Champions Network

The QTIC Tourism Indigenous Employment Champions Network, supported by The Star Entertainment Group, aims

- *to support tourism employers to engage and manage Indigenous employees.*
- *to increase operators' awareness of how to encourage and maintain increased participation of Indigenous Australians within the mainstream tourism industry.*

The Network is a group of volunteer tourism operators that have exhibited best practice in the recruitment and retention of Indigenous employment.

Together with the Champions, QTIC have

- ✓ *developed a range of resources for tourism operators,*
- ✓ *presented at numerous industry conferences,*
- ✓ *facilitated industry forums,*
- ✓ *provided tourism industry career path information to Indigenous students and job seekers, identified Indigenous employment placements within the industry.*



Careers Guide

- *a reference source for educators, students, job seekers, employers and industry. It serves as a go-to guide, encompassing comprehensive information about employment and careers in tourism and hospitality.*



The Guide is available online at QTIC's web-site.

SALUTE TO EXCELLENCE

The QTIC Salute to Excellence Awards recognises Queensland's state and non-state secondary school students in Year 11 and 12 for tourism, hospitality and food and beverage, undertaking training through:

- *Vocational Education and Training (VET) in schools*
- *School-based traineeships/ apprenticeship, and/or*
- *Delivered in partnership with industry.*

The award highlights the importance of promoting Vocational Education and Training among schools students across the state.

Great prizes and incentives are up for grabs in addition to invaluable mentoring and work experience opportunities.



2017 Tourism & Hospitality VET & Industry Conference August 3 2017 BRISBANE



Non-traditional apprenticeship pilot program for chefs

- The Registered Skills Pathway (RTSP) Pilot Program is a DET funded program that provides opportunity for casual or seasonal workers to undertake an apprenticeship to achieve qualifications as a CHEF.
- The RTSP program has been developed to address the growing shortage of qualified chefs.

Skilling Queenslanders for Work

- *QTIC recently received funds to deliver 6 training and employment programs in the South East Queensland and Cairns regions.*
- *These programs focus on skills development for disadvantage job seekers to meet the employment needs in the regional tourism and hospitality.*
- *The Skilling Queenslanders for Work project is proudly funded and supported by the Queensland government, and QTIC works closely with the Department of Education and Training, training providers, community and support agencies as well as industry employers to ensure training programs meet real job outcomes for industry and investment efficiency for the state government,*



CONNECT WITH US

QTIC

Deborah Lewis | Workforce Planning Manager

Ph: 07 3236 1445 | Mob: 0400 224 858

deborah.lewis@qtic.com.au |

www.qtic.com.au

GATEWAY SCHOOLS to food, wine and tourism industry

Jules McMurtrie / Manager

Ph: 07 4685 5014 / Mob: 0438 384 875

Jules.McMurtrie@usq.edu.au

www.qcwt.com.au/schools_prog.html

THANK YOU