



June 2018

# Tropical North Queensland Regional Tourism Workforce Plan 2018–2020



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



# Introduction

Tourism is a \$25.4 billion industry in Queensland, providing direct and indirect employment for approximately 217,000 people or 9.1 per cent of the State's workforce.<sup>1</sup>

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

Tourism in Queensland is experiencing rapid growth and skilled workers are needed. Females currently comprise 54 per cent of the national tourism workforce.<sup>4</sup> Fifty-six per cent of Queensland's 54,000 tourism-related businesses are located outside the Brisbane region. Tourism is an industry dominated by small businesses, with nine out of 10 tourism businesses employing less than 20 people.<sup>5</sup>

The labour market challenges for the sector include sourcing, developing and retaining staff to work in regions, who have the necessary skills and capabilities, can meet short-term seasonal demands, are available to work the hours required and are willing to work for the conditions and pay on offer.

The Queensland Government's *Advancing Tourism 2016–20: Growing Queensland Jobs* committed to the development of a tourism workforce plan to help the industry meet the growing demands of visitors who are seeking high quality services and experiences. Jobs Queensland worked extensively with industry stakeholders to develop the *Queensland Tourism Workforce Development Plan 2017–20* ([http://jobsqueensland.qld.gov.au/wp-content/uploads/2017/07/tourism\\_workforce\\_plan.pdf](http://jobsqueensland.qld.gov.au/wp-content/uploads/2017/07/tourism_workforce_plan.pdf)).

The State Plan outlines four themes identified by industry that are critical to tourism's future growth – careers, local workforce, skills and collaboration. During consultation with tourism stakeholders, industry was clear that it wanted achievable, realistic recommendations that could be owned by industry in partnership with government and actioned at a local level as well as statewide.

This plan details the actions that Tropical North Queensland tourism industry representatives identified as the priorities for the development of the region's future workforce.



Ngadiku Dreamtime Walks, Mossman Gorge. Photo courtesy of Tourism Tropical North 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 B.1, <https://www.tra.gov.au/Research/View-all-publications/All-Publications/Economic-reports/tourism-business-in-australia-june-2012-to-june-2016>.

