



Australian Government

Australian Trade and Investment Commission



THRIVE 2030: Key priorities for the recovery and long-term growth of the visitor economy workforce

Curtin University Tourism Research Cluster's annual symposium – 22 July 2022

Sam Palmer, FIPAA

General Manager, Visitor Economy & Client Programs
Global Diversity and Inclusion Champion



Acknowledgement of country



Professor Deen Sanders OAM, Worimi man
Chair, National Indigenous Tourism Advisory Group

"Our culture is still alive, this land is still alive, and it is still loved as unceded Aboriginal and Torres Strait Islander land – and we want to share it with you.



A future strategy must centre Indigenous landscape, Indigenous voice and Indigenous leadership. Not because it will close a gap but because it is the best way to build a relationship to the landscape and generate a successful, authentically Australian, tourism economy."



The Australian Trade and Investment Commission (Austrade)

- Accelerates the growth of exporters
- Attracts foreign investors
- Stimulates the visitor economy

Austrade **develops tourism policy**, manages grant programs to support the tourism sector and provides research through Tourism Research Australia to **support a strong tourism industry and grow Australia's tourism market share**.



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Where are we now?

- Workforce and skills challenges facing Australia's Visitor Economy

Where do we want to be?

- **THRIVE 2030** – goals and actions to address these challenges.

How do we get there?

- Commonwealth Government responses and support

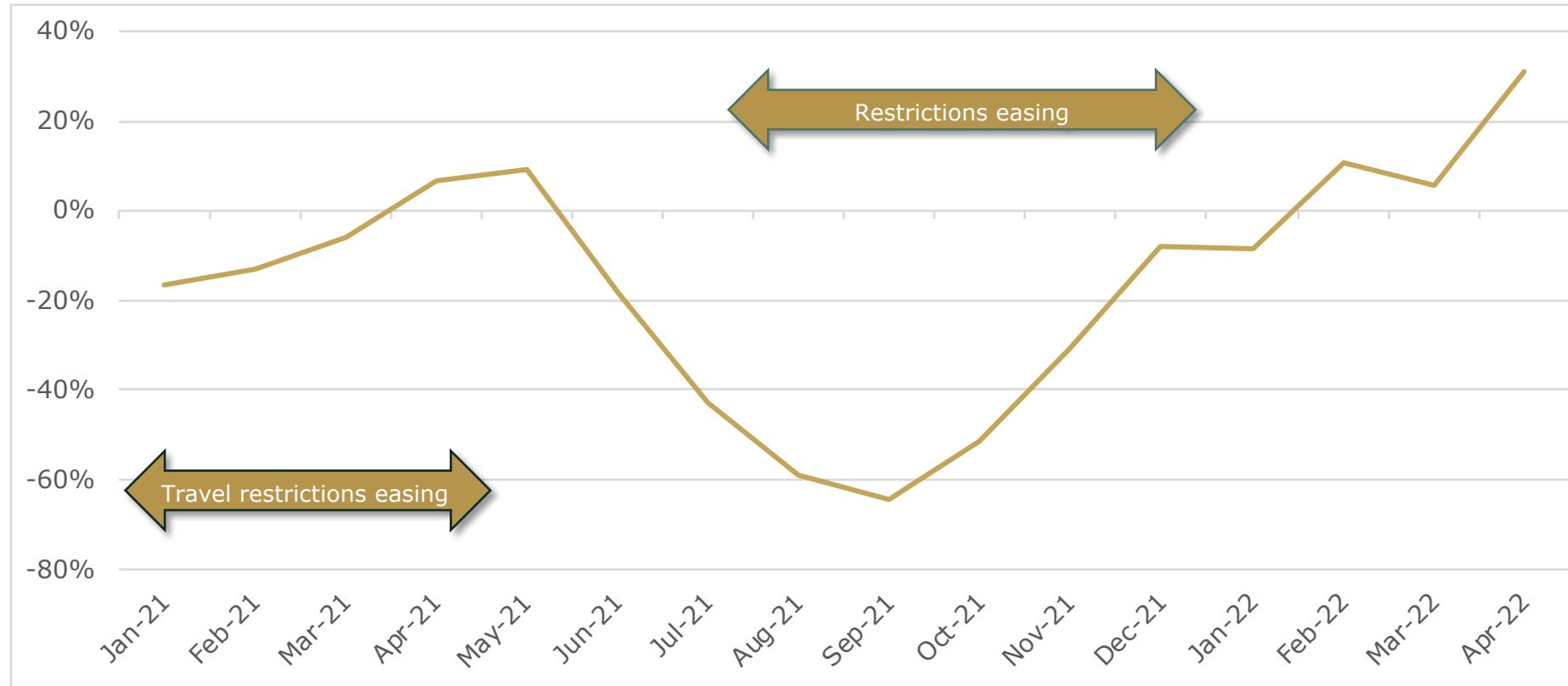


Where are we now?



