

CANBERRA TOURISM EMPLOYMENT PLAN

OVERVIEW

Tourism is an important industry for Canberra. It injects an estimated \$1.8 billion into the local economy. Almost 17,000 people are employed (directly or indirectly) as a result of visitor spend. The ACT Government aims to increase visitor spend to \$2.5 billion by the year 2020.¹

The Deloitte Access Economics (DAE) Australian Tourism Labour Force Report² estimated that by 2015, an additional 56,000 people would be required to fill tourism and hospitality jobs throughout Australia. The Report noted that industry vacancy rates (13%) and staff turnover in the ACT are significantly higher than for the Australian economy as a whole.

The Canberra Tourism Employment Plan (TEP) endeavours to help address these issues. While there are no “quick fix” solutions, some short term actions can be taken to start addressing the labour force issues.

This Resource Kit provides information to assist businesses address staff shortages, train and upskill staff and improve workforce planning.

¹ 2020 Tourism Strategy, Growing the Visitor Economy (2014), ACT Government.

² Australian Tourism Labour Force Report (2011), Deloitte Access Economics.

RESOURCES & PROGRAMS TO ASSIST BUSINESSES IN THE SHORT TERM

The following information can assist to fill vacancies, train staff and put in place workforce planning initiatives in the short term.

For businesses that have been unsuccessful in recruiting people from the local labour pool, information on the various visas available for recruiting non-residents is also included.

1. ATTRACT LOCAL STAFF

a. Tourism e kit Online Recruitment 101 Module

The Online Recruitment Tutorial, which is aimed specifically at businesses with no prior knowledge of personnel e-recruitment and explains the various options (paid and free) available when looking to recruit staff by using online technology resources.

<http://www.atdw.com.au/aboutus/newsroom/2015/january/newtutorialfortourismekit-onlinerecruitment/>



b. Discover your Career

The Tourism & Hospitality Careers Council (THCC) has responsibility for the “Discover Your Career” program. The program has two streams:

- Discover Hospitality; and
- Discover Tourism.

The site www.discoveryyourcareer.com.au has a wealth of information and resources for staff and employers.

c. Monster.com

Monster is one of the world’s largest online employment networks for people seeking jobs and employers who need staff. In Australia it is associated with:

www.careerone.com.au

d. OneShift

OneShift is an online job network which matches employers with employees. This can be anything from one off shifts to casual and permanent employment. Job seeker and employers can sign up for free. For further information see:

www.oneshiftjobs.com

2. UP-SKILL STAFF

The following are details of programs that may assist employers (and employees) with staff skills.

a. ATEC – China Ready Program

The Australian Tourism Export Council (ATEC) offers training programs to assist operators in dealing with international visitors. ATEC, together with AVANA and TAFE NSW (Western Sydney), have developed a comprehensive China Ready training program available for the Australian market. For further information see:

www.atec.net.au/welcoming-chinese-visitors1.html

b. Industry Skills Fund

As part of the Australian Government’s *Industry Innovation and Competitiveness Agenda*, a \$476m Industry Skills Fund has been established to provide up to 200,000 training places and support services for Australian businesses over four years.

The fund will assist industry to invest in training and support services and develop innovative training solutions to build a highly skilled workforce. For further information see:

<http://www.business.gov.au/grants-and-assistance/Industry-Skills-Fund/Pages/default.aspx>

c. The ACT Education and Training Directorate

The ACT Education and Training Directorate is responsible for the provision of strategic advice and overall management of vocational educational and training (VET) and higher education. Their website provides useful information and links to other sites. For further information see:

www.det.act.gov.au/training

d. University of Canberra

The University offers a number of courses, including a Bachelor of Event and Tourism Management. Combined degrees are also offered. For further information see:

www.canberra.edu.au

e. Canberra Institute of Technology

The Canberra Institute of Technology offers a range of tourism, hospitality and culinary courses at the certificate and diploma level. For further information see:

www.cit.edu.au

f. Queanbeyan TAFE

Queanbeyan TAFE does not offer any specific tourism and hospitality courses, but it does offer Certificate II, III and IV courses in Business and Business Administration. For further information see:

<http://search.illawarra.tafensw.edu.au/coursesearch.htm?q=&lo=Queanbeyan>

3. RECRUIT OVERSEAS WORKERS

There are a number of visas available to enable non-residents to work in Australia for limited periods of time. Many tourism and hospitality businesses are making use of them to fill casual and seasonal vacancies when they are unable to recruit people locally. The following are two of the more common visas being used by the industry to fill vacancies:

a. Working Holiday Maker (417 & 462) Visas

The 417 and 462 visas enable 18-30 year olds (backpackers) to work for a year while holidaying. At present, holiday makers can only stay in one business for a maximum of six months. However, under 417 visas, if a holiday maker works in a designated regional area for three months, they are eligible to apply for a further 12 month working holiday visa.

b. Temporary Work Skilled (457) Visa

The 457 visa enables businesses to sponsor skilled workers, such as chefs, cooks or managers for up to four years.

As of 1st July 2014, chefs have been included in the Skilled Migration List. The Australian Government is currently preparing advice for the consideration of the Minister for Immigration and Border Protection regarding the inclusion of café and restaurant managers. A decision is expected by May 2015.



4. BUILD YOUR BUSINESS SKILLS

The following are resources that can assist employers to grow and strengthen their businesses.

a. ACT Government's Innovation, Trade and Investment

Innovation, Trade and Investment is a service-focused area of the Chief Minister's Treasury and Economic Development Directorate, which provides a range of programs and support to the ACT business community. It delivers a variety of programs, including business advisory, grant funding, skilled and business migration and trade and export programs. For further information see:

www.business.act.gov.au

b. Tourism e kit

The Tourism e kit is a resource for tourism operators to help them make the most of online opportunities. For further information see:

<http://tourismekit.atdw.com.au>

c. Digital Business

The site provides simple practical tips and information for conducting business online. For further information see:

www.digitalbusiness.gov.au

d. Digital Enterprise Programme

The Digital Enterprise Programme provides free group training and face-to-face support for small to medium size enterprises to help improve the way they do businesses and deliver services on-line. For further information see:

http://www.communications.gov.au/digital_economy/programs_and_initiatives/digital_enterprise_programme

e. Restart Wage Subsidy

With Australia's ageing population and the need to become a more productive nation, the contribution of older workers is becoming more crucial to the workplace.

The Australian Government has committed funding to the Restart Wage subsidy for a four year period. Restart will deliver support to employers who employ and retain eligible job seekers who are 50 years of age or older, and who have been unemployed and on income support for six months or more.

Restart wage subsidies will be delivered through Job Services Australia (JSA) and Disability Employment Services (DES) providers. For more information see:

<http://employment.gov.au/restart-wage-subsidy>

f. Single Business Service

The aim of the Single Business Service is to simplify and streamline access to Government information and advice. Delivered through www.business.gov.au (including a 13 28 46 contact centre), the service enables businesses of all sizes to efficiently find information, services and links to Government programs. This includes insights into business improvement strategies and essential information on planning, starting and running a business as well as referrals to assistance programs such as the Entrepreneurs' Infrastructure Programme and the R&D Tax Incentive. For more information see:

<http://www.business.gov.au/about-businessgovau/Pages/Single-Business-Service.aspx>

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