

An aerial photograph of a beach. The left side shows clear, turquoise water with white foam from waves washing onto the shore. The right side shows a wide expanse of bright orange sand. A small, dark silhouette of a person is visible on the sand in the lower right quadrant.

Addressing Workforce Challenges and Profiling Careers in our Tourism and Hospitality Industry

JULY 2022

TOURISM &
HOSPITALITY

WHERE ADVENTURE AND OPPORTUNITY MEET

SNAPSHOT

2018-19 : PRE COVID

- Accounted for 7.5% of WA employment = 100,900 workers
- Reliance on international workers - 29% WHM/backpackers (Australian average - 10%)

CURRENT SITUATION

- Accounted for 5.7% of WA employment =78,400 workers
- Contributing to \$10.2 billion in visitor spend (March 2022)
- 13,814 hospitality positions vacant, 49% outside Perth metro
- Additional 55,000 workers required for the sector
 - 1,874 H&T job listings on Seek
 - 480+ jobs currently advertised on westernaustralia.jobs
- 20,000 international students expected by Semester 2, 2022
- Very competitive workforce environment
- 38 per cent of businesses are having difficulty securing staff



WA TOURISM & HOSPITALITY SKILLS STRATEGY

- Created by State Training Board in collaboration with TCWA, AHA WA, DTWD, WAITOC, FutureNow
- Created to address the skills, and knowledge needed to support a long term tourism & hospitality strategy for WA
- 10 Recommendations - 8 short term ; 2 long term
- Tourism WA had limited involvement in the creation of the strategy as at the time of developing it, TWA was not active in this area





INITIATIVES DELIVERED TO DATE

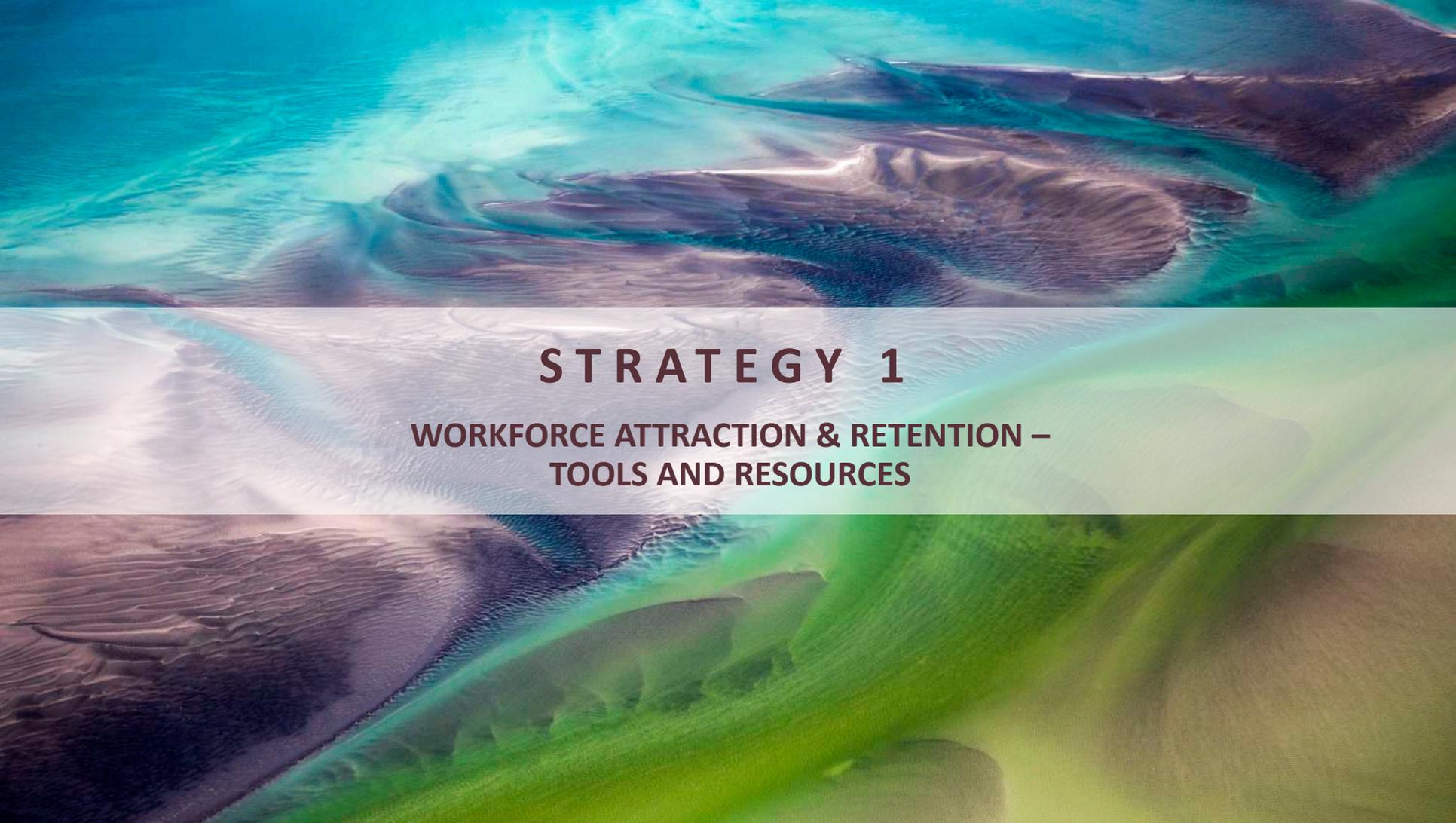
- 6 regional Hospitality Job Connect events in Kununurra, Geraldton, Albany, Margaret River, Mandurah and Broome
- 3 x Student Connect events, including 2 for international students – think “speed dating”
- 5 x 2 day Bar & Barista Job Connect events, in Perth Metro and Broome
- Tourism booth at the 2021 SkillsWest Careers Expo
- VET school education sessions and In-School Chef Ambassador Program
- Dedicated workforce brand, collateral and assets