**A rocky road to recovery,
with green shoots emerging**

Australian Domestic Overnight Visitor Spend is increasing...



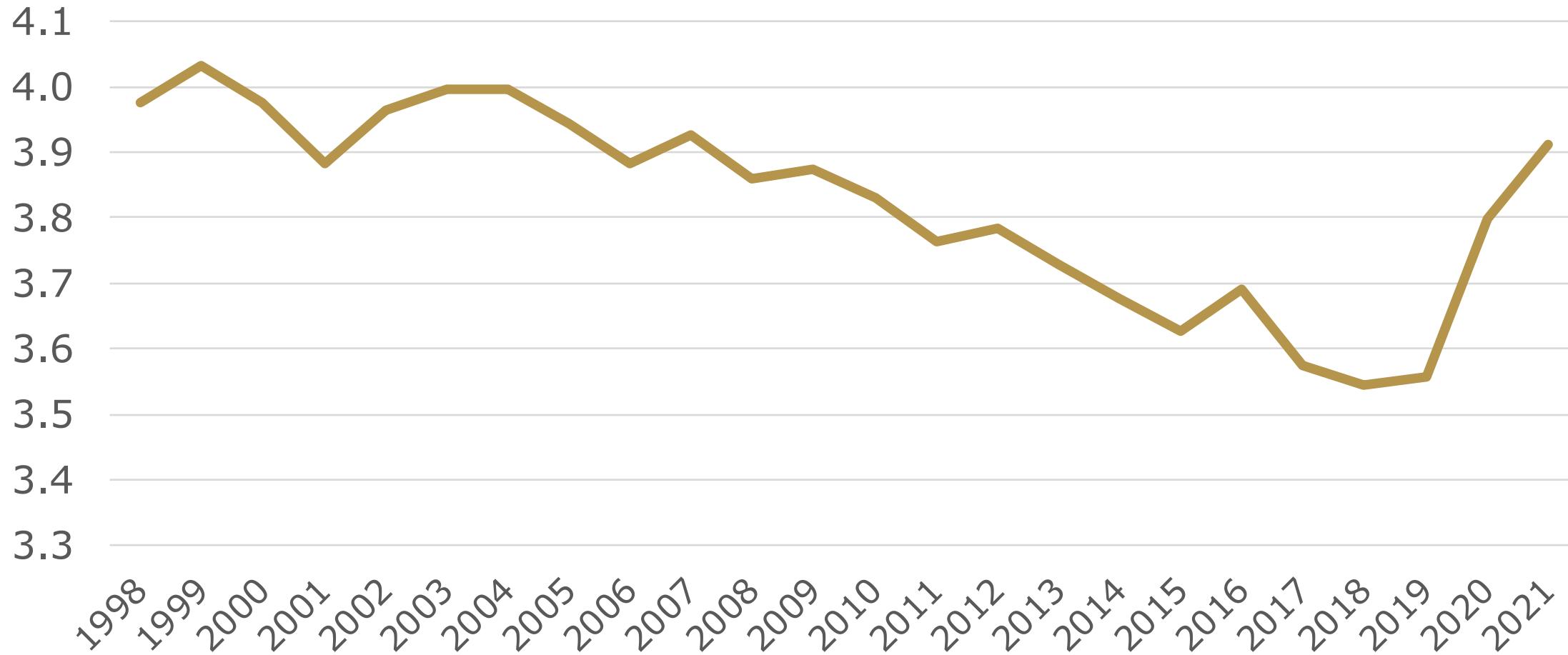
↑
Restrictions still in place

←
East coast lockdowns

→
International border reopens

Trip length nationally (3.9 nights) is also increasing - for the first time in 20+ years

Average trip length (nights) all Australian travellers 1998 - 2021



Workforce issues are constraining recovery



In 18-19, 674,000 Australians directly employed in the visitor economy: 5.3% of the Australian workforce