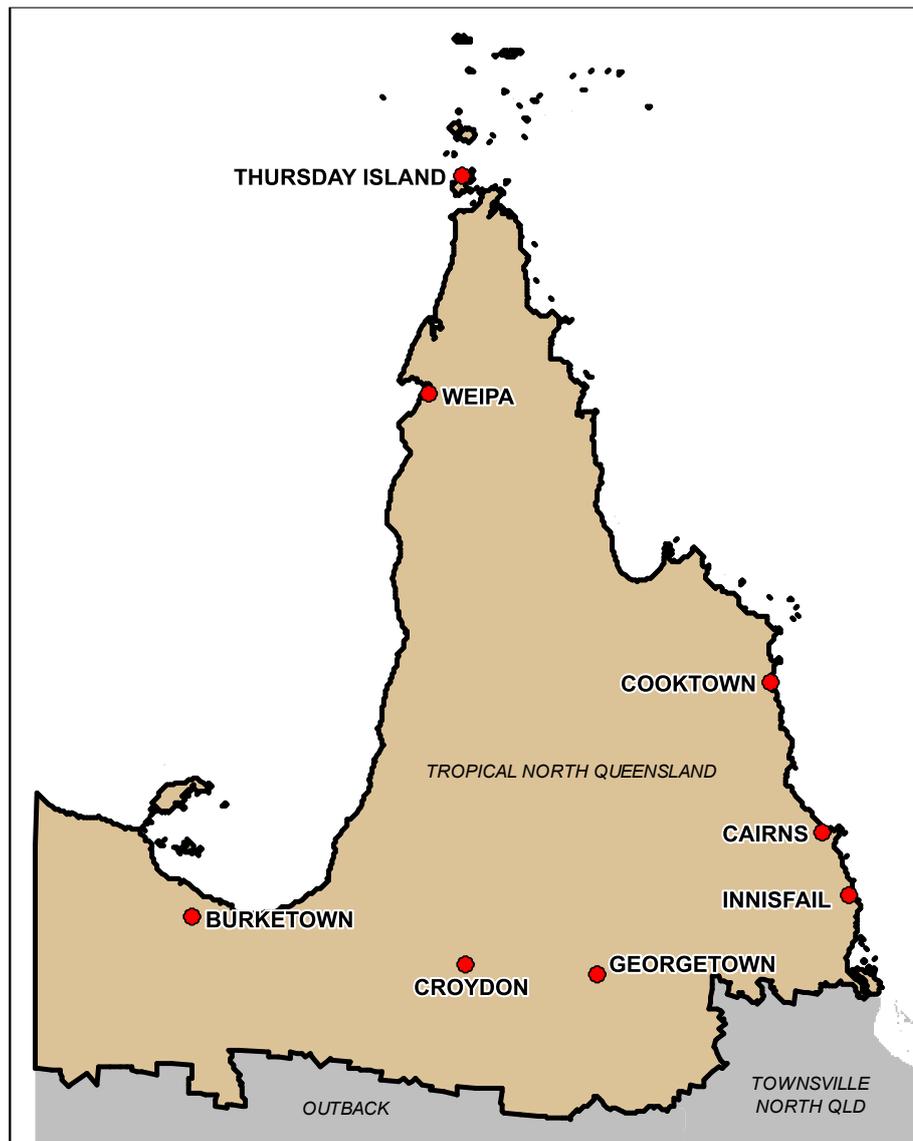


Undara lava tubes. Photo courtesy of Tourism Tropical North Queensland.

# Tropical North Queensland tourism

The Tropical North Queensland tourism region is the gateway to the Great Barrier Reef and Wet Tropics Rainforests and the only place in the world where two world natural heritage listed sites meet.

It aspires to be the world's best destination to engage with nature; where the rainforest meets the reef.<sup>6</sup> The region extends from the Torres Strait and Cape York Peninsula, across to the Atherton Tablelands and Cairns, and the Cassowary Coast in the south.



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

From bushwalking, snorkelling the Great Barrier Reef, riding the Skyrail Rainforest Cableway or historic Kuranda Scenic Railway to the isolated beauty of the Torres Strait with its 274 islands off the tip of Cape York that offer a unique mix of Melanesian and Indigenous cultures, the region has become a popular international and domestic tourist destination offering a diverse range of tourism activities.

6. Tropical North Queensland Destination Tourism Plan.

# Regional population and employment characteristics

The Tropical North Queensland tourism region is home to more than 290,000 people or 5.9 per cent of Queensland's total population. The average annual growth rate of 1.1 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 approximately 39,000 people to 2026.<sup>8</sup> The median age is 37.8 years compared with the Queensland median of 37 years.<sup>9</sup>

Unemployment in the region is at 7.4 per cent which is higher than the State at 6.1 per cent. However, the unemployment rate for the Cairns Regional Council area, where the majority of the population and workforce in the Tropical North Queensland tourism region is located, is at 5.3 per cent. Unemployment rates vary significantly across this geographically vast tourism region, ranging from 2.8 per cent in the Shire of Weipa to 51.5 per cent in the Aboriginal Shire of Kowanyama.<sup>10</sup>

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

## Regional tourism workforce

Tourism directly and indirectly employs approximately 23,300 people in the Tropical North Queensland tourism region. A total of 12.6 per cent of the region's workforce were directly employed in tourism jobs in the region in 2015–16. Of these, 10,520 were in full-time employment and 6200 were part-time.

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

- cafés, restaurants and takeaway food services (1720 full-time and 1790 part-time)
- accommodation (2210 full-time and 970 part-time)
- retail trade (1200 full-time and 1050 part-time).<sup>12</sup>

Employment in accommodation and food services in the Cairns region, which forms part of the Tropical North Queensland tourism region, is projected to grow by 13.7 per cent between 2017 and 2022, while retail trade employment is expected to remain steady over the same period.<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 Bureau of Statistics 3235.0, *Population by Age and Sex, Regions of Australia*, unpublished data and Queensland Treasury estimates.

10. 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>.

11. Australian Bureau of Statistics, *Census of Population and Housing, 2016, General Community Profile - G51, G57* and unpublished data.

