



Media Release

New campaign encourages Queenslanders to join the crew

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High school students, school leavers and mature-aged workers are being encouraged to 'join the crew' and discover a career in the Queensland tourism industry.

The newly launched Choose Tourism campaign for Queensland highlights the exciting and rewarding nature of a job in tourism, as well as the unique travel, friendship and flexibility benefits of the industry.

The campaign features five videos showcasing a day in the life of tourism workers, including:

- Tour guide Jared at Skyrail Rainforest Cableway (Tropical North Queensland)
- Deckhand Max at Cruise Whitsundays (Whitsundays)
- Resort host Holly at Qualia (Whitsundays)
- Apprentice chef Amy at Kiyomi (Gold Coast)
- Venue Manager Savannah at Madame Wu (Brisbane)

The \$1.4 million Choose Tourism campaign funded by the Australian Government is being delivered in partnership with the Queensland Tourism Industry Council (QTIC).

A Mature Australians Careers Transition and Employment Seminar Series will also be held in May/June across Cairns, the Whitsundays, Sunshine Coast, Gold Coast and Brisbane, to highlight opportunities for mature workers in the tourism industry.

View the refreshed tourism careers website to support jobseekers with more information at www.tourismcareers.com.au.

Quotes attributable to Federal Minister for Trade and Tourism Don Farrell:

"The Choose Tourism Program will encourage Australians to work in a sector that offers great career opportunities, as well as being vital to the economic prosperity of communities around Queensland.

"Tourism isn't just a job for a summer, it can be a career for life. Offering employees the opportunity to work in spectacular locations and deliver once in a lifetime experiences for visitors, where no two days are the same.

"The Albanese Government knows the value of this sector and is taking action to develop the future workforce of our vital tourism industry."

Quotes attributable to Queensland Tourism Minister Michael Healy:



"We are going to need lots more talented workers as we strive to achieve our shared Towards Tourism 2032 vision for Queensland to be Australia's destination of choice, reaching \$44 billion in visitor spend per year.

"Tourism is a \$31 billion industry in Queensland, directly and indirectly employing 260,000 Queenslanders – or 1 in 12 of all people employed in the state.

"There are so many roles that fall under the banner of tourism and hospitality, from scuba instructors and event planners to travel agents and hotel concierge staff, so it's worth taking a second look at whether there's a tourism career that suits you."

Quotes attributable to Special Envoy for the Great Barrier Reef and Senator for Queensland, Nita Green:

"Tourism is a big business in Queensland, and we need good talent to keep our tourism industry thriving.

"These rewarding careers offer so much, with a taste of everything for every kind of person.

"The Albanese and Miles Government's back the tourism industry and we're asking Queenslanders to 'Join the Crew' and be a part of Queensland tourism."

Quotes attributable to Member for Barron River Craig Crawford:

"Tourism jobs can be fun and exciting, enabling you to see some amazing locations, meet new people and enjoy flexible hours.

"There are a range of training options, from on-the-job training to certificates, diplomas and undergraduate degrees to help get you qualified.

"And there are tourism jobs to suit all ages and personality types, including older people looking for a career change, university students looking for temporary work, and teenagers planning a more permanent career."

Quotes attributable to QTIC CEO Brett Fraser:

"Tourism success hinges on having a talented and robust workforce.

"Currently, Queensland's tourism, hospitality and events industry is looking to fill more than 4,100 job vacancies. From stage managers and chefs to accountants and wildlife attendants, there is a job in tourism for everyone.

"As a dynamic and rapidly growing industry, tourism can provide career changers and school leavers alike with a successful and very fulfilling career path.

"Without dedicated employees standing behind our state's best destinations and experiences, Queensland would not be the outstanding visitor destination that it is."

Quotes attributable to TTNQ CEO Mark Olsen:



"I chose tourism as a career and have loved every moment of it from my first high school job as a waiter before heading to university to my current role leading Australia's largest Regional Tourism Organisation.

"Working in tourism is exciting and rewarding. I have met extraordinary people, visited amazing places and now live and work in the most spectacular destination in the world.

"The training and career pathways are diverse and once in the industry you will be supported by professional organisations and people to learn on the job."

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**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

Queensland Tourism Industry Council (QTIC) is the peak industry body for tourism in Queensland representing more than 60,000 tourism businesses. QTIC is a private sector, membership-based organisation which, since 2001, has worked to influence and shape the state's tourism business environment that directly contributes \$32 billion to the Queensland's economy and employs more than 237,000 Queenslanders. www.qtic.com.au | [LinkedIn](#) | [YouTube](#) | [Instagram](#) | [Facebook](#)