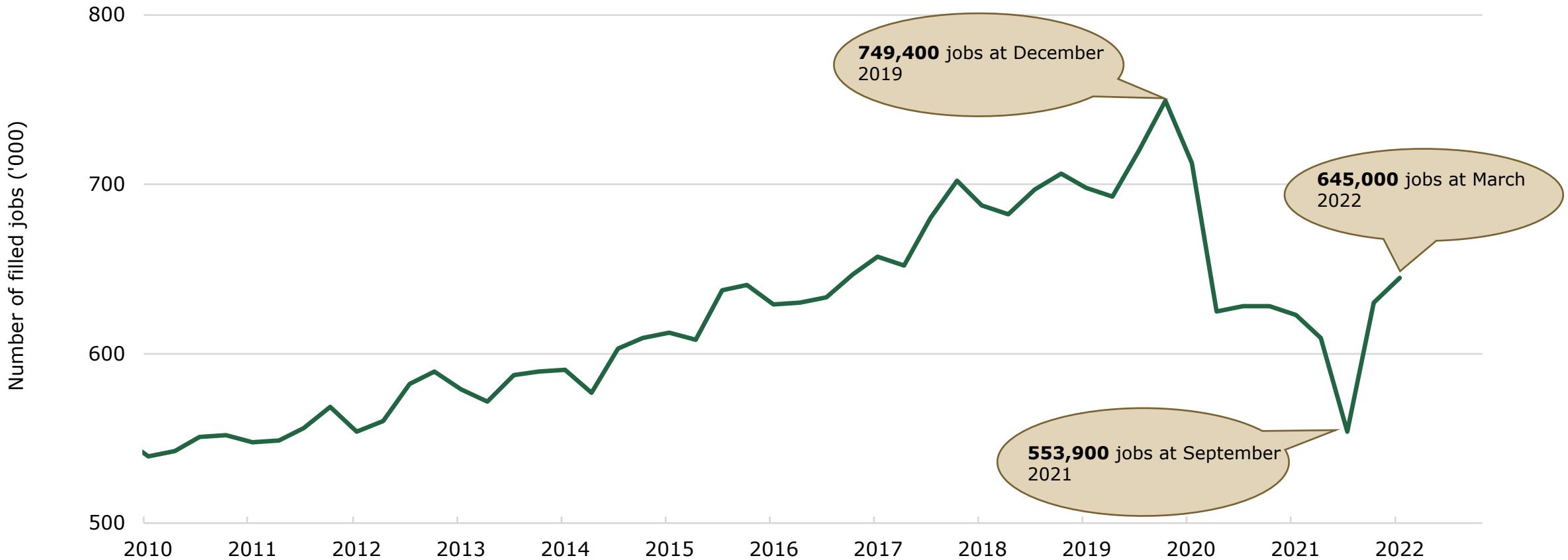
In 20-21, Australia's tourism workforce fell approximately 25 per cent on 18-19 figures, to 507,000 workers

Over same period, the national workforce grew 1.4 per cent = some visitor economy workers shifted to other sectors



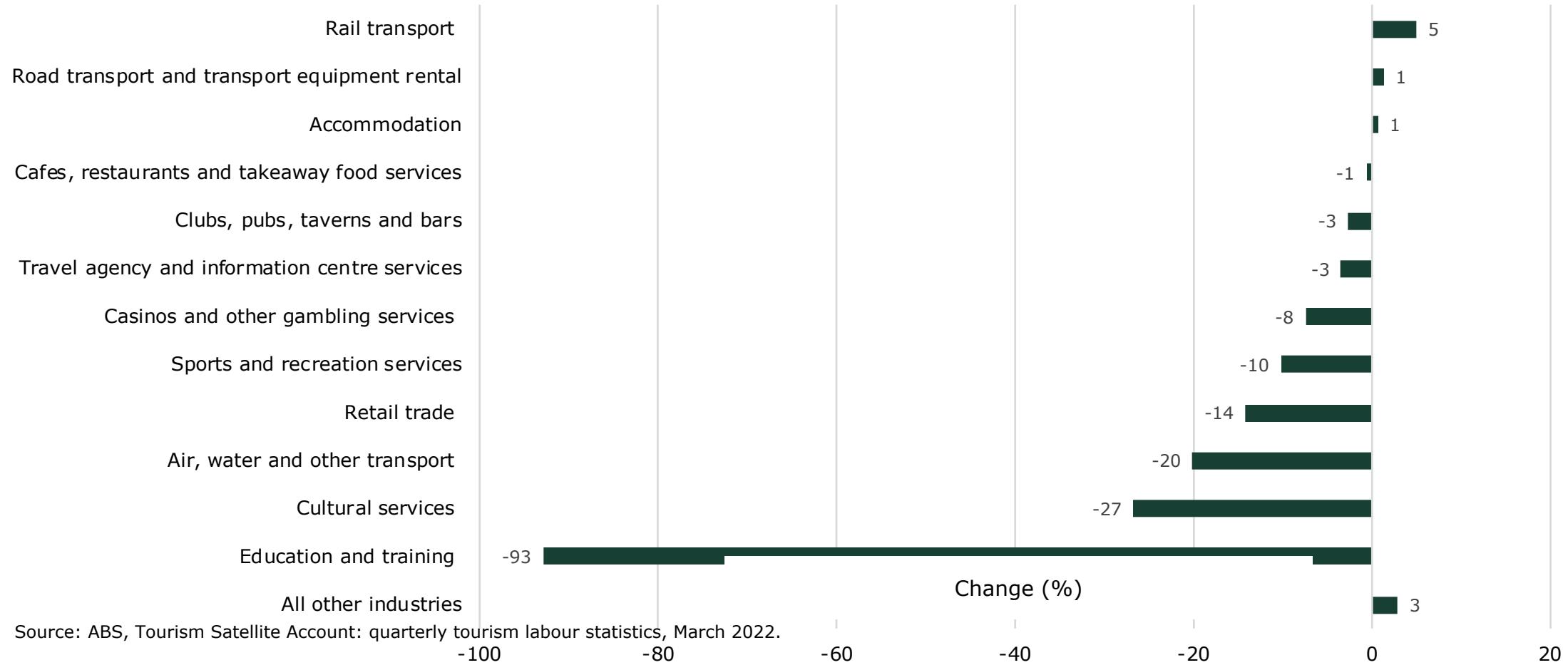
Source: National Skills Commission - Internet Vacancy Index | Labour Market Insights