TOURISM WA 2022-23 WORKFORCE DEVELOPMENT PLAN

Strategies

1. Attraction & Retention
2. Local Jobs for Local People
3. Leveraging working holiday makers and International Students
4. Raising the profile of the tourism and hospitality industry as a career choice





STRATEGY 1

WORKFORCE ATTRACTION & RETENTION –
TOOLS AND RESOURCES

TOURISM & HOSPITALITY JOBS WEBSITE

westernaustralia.jobs

TOURISM & HOSPITALITY
WHERE ADVENTURE AND OPPORTUNITY MEET

JOB SEEKERS **EMPLOYERS**

WESTERN AUSTRALIA ▾ INDUSTRY ▾ JOBS ▾ TRAINING & EDUCATION ▾ SUPPORT ▾ NEWS

FIND YOUR NEXT OPPORTUNITY IN WESTERN AUSTRALIA

Job title or keywords Region Job Category Search

EXPLORE JOBS BY REGION

- PERTH**
- SOUTH WEST**
- CORAL COAST**
- GOLDEN OUTBACK**
- NORTH WEST**

westernaustralia.jobs

SUPPORT

VISA INFORMATION

If you want to spend time working in Australia you will need a work visa, the type of visa you may get will depend on how long you want to stay. For tourism and hospitality workers, we find the most common types of visas are Working Holiday Maker visas, Temporary Skilled or Graduate work visas, and Student visas.

Planning your next adventure, why not consider a Working Holiday Maker (WHM) to Australia? A WHM allows you to stay longer, and work while you're here! There's no better way to be immersed and experience a culture than to become a part of it.

Regional Western Australia has a number of great working opportunities for backpackers and WHM, with a high demand for workers in the tourism and hospitality industry. Learn how to pour a pint overlooking some of the best beaches in the world, or develop your skills as an eco-tour guide in one of the most biologically diverse places in the world, surrounded by the history of one of the richest and oldest continuing cultures in the world.



