



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

**SUBMISSION TO SkillsIQ
ON
UPDATING EVENTS QUALIFICATIONS
22 FEBRUARY 2019**

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OVERVIEW

The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to respond to SkillsIQ regarding the updating of training package products, specifically the events qualifications.

The recommendations highlighted below are based on the research conducted with members of QTIC specifically in relation to this submission:

- Review proposed qualifications to better meet the needs of industry.
- Integrate core skills such as problem solving, critical thinking and relationship management across qualifications.
- Include a defined number of hours work experience as a minimum requirement for graduation.
- Ensure that training staff and remaining current through active engagement with industry.

QUEENSLAND TOURISM INDUSTRY COUNCIL

QTIC is the state peak body for tourism in Queensland. QTIC is an independent, private sector, membership-based tourism industry organisation.

All of Queensland's 13 Regional Tourism Organisations (RTOs) are members of QTIC, as are 20 industry sector associations and in excess of 3,000 regional members, operating in all sectors of the tourism industry.

QTIC works in partnership with government agencies and industry bodies at a local, state and national level and is a member of the Australian Tourism Industry Council (ATIC).

TOURISM IN QUEENSLAND

Tourism is a key economic driver in Queensland, supporting employment and growth. Tourism employs over 217,000 people directly and indirectly, or 9.1% of people in Queensland¹. Cafes, restaurants and takeaway food services had one of the largest share of direct tourism employment (39,000 jobs), as well as retail trade (23,000 jobs) and accommodation (20,000 jobs). The industry contributes \$25 billion to Gross State Product and generating \$7.4 billion in exports¹. In Queensland 9 in 10 tourism businesses are SMEs, creating a competitive advantage and a major challenge.

Regional events across the state are benefiting from a \$484,500 funding boost, attracting more visitors to Queensland and supporting growth in the local tourism economy. Since 2015 the Queensland Destination Events Program has invested more than \$5.8 million in regional events throughout Queensland, with the It's live in Queensland event's calendar now worth \$780 million to Queensland's economy².

There were over 32,000 job vacancies in Queensland as of December 2018. The projections for Queensland's labour force to 2023 indicates a growth rate of 7% increasing by 173,700 across all industries³.

Australia wide, in hospitality, an anticipated demand of 27,900 additional workers will be required by 2023. The largest requirements will be among accommodation and hospitality managers, café and restaurant managers, conference and events organisers and other management. Furthermore, business, human resource and marketing professionals is projected to have an employment growth of 57,000. Many of these occupations including accountants, HR professionals, ICT professionals and sales and marketing professionals will be required within the tourism industry.

It is also important to consider that tourism remains a high touch-point industry whereby automation is unlikely to take-over many job roles. The nature of the tourism industry means that the person to

person interaction is necessary. This will also impact employment growth and offers strong job prospects.

Tourism and employment

There are over 54,000 tourism businesses operating across Queensland in sectors including, but not limited to, accommodation, transportation, tour operators, travel agencies and marine operations. One in ten businesses in tourism is a small or medium sized enterprise. The industry supports employment and community growth, employing more than 217,000 people directly and indirectly, or 9.1% of all people employed in Queensland¹. This is substantially more than mining (2.5% of employment) or agriculture, forestry and fishing combined (2.2% of employment). There is a diversity of jobs within the tourism industry with 11 occupations representing the majority of workers in the industry¹. Of those directly employed in tourism, two thirds are employed outside of Brisbane, highlighting the value of tourism in regional Queensland².

Box 1: Queensland tourism labour shortage

Tourism Research Australia and Deloitte Access Economics estimate an implied current shortage of 10,388 employed persons in the Queensland tourism industry. With strong projected growth for the tourism industry it is anticipated that there will be an accumulated demand for 23,481 new workers by 2020³.

The 2017 *Tourism Workforce Plan*⁴ explores opportunities to develop the tourism workforce needed to address the deficit of skilled workers. As part of the plan, one of the main goals is to build a distinct brand, promoting the sector as a desirable career path, capitalising on Queensland's reputation as a leading domestic and international visitor destination. To achieve this, the industry must be presented as an industry with opportunity, diversity and integrity. Furthermore, the plan highlights the need for industry to take active ownership of developing a culture where workplaces value and nurture skills development for all staff, leading to quality service provision and increasing productivity. Research also indicates that the tourism and hospitality industry need to better in understanding the attitudes and values of their workforce in order to remain competitive in talent management.

¹ Queensland Government Department of Tourism Education and Small Business (DETESB) identified occupations: Tourism Workforce profiling: Accommodation and hospitality managers; Housekeepers and Cleaners; Fast Food Cooks and Kitchen Hands; Receptionists; Waiters; Bar attendants and Baristas; Chefs; Cooks; Café workers; Travel and Tourism Advisers; Air Transport professionals

² Tourism Research Australia, 2015-16, Queensland Tourism Satellite Account

³ Tourism Research Australia and Deloitte Access Economics, 2015 *Australian Tourism Labour Force Report: 2015-2020*,

⁴ Queensland Tourism Workforce Plan 2017-20. July 2017. Jobs Queensland

FEDERAL TOURISM INITIATIVES

Tourism 2020

In December 2011, the Federal Government announced its national strategy *Tourism 2020*, with a goal of doubling the value of tourism to \$140 billion by 2020. One of the key factors that will dictate the success or failure of Australia's tourism industry to meet its global potential is to meet the expected surge in demand with sufficient increases from the supply side of the tourism industry, such as tourism, aviation capacity and transport infrastructure.

