



# SYDNEY TOURISM EMPLOYMENT PLAN . FACT SHEET

## TOURISM IS IMPORTANT FOR OUR FUTURE

Tourism is a vital industry for Australia. Tourism 2020 is the Australian Government's national long-term strategy for the tourism industry and lays out a pathway for it to reach its potential. To achieve this, there are a number of workforce, employment and skills development issues that need to be addressed.

The Australian Tourism Labour Force Report released in October, 2011, estimated that there were nearly 36,000 unfilled tourism positions across Australia. By 2015, 56,000 additional people will be required to fill vacancies. Many of these vacancies are in Sydney. As a result, it has been classed as a tourism employment "hot spot" along with seven other areas in Australia. Tourism Employment Plans (TEPs) are being developed for each of these employment "hot spots".

On behalf of the Labour and Skills Working Group, the Australian Government Department of Resources, Energy and Tourism (RET), has contracted The Stafford Group, a leading Sydney based tourism strategist and advisory firm, with extensive consulting experience throughout Australia, New Zealand, Asia and the Pacific, to develop a Sydney Tourism Employment Plan over 12 months. The Stafford Group is working closely with RET on the project in partnership with the NSW Department of Trade & Investment and Destination NSW.

## ABOUT THE SYDNEY TEP

The Sydney TEP covers the 16 local government areas of Sydney, North Sydney, Leichardt, Marrickville, Rockdale, Botany Bay, Randwick, Waverly, Woollahra, Pittwater, Warringah, Manly, Sutherland, Parramatta, Auburn and Holroyd.

The Project team is mindful of issues and opportunities that may reach or be applicable beyond these Sydney LGAs.

The Sydney TEP will develop practical solutions to address immediate, short term and medium term employment issues and improve the tourism and hospitality industry's ability to attract and retain labour through better workforce planning, innovative recruitment initiatives and improved training and career opportunities.

The Stafford Group will work with relevant Australian, state and local government agencies, local businesses, industry representatives and employment and training providers to identify the key employment and training issues impacting the industry and present programs and strategies to help improve training and employment outcomes for the tourism industry.

The Project recognises that tourism businesses are experiencing recruitment, retention and skills deficiencies, but reasons for these deficiencies vary across industry sectors and across the 16 LGAs. Therefore, the issues to be addressed will require localised solutions. The Sydney TEP will link tourism businesses with existing programs geared towards improving training and employment outcomes and develop practical solutions where gaps are identified.

## WHAT WILL THE SYDNEY TEP DO?

The Sydney TEP will:

- Confirm the priority, region specific, labour and skills issues;
- Identify and deliver targeted measures to support capacity building;
- Identify impediments to addressing the issues and explore viable, region specific solutions;
- Respond to current gaps in available resources; and
- Provide an industry framework to guide delivery of practical sustainable solutions that leverage existing government and industry programs.

## THE PROCESS

The project team will develop the Sydney TEP through a number of interrelated steps. These include:

**A Mapping and Gap Analysis**—an audit of existing government and industry education, training and employment programs and resources or the industry;

**Consultation with industry stakeholders** – to develop sustainable, cost-neutral and practical immediate, short and medium-term solutions; and

**Establishing a Regional Steering Committee**— to provide for ongoing stakeholder engagement to ensure the project remains relevant and to drive the implementation and sustainability of the TEP following the project's conclusion. The project is due to be completed by December 2013. Operators on the ground will be given an opportunity to feed into the process through newly established communication channels, including social media.



## WE NEED YOUR INPUT

For the Sydney TEP to be relevant, practical and implementable it is vital that it be developed with industry input.

The consultation process will be with industry associations, industry operators, industry and business forums, with training institutions; and with local councils, state and federal agencies.

The TEP project team would like to hear your views on the key issues impacting on the industry's and specific industry sectors' ability to recruit, train and retrain staff (such as being able to employ staff generally); on being able to train and up-skill staff; being able (or not) to retain skilled staff within your workplace and within your sector.

We would also like to discuss other issues with you, such as:

- Are you aware of all the Federal and State employment and training programs available to the industry?
- How do Associations, Chambers of Commerce etc promote the programs to members and operators generally?
- Are you making use of the programs?
- What are the most successful programs on offer (or have been offered in the past)?
- Are there any gaps in the programs on offer?

We also want to hear your views on solutions and opportunities:

- How to better promote career paths in the tourism and hospitality sectors;
- How to promote and expand career opportunities for indigenous people in the hospitality sector;

- The current training courses being offered – are they meeting your needs?
- Are there good case studies/role models that should be promoted or expanded;
- How to encourage operators to invest more in training; and
- How to make better use of mature aged people and non-English speaking people in the industry.

Consultation is a critical element of the project's development and success.

## HOW YOU CAN GET INVOLVED

"Issues and Options" Workshops will be held during July; "Strategies and Solutions" Workshops in October; and "Implementation" Workshops in late November.

At key stages in the Project, we will produce "TEP Updates" to keep stakeholders abreast of the Project's developments. These will be distributed widely through industry and government websites and newsletters.

The workshops (dates and locations) will be promoted through Industry Associations, Destination NSW and NSW Department of Trade and Investment websites and newsletters and social media, through Council websites and newsletters and local chambers of commerce websites and newsletters.

Come along to the workshops and have your say. Alternatively, at any time throughout the project you can contact us direct by email or phone.

**We encourage you to "Have Your Say".**

## SOME IMMEDIATE SOLUTIONS FOR YOU

Workforce Futures has established a Skills Advisor Network where skilled and qualified advisors will undertake industry specific evaluation of your business' workforce needs and offer support to respond to identified gaps. Skilled advisors can also provide you with up to 17.5 hours of face-to-face consultancy time to define and identify workforce planning issues and opportunities and to assist your business.

**For Further Information see the Workforce Futures website:** <http://www.workforcefutures.com.au/>

## OTHER USEFUL INFORMATION

Tourism Employment Plans - [www.ret.gov.au/tep](http://www.ret.gov.au/tep)

Labour and Skills Working Group - [www.tourism.gov.au/labour](http://www.tourism.gov.au/labour)

## KEY CONTACTS AT THE STAFFORD GROUP

	ALBERT STAFFORD	JENNY CALKIN
Email	<a href="mailto:albert@thestaffordgroup.com.au">albert@thestaffordgroup.com.au</a>	<a href="mailto:jenny@thestaffordgroup.com.au">jenny@thestaffordgroup.com.au</a>
Phone	02 9331 6222	0412 60 88 10