WORKING HOLIDAY MAKER VISAS

More information for visas for young adults who want an extended holiday and to work here to fund it can be found here:

[Work and holiday \(subclass 462\)](#)

[Working holiday visa \(subclass 417\)](#)



TEMPORARY WORK VISAS

A temporary work visa lets you come to Australia to work on a temporary basis. There might be visa conditions on your visa that only allow specific work or work with a certain employer.

[Temporary Skill Shortage visa \(subclass 482\)](#)

[Temporary Graduate visa \(subclass 485\)
Skilled – Recognised Graduate visa
\(subclass 476\)](#)

[Skilled Regional \(Provisional\) visa \(subclass 489\)](#)



STUDENT VISAS

A visa if you plan to visit Australia to participate in a course of study, allowing you to work while you study.

[Student visa \(subclass 500\)](#)

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FURTHER STUDY

These courses can help you start your career within the Hospitality and Tourism Industry and are available at a variety of different education institutions across Western Australia.



KITCHEN

[Learn more](#)



FRONT OF HOUSE

[Learn more](#)



ACCOMMODATION

[Learn more](#)



TOURISM

[Learn more](#)



EVENTS

[Learn more](#)

ON DEMAND

A lot of hospitality and tourism businesses will look for attitude and personality when hiring over experience for the many on demand positions. However, to make your resume appear more attractive to potential employers, we recommend the following courses:



Responsible Service of Alcohol (RSA)

Depending on which Hospitality or Tourism business you work for, this certificate may compulsory to obtain to work on-site.



AHA Hospitality & Tourism COVID-19 Hygiene Course

The AHA Hospitality & Tourism COVID-19 Hygiene Course has been backed by the Western Australian Government and is designed to provide you with hygiene awareness and procedures.



Service with a Smile

The course provides strategies for improving attitude and perspective relating to contextual matters in customer service as well as raising service focus and awareness.

SKILLS READY

When it comes to getting a job in tourism and hospitality, having skills and knowledge can really give you the edge over other jobseekers. There's a range of vocational education and training (VET) courses available [at WA TAFE's](#) and private training providers that can set you up to be job ready, with the skills and knowledge that employers are looking for. Or if you already have some skills and experience but would like a career change or promotion, a training course may be the way to get there.

Find out more information at [Jobs and Skills WA](#).

International Students

Looking for a destination like no other to start or continue your study? Western Australia offers a range of quality education institutions and programs to choose from, as well as a number of great employment opportunities.

WA is home to the fourth largest city in Australia, and the most liveable city in the country, Perth.

Whether you're seeking a liveable city life, or an adventure in one of our other exciting regions, check out StudyPerth for a range of course options available for you.

[Search courses](#)

TOURISM & HOSPITALITY

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Australia's North West

One of Earth's last true wilderness areas.



Australia's Coral Coast

Wildlife, wilderness and coral reef.



Australia's Golden Outback

Wildlife and wildflowers to characters and curiosities.



Destination Perth

A cosmopolitan city with raw natural beauty.



Australia's South West

Where adventure meets indulgence.



VENUE MANAGER

Varnish On King
Perth & Surrounds

Full Time

31 mins ago



Duty manager

Samson Beach Tavern
North West

Casual

Full Time

49 mins ago



Bar Manager

The Flechabite
Perth & Surrounds

Full Time

51 mins ago



Casual Room attendants

Quay Perth Hotel
Perth & Surrounds

Casual

2 hours ago



Cafe Cook

Margaret River Chocolate Company
Perth & Surrounds

Casual

Full Time

Part Time

2 hours ago



Waitperson

Royal India Restaurant
Perth & Surrounds

Full Time

Part Time

3 hours ago



Casual All Rounder

Mug 'N' Brush
Perth & Surrounds

Casual

4 hours ago



Chefs (Demi or CDP)