As part of the Tourism 2020 plan, Australian, state and territory governments and tourism industry stakeholders agreed to work together to deliver several key reforms consistent with the four policy priorities. The key reform areas are:

- Increase cross portfolio collaboration within all levels of Australian Governments to plan and drive reform of the visitor economy
- Improve visa arrangements to make Australia's visitor visas easier, quicker and competitive
- Improve aviation capacity and customer experience to improve access and flexibility to meet demand in the tourism transport environment
- **Develop a skilled tourism workforce to better service the visitor economy**
- Integrate national and state tourism plans into regional development and local government planning to generate effective infrastructure to service regional communities, services to the visitors and encourage private investment in tourism infrastructure
- Identify partnerships, efficiencies and opportunities to increase marketing spend to drive demand for travel to Australia and improve conversion.

STATE TOURISM INITIATIVES

The Queensland Government and the Queensland tourism industry share an ambition to restore Queensland's leadership position as Australia's premier tourism state. The former government supported a **goal of doubling visitor expenditure, to \$30 billion by 2020**, in line with Commonwealth ambitions. The current Queensland Government has committed to maintaining these targets and to continue working with industry leaders to develop a prosperous and sustainable tourism industry.

QTIC remains committed to working with government and industry to achieve training and employment outcomes through the following strategies:

Advancing Tourism

Advancing Tourism 2016–20 is the Queensland Government's plan to capitalise on the significant tourism growth in Queensland. It targets key areas, identified by industry, to increase market share and boost tourism jobs.

Queensland Tourism Workforce Plan 2017-20 - Jobs Queensland

The *Queensland Tourism Workforce Plan* explores opportunities to address workforce challenges felt by the tourism and hospitality industry. With an ageing population, rapid changes in technology and competition from other industries, attracting, training and retaining committed and skilled people in tourism, hospitality and events is a critical issue.

The plan states, "By 2020, around 20,000 additional skilled and unskilled tourism workers will be needed in Queensland. The extent of the shortfall will depend on how many can be filled within the existing labour supply".

RESPONSE TO THE CASE FOR CHANGE

In preparation to respond to the *Case for Change*, QTIC conducted a survey of QTIC members and industry associates. A total of 21 survey responses were collected over a two-week period and over 60 responses were received for the development of the *Future Workforce Reports*. The following section provides an overview of key findings as they relate to the *Case for Change*.

Respondents were asked to identify the skills and knowledge gaps experienced by new employees in the events industry, Table one highlights the relevant prevalence of knowledge gaps.

Skill	Percentage of respondents identifying gaps in knowledge among graduates
Problem solving	70%
Relationship management (partnerships)	65%
Critical thinking	60%
Business skills	55%
Project management	50%
Corporate social responsibility	50%
Foundation knowledge of events industry	45%
Marketing	45%
Event design	40%
Sustainability	40%
Research skills	35%
Creative design	35%
Technology and digital skills	35%
Written communication	35%
Security	30%
Verbal communication	20%
Online and social media skills	10%

It is evident that problem solving capacity is a major issue among recent graduates. This finding was supported by research conducted by QTIC into future workforce needs. Concerns also arise over the lack of foundation knowledge, basic understanding of event concepts, event design, the events industry's ecosystem, including the different types of events that exist, the commercial operating environment, legislative requirements and regulations. As the major focus of the events qualification, it is integral that the knowledge is acquired by students and the practical application and implications understood.

Examining the proposed training package component updates, respondents predominantly agreed across the board that updates are required.

Exploring the type of content that is required across these units, the following topic areas were deemed most important for graduates:

- Marketing
- Branding. How to use, deliver and understand how brand fits with broader marketing objectives
- Project management skills (time, budget, resources – including the use of PMO and PMBOK)
- Risk management
- Communication (greeting clients, basic telephone skills, written skills)
- Cultural awareness
- Sponsorship and stakeholder management
- Understanding sustainability and environmental impacts of events and how to minimise them
- Understanding licensing requirements

The ability to address timely industry issues was also raised as an important part of training. Given the current media attention surrounding festival deaths, the inclusion of understanding how to plan for

appropriate medical access within event facilities and crisis management were also raised as important issues that graduates should be exposed to. Furthermore, critical thinking around drug attitudes at festivals was also raised as a potential topic for inclusion in curriculum.

Respondents also identify the need to enhance the work experience component of the training. The most valuable thing for operators is that graduates have on the job experience and are able to apply the skills they are trained in to real life situations. Ensuring quality work experience placements for students needs to become a mandatory part of training.

Further concerns were also raised with the quality of training staff and their understanding of current practices, trends and industry needs. Greater engagement between trainers and industry should become a mandatory requirement, with minimum hours to be completed in industry to maintain currency of teaching qualifications.

RECOMMENDATIONS

Based on the current and future demand on the industry, and the responses received from industry members, the following recommendations are put forward:

- Review proposed qualifications to better meet the needs of industry.
- Integrate core skills such as problem solving, critical thinking and relationship management across qualifications.
- Include a defined number of hours work experience as a minimum requirement for graduation.
- Ensure that training staff and remaining current through active engagement with industry.

FURTHER ENQUIRIES

QTIC welcomes the opportunity for further discussion regarding the points raised in this submission. For all enquiries, please contact QTIC Policy Team on (07) 3236 1445 or email policy@qtic.com.au.