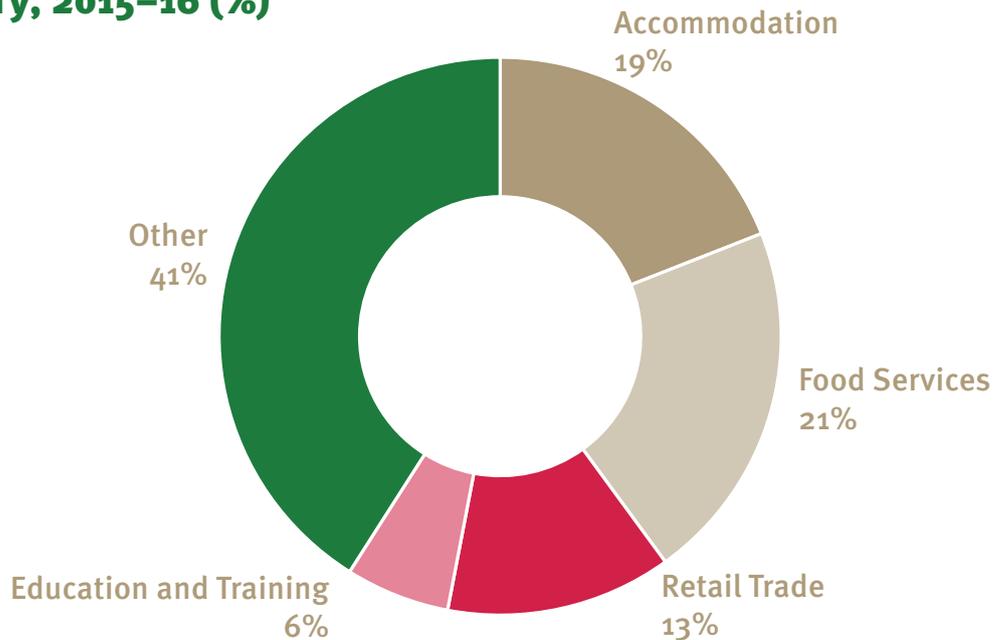
12. Deloitte Access Economics, 2017, *Regional Tourism Satellite Account Tropical North Queensland 2015-16*, [https://www.tra.gov.au/ArticleDocuments/245/Tropical%20North%20Queensland%20factsheet%202015\\_16.pdf.aspx?Embed=Y](https://www.tra.gov.au/ArticleDocuments/245/Tropical%20North%20Queensland%20factsheet%202015_16.pdf.aspx?Embed=Y).

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 157 job advertisements for food trade workers (including chefs) each month between May 2010 and April 2018<sup>16</sup> with 135 job advertisements for hospitality, retail and service managers and also a further 135 job advertisements for hospitality workers within the Far North Queensland labour market region, which encompasses the Tropical North Queensland tourism region.

The regional tourism industry will benefit from an inclusive workforce, including Aboriginal and Torres Strait Islander peoples. With 10.2 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*.

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*, <https://training.qld.gov.au/training/incentives>.

19. Department of Employment, Small Business and Training, *Apprenticeships Info*, <https://training.qld.gov.au/apprenticeshipsinfo>.

20. Australian Government, *Australian Apprenticeship Support Network*, <https://www.australianapprenticeships.gov.au/australian-apprenticeship-support-network>.

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 also 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 3700 tourism-related businesses in the Tropical North Queensland tourism region as shown in Table 1 below. Just over 40 per cent of these are sole traders which is slightly lower than the proportion of sole trader tourism businesses statewide.

Key tourism enterprises include Cairns Airport, Cairns Port, Cairns ZOOM and Wildlife Dome, Birdworld Kuranda, Australian Butterfly Sanctuary, Quicksilver Group, Skyrail Rainforest Cableway, Mossman Gorge Centre and Paronella Park.

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

Tourism businesses	Number	%	Qld %
Sole trader	1497	40.3	43.6
1 to 4 employees	1170	31.5	30.1
5 to 19 employees	815	21.9	20.7
20 or more employees	232	6.3	5.6
<b>Total</b>	<b>3714</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 were a total of 3071 people in tourism-related training in the Tropical North Queensland tourism region in 2016. The majority of enrolments (72 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 679, followed by Certificate II in Hospitality with 649 enrolments. The Diploma of Hospitality/ Hospitality Management had 212 enrolments and there were 160 enrolments in the Certificate I in Hospitality. Other popular qualifications were the Certificate II in Tourism with 469 enrolments and the Certificate II in Kitchen Operations with 305 enrolments. The Certificate III and IV in Commercial Cookery apprenticeships had a combined 172 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 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 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 apprenticeship commencements in the Tropical North Queensland tourism region have remained steady between 2015 and 2017, while traineeship commencements have grown over the same period. School-based apprenticeships and traineeships (SATs) respectively comprised 9.6 per cent and 22.5 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: Tropical North Queensland tourism region apprenticeship and traineeship summary<sup>25</sup>**

	2015	2016	2017
<b>Commencements</b>			
Apprenticeships	977	944	987
Traineeships	1002	927	1109
<b>Completions</b>			
Apprenticeships	753	704	581
Traineeships	706	606	593



With Sugar gift shop, Port Douglas. Photo courtesy of Tourism Tropical North Queensland.