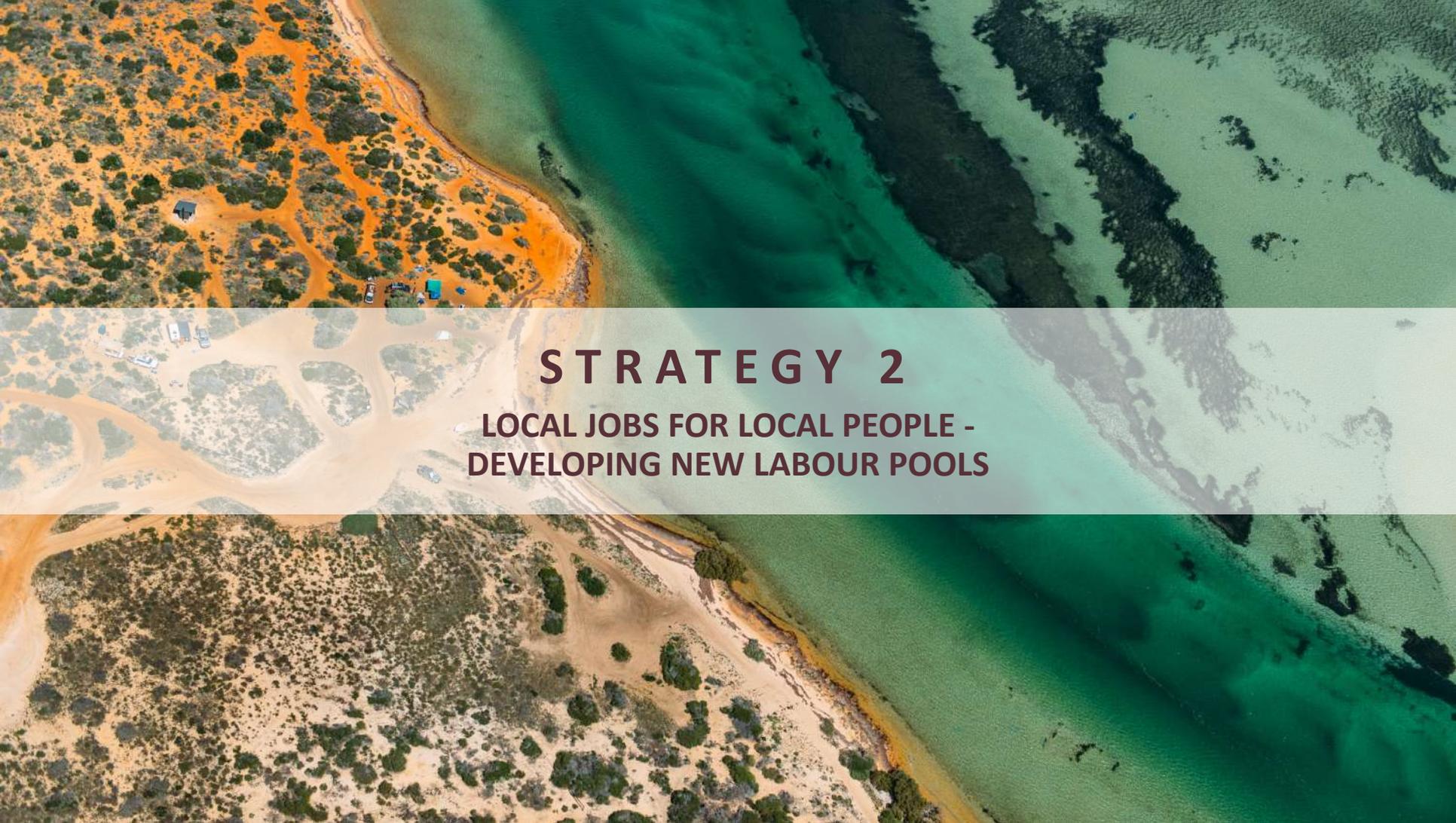
Fraser Suites Perth
Perth & Surrounds

Full Time

22 hours ago

TOOLKITS – DEDICATED ASSETS & COLLATERAL



An aerial photograph of a coastal region. On the left, a river delta with multiple channels flows into the sea. The land is a mix of sandy soil and sparse, low-lying green vegetation. A small cluster of buildings and vehicles is visible near the river's mouth. The water transitions from a shallow, light green near the shore to a deeper, darker green further out. A road runs along the coastline, and a small beach is visible between the river and the sea.

