



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

*The Voice of Tourism*

# QTIC Tourism and Hospitality Mature Aged Program

External Document

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# Tourism and Hospitality Mature Aged Program

The tourism industry in Queensland is growing at a rate of twice the wider economy. With forecast visitor number growth to continue at over 4% per annum, a surge in consumer demand has led to a strong pipeline of supply-side growth. Consequently, several regional areas are experiencing difficulties in attracting the size of skilled workforce required to match the demand.

In 2015, Deloitte Access Economics estimated an implied current shortage of 10,388 employed persons in the Queensland tourism industry. It is anticipated that there will be an accumulated demand for 23,481 new workers by 2020

Mature-age workers make-up 17% of Queensland's workforce (55 years and over), this is an underrepresentation of the 26.9% of Queensland's population and is an underutilised labour market. Mature employees offer valuable knowledge, problem solving, mentoring skills and entrepreneurship. In Queensland, mature age workers are the most commonly nominated source of alternative workers with over 40% of businesses identifying this as a source they had accessed. Volunteers, often mature-age, are a vital segment of the workforce, though unquantified. The National Disability Insurance Scheme (NDIS) also presents an opportunity for workers with disabilities to enter the industry.

## Project Summary

The Queensland Tourism Industry Council (QTIC) is a not-for-profit, private sector, membership-based organisation representing the interests of Queensland's tourism and hospitality industry.

QTIC works in partnership with government agencies and industry bodies at a local, state and national level, to strengthen the voice of tourism in all relevant policy forums. Our membership comprises more than 3,000 regional members (individual and corporate) alongside 13 Regional Tourism Organisation (RTOs) and 18 industry sector associations. Our efforts are aimed squarely at helping this strong tourism industry drive sustainable business and product development, stimulate business attraction and investment, develop workforce skills and support tourism jobs and business.

Through this project we seek to increase the number of mature aged employees working within the tourism and hospitality industry. To achieve this QTIC will promote the benefits of the tourism and hospitality industry alongside employment opportunities suitable for mature aged workers.

QTIC will develop a network of champion tourism and hospitality organisations that utilise mature aged recruitment strategies and follow best practice standards. QTIC will bring together the champion industry employer network and QTIC's existing job agency network to provide a direct pathway to employment.

## Program Benefits

The program will benefit mature aged workers, employers and the broader community. The benefits mature aged workers provide businesses and industry far exceeds the position of just another worker. They bring along a wealth of transferrable knowledge, skills and emotional intelligence that only age can develop. These skills and attributes can be passed onto younger generations of workers over time through leadership and sharing of knowledge.

Developing workforce skills, knowledge and emotional intelligence promotes economic growth for not only the individual business, but it will positively affect the region in the long term through competition of service standards, customer satisfaction and experiences.

A recent report prepared by QTIC for Jobs Queensland on the Future of Work highlights the value of mature aged workers for the tourism industry. Mature aged workers have several power skills that are identified as missing in many younger workers, this includes skills such as empathy, problem solving and critical thinking. By exposing workforces to these skills sets it is indicated that these skills are likely to become more prevalent in the workforce. Thus, benefits will be felt by organisations, mature workers and younger employees of the host organisation.

## Servicing Industry Needs

The Cairns region is undergoing significant development with the opening of three new luxury hotels by Crystalbrook Collection providing 600 employment opportunities to the region from August 2018 to late 2019.

Hayman and Daydream Islands are currently undergoing refurbishment after the severe destruction caused by cyclone Debbie. Daydream island is due to open late 2018 whilst Hayman Island will open mid-2019. Employment opportunities over the next 12 months in the Whitsundays region is expected to reach more than 1,000.

Hotel developments including Queens Wharf will provide 11,380 employment opportunities to the Brisbane region over the next 5 years.

Conversations with industry leaders, business owners and managers highlight the need to draw on non-traditional employee groups to fill the gaps that are identified and will continue to be prevalent over the next 5-10 years. Mature-age workers make-up 17% of Queensland's workforce (55 years of age and over), this is an underrepresentation of the 26.9% of Queensland's population and therefore is an underutilised labour market. Mature populations can offer valuable knowledge, problem solving and mentoring skills and entrepreneurship. More and more employers are beginning to look to this labour market as a strong option to address some of the skills gaps missing.

## Project Outcomes

The QTIC Tourism and Hospitality Mature Aged Program aims to promote inclusiveness in the workforce, enabling people to stay connected and contribute socially and economically. The program aligns to the civic participation and employment goal. The project will provide opportunities for seniors to participate in employment, training, lifelong learning and volunteering opportunities and inform government policies. Furthermore, the program also supports the respect and social inclusion goal, ensuring that employees are hired based on skills with all backgrounds valued and appreciated for the skills and knowledge they can offer.

The integration in the workforce promotes intergenerational problem solving and an increase in the connection between older and younger staff members. The champion employers demonstrate not only the value of having mature people in the workforce but also the value in learning from one another.

QTIC will utilise its strong relationships with its member Registered Training Organisations including our corporate partner TAFE Queensland to promote and develop skills training as required.

QTICs primary goal is to advocate and promote the benefits of employing older people to the wider tourism and hospitality industry utilising our existing networks including; 13 Regional Tourism organisations, industry members, and 18 industry associations.

QTIC will target 30 mature aged jobseekers across three regions including Tropical North Queensland, Whitsundays and Brisbane. QTIC will develop a network of no less than 3 champion employers and three Job Service providers in each region to develop local employment opportunities and pathways.

QTIC expects to achieve a 65% employment outcome or a minimum of ten people per region. An employment outcome may include casual, part-time or full-time employment.

QTIC expects to achieve an increased awareness of job roles and opportunities suitable for mature aged workers that consider; physical ability, flexible work hours, transferrable skills, experience, expertise, regional history and local knowledge.

QTIC will increase awareness and participation from local and regional employers to develop and implement attraction and recruitment practices targeting the mature aged workforce.

The development of three regional mature aged employment networks that incorporate, local employment service providers, mature aged job seekers and local employer networks that organically sustain themselves through evidenced project employment outcomes.

Local (champion) employers that champion the regional mature aged employment network. An employment outcome may include casual, part-time or full-time employment.

# Project Plan

Key Activities
Develop program plan
Develop marketing and action plan
Develop marketing collateral including banners, flyers
Implement Marketing and action plan
Develop job service provider and job seeker networks in each region
Develop employer networks in each region
Identify employment opportunities that meet the needs of older workers in each region.
Develop and run 3 networking events (one per region)
Measure employment outcomes for each region
Complete Final Report