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



## Looking ahead

Photo courtesy of Tourism Tropical North Queensland.

### Investment in tourism products and experiences

Tourism developments underway and proposed for the Tropical North Queensland tourism region that will result in job opportunities and demand for new skill requirements including the:

- \$120 million Cairns Shipping Development Project to incorporate larger cruise vessels
- \$176 million Cairns Convention Centre expansion
- Crystalbrook Collection's \$100 million Port Douglas marina and hotel redevelopment
- new Cairns Performing Arts Centre
- proposed development of KUR-World at Kuranda
- proposed new development on Dunk Island
- 54 hectare Conservation Park at Trinity Bay.

Direct flights from Guangzhou to Cairns is forecast to inject more than \$90 million in overnight visitor expenditure over the next three years.

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 job opportunities.

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

The attractiveness of the region to the drive tourism market will be enhanced with the opening of a fast charging station for electric vehicles in Cairns. This is the first of many proposed to be installed along the world's longest electric vehicle super highway in one state.

*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.

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-qlt-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 all four of the themes from the State Plan – careers, local workforce, skills and collaboration – that were identified during consultations with Tropical North Queensland tourism stakeholders.

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

Industry stressed the importance of promoting tourism careers and retaining local young people in the region. Employers felt that schools generally did not see tourism as a career pathway for students, hence the importance of showcasing the industry to students, parents and teachers. While the young tourism leaders’ initiative has been successful with several schools involved, it is important to increase the participation of schools across the region and there was strong support for expansion of the Gateway to Industry Schools program.

Work experience was acknowledged as being an important means to test the industry, often leading on to SATs. Industry felt there was an opportunity to improve preparation of students for future job opportunities if work experience is able to be scheduled earlier in the school year to avoid peak seasons.

Local industry stressed the importance of tracking student destinations and understanding how many of the students who complete a tourism certificate at school go on to employment in the industry.

It was felt that the industry as a whole needed to recognise the importance of workplace culture, especially with regard to retention and loyalty by developing the skills of managers and operators, and ensuring employees feel valued.



Breakfast at QT Port Douglas. Photographer: Andrew Watson. Photo courtesy of Tourism & Events Queensland.

## Local workforce – Build a sustainable labour pool

The many casual roles, coupled with a transient backpacker workforce, contribute to high turnover in the local tourism industry.

Local employers stressed the importance of strengthening existing partnerships including working closely with education and training providers. Further, it was felt that the range of support available to businesses to help recruit entry level positions, and including council networks to support small businesses to take on apprentices and trainees, was not well known.

Industry felt it was important that support programs were flexible to meet local needs across the entire region. Stakeholders highlighted the need for investigation and development of opportunities for underutilised groups to participate in upskilling and training within the region. Programs such as Skilling Queenslanders for Work deliver training to improve skills and employment opportunities for Queenslanders aged 15 years or older, no longer at school and needing assistance to secure employment. Participants are provided with supported training opportunities via community-based projects, run locally by funded organisations.

Tourism Tropical North Queensland promotes the region's Indigenous experiences and demand is strong; however, more support could assist in supporting sustainability of local businesses. Further, the importance of encouraging Indigenous students to consider tourism as a future career before they start their senior education and training (SET) planning in Year 10 was stressed.

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

Local industry confirmed the need to develop entrepreneurial skills, including for Indigenous tourism businesses across the region. Digital tourism skills were equally important although some social media training has been conducted.

Employers reported that Federal Government changes to skilled migration visas have created skill shortages which now require local skilling solutions.

The tourism industry also needs language skills aligned to international visitors and schools could play an important role in terms of language subject offerings. Other priority skills needed in the region were customer service, food and beverage, concierge, guiding and diving skills.

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

Collaboration to support Indigenous businesses, especially in the start-up period, is a local priority.