STRATEGY 2

**LOCAL JOBS FOR LOCAL PEOPLE -
DEVELOPING NEW LABOUR POOLS**



JOB CONNECT EVENTS

- Creating job-ready individuals
- Delivery of short training models and bespoke training to connect prospective workers directly with employers
- Targeting different groups
- Different methods and in partnerships with training providers:
 - 5 day regional courses
 - Short Bar & Barista skills sessions
 - On-campus or training facilities



JINA JOBS AND SKILLS PROGRAM

- Building the capacity for Aboriginal people to enter the tourism sector
- Encouraging the engagement of Aboriginal people in the tourism and hospitality industry through direct employment



TOURISM & HOSPITALITY

WHERE ADVENTURE AND OPPORTUNITY MEET

An aerial photograph of a swimming pool. The water is a vibrant green color. In the center of the pool, there is a large, circular sandy area. A person is swimming in the water near the bottom center. The pool is bordered by a concrete deck on the right side, with some people sitting on the edge. The overall scene is bright and sunny.

STRATEGY 3

**LEVERAGING WORKING HOLIDAY MAKERS (WHMs) &
INTERNATIONAL STUDENTS**



INTERNATIONAL STUDENTS

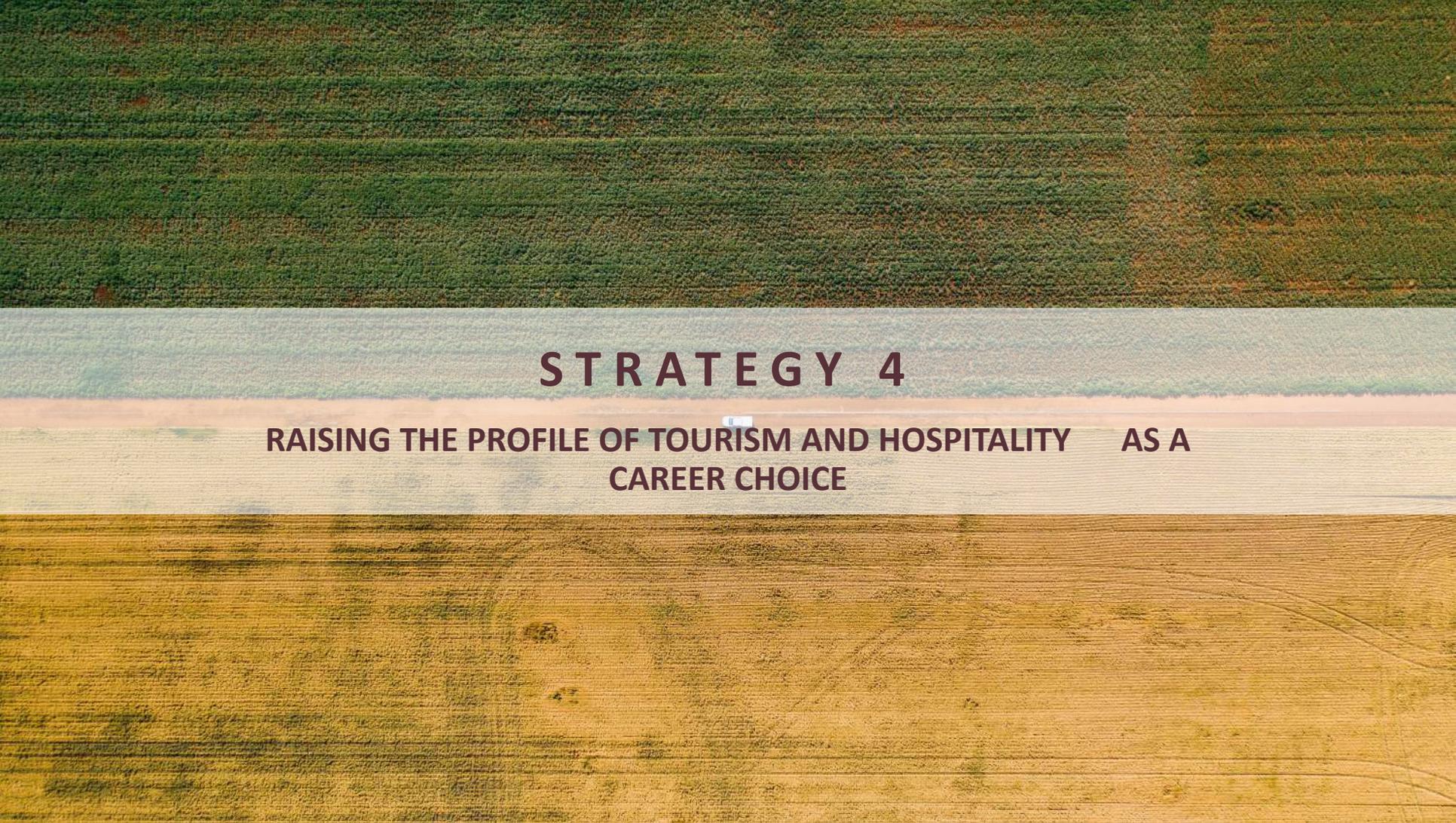
- Potential workforce pool
- Work cooperatively with StudyPerth and educational institutions
- Job ready programs
 - Short Bar & Barista skills sessions
 - On-campus events
 - Events to connect to employers in lead up to summer holiday