Upskilling and employment in the tourism industry, and the development of tourism businesses, was seen as providing important opportunities for improved economic independence for Aboriginal and Torres Strait Islander peoples.

Access to culturally relevant and appropriate training and mentoring that increases participation opportunities of local Aboriginal and Torres Strait Islander peoples was also considered vital.

Local industry felt a regional information sharing mechanism and greater regional presence of government agencies could help with the region's understanding of available funding channels.

# A shared sense of purpose action plan



**PRIORITY**  
Careers



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

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

Local actions	Existing resources include:
1. Showcase to students, parents and teachers the diversity of industry careers, the transferability of industry skills to other settings and tourism as an important training ground.	QTIC Tourism and Hospitality Career Guide. Young Tourism Leaders. Gateway to Industry Schools program.

**RECOMMENDATION: Make careers in tourism attractive as 'careers of choice' for school leavers.**

**Future opportunity**

2. Develop and promote a suite of local tourism workforce stories.

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

Local actions	Existing resources include:
3. Promote the awards locally to businesses of all sizes.	'Employer of Choice' category through the annual Queensland Tourism Awards program.

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

**Future opportunity**

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



**PRIORITY**  
Local workforce



**GOAL**  
Build a sustainable labour pool

**RECOMMENDATION: Strengthen partnerships between schools, tertiary education, 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:
5. Build on existing mechanisms to further strengthen local education and industry partnerships.	Young Tourism Leaders. TAFE engagement model. Pre-employment/work placement programs for Year 7–12 students.

**RECOMMENDATION: Promote available mentoring programs to support both students and tourism employers to take-up apprenticeships and traineeships.**

Local actions	Existing resources include:
6. Promote the range of existing support programs to increase industry take-up of apprenticeships and traineeships.	Young Tourism Leaders. Pre-employment/work placement programs for Year 7–12 students. Apprenticeships Info. Skilling Queenslanders for Work. Youth Employment Program (YEP).

**RECOMMENDATION: Develop innovative and alternate training pathways locally to support the entry of under-represented groups, such as women returning to work and migrant communities, into the industry.**

**Future opportunity**

7. Develop training programs for tour guiding using the Tropical North Queensland tourism region as the pilot region.



**PRIORITY**  
Skills



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

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

Local actions	Existing resources include:
8. Establish a local network for the tourism industry to create linkages between industry pathways and training.	Young Tourism Leaders. QTIC Young Professional Mentoring Program. Business Queensland Business Advisers. VET Investment Plan.

**RECOMMENDATION: Funding for skills development for the tourism industry remains a priority in the VET Investment Plan.**

Local actions	Existing resources include:
9. Promote skills including customer service, food and beverage, concierge, guiding and diving skills.	VET Investment Plan.

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

Local actions	Existing resources include:
10. Promote the range of existing upskilling options to small business and encourage greater participation.	VET Investment Plan. DITID Grow your tourism business. QTIC Mentoring Program. DestinationQ website and app. Business Queensland Business Advisers.



**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 a ‘hub’ where they can easily access information on existing resources and targeted support which would enhance their ability to take-up existing opportunities to build business capabilities.**

**Future opportunity**

11. Establish a regional mechanism to provide readily accessible information for local businesses.

Local actions	Existing resources include:
12. Collaborate locally to support the development and growth of local employers.	QTIC Indigenous peer mentoring programs and Indigenous champions’ network.  DATSIP website.  DestinationQ.  Business Queensland’s Mentoring for Growth.

## Glossary

- AASN – Australian Apprenticeship Support Network
- DATSIP – Department of Aboriginal and Torres Strait Islander Partnerships
- DESBT – Department of Employment, Small Business and Training
- DITID – Department of Innovation, Tourism Industry Development and the Commonwealth Games
- DSDMIP – Department of State Development, Manufacturing, Infrastructure and Planning
- QTIC – Queensland Tourism Industry Council
- SATs – School-based apprenticeships and traineeships
- SET – Senior education and training
- SkillsIQ – Tourism industry skill service organisation
- TTNQ – Tourism Tropical North Queensland
- VET – Vocational Education and Training



Taking aerial photos over the Great Barrier Reef. Photo courtesy of Tourism Tropical North 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**

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>

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>

## **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**

theSPACE Cairns – <http://thespace Cairns.com/>

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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