WORKING HOLIDAY MAKERS

Entice returning WHM to take up seasonal work, especially in regions

- DPIRD Regional accommodation scheme – Paid Escape
- Leverage Tourism WA International WHM campaign initiatives
- PR activities and promotions

An aerial photograph of a landscape. The top half shows green agricultural fields with some brown patches. A blue river flows horizontally across the middle. The bottom half shows a yellowish-brown field, possibly a dry riverbed or a different type of crop. The text is overlaid on the river and the yellow field.

STRATEGY 4

**RAISING THE PROFILE OF TOURISM AND HOSPITALITY AS A
CAREER CHOICE**



PERTH SKILLSWEST CAREERS & EMPLOYMENT EXPO

- Tourism & Hospitality stand , 25-27 August
- Raise the profile of the industry
- Promote jobs, careers and training pathways
- Aim to attract potential tourism & hospitality job seekers and career seekers
- Suite of workforce collateral and assets
- WesternAustralia.jobs as the call to action

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IN SCHOOL COOKERY PROGRAMS

Chef Ambassador Program

- Targeted program to high school students and to provide teacher educational sessions
- Implemented prior to students making Year 11 & 12 subject selections
- Delivered by Hospitality Group Training



CULINARY PROGRAMS IN THE COMMUNITY

Djinda Ngardak Culinary Camps

- Intensive “Under the Stars” Culinary Camp and bush foods dining showcase events
- Supports and showcases Aboriginal youth undertaking intensive workshops
- Senior school students working with “the stars”, traditional custodians and high profile chefs to explore hospitality career opportunities in an exciting and fascinating way.



IN SCHOOL TOURISM CAREER INFORMATION

In Schools

- Working with VET coordinators to deliver student information sessions and professional development
- Continuation of program from 2021-22
- State wide program

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TOURISM CAREER INFORMATION

Building the Dream

- Enable Aboriginal youth to explore career options through famil tours and conference attendance.
- Gaining an appreciation of what tourism and hospitality is.



HOW TO GET INVOLVED

westernaustralia.jobs

Tourism WA Talking Tourism e-Newsletter

Loretta De Stefani, Workforce Project Manager, workforce@westernaustralia.com

Jo Camilleri, Manager Aboriginal Participation, jinaplan@westernaustralia.com