Tourism filled jobs: March 2010 to March 2022

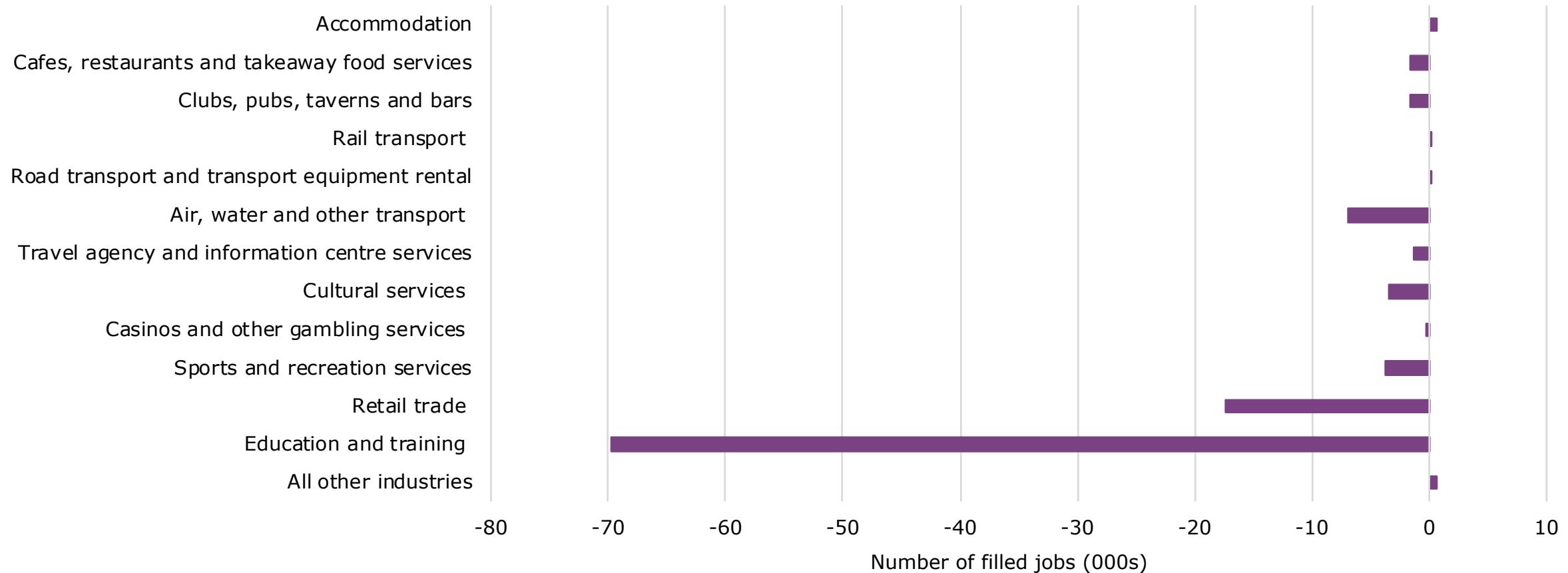


Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics, March 2022.

Change in tourism filled jobs by sector: March 2022 compared to December 2019 (pre-pandemic peak)



Tourism filled jobs by sector: March 2022 compared to December 2019 (pre-pandemic peak)



Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics, March 2022.

Workforce and Skills Issues



The visitor economy has faced structural workforce challenges due to:

- perceptions about poor industry conditions
- concerns about a lack of long-term career opportunities.

This led to reliance on overseas workers and short-term, casual staff.

These issues were exacerbated during the pandemic as foreign nationals returned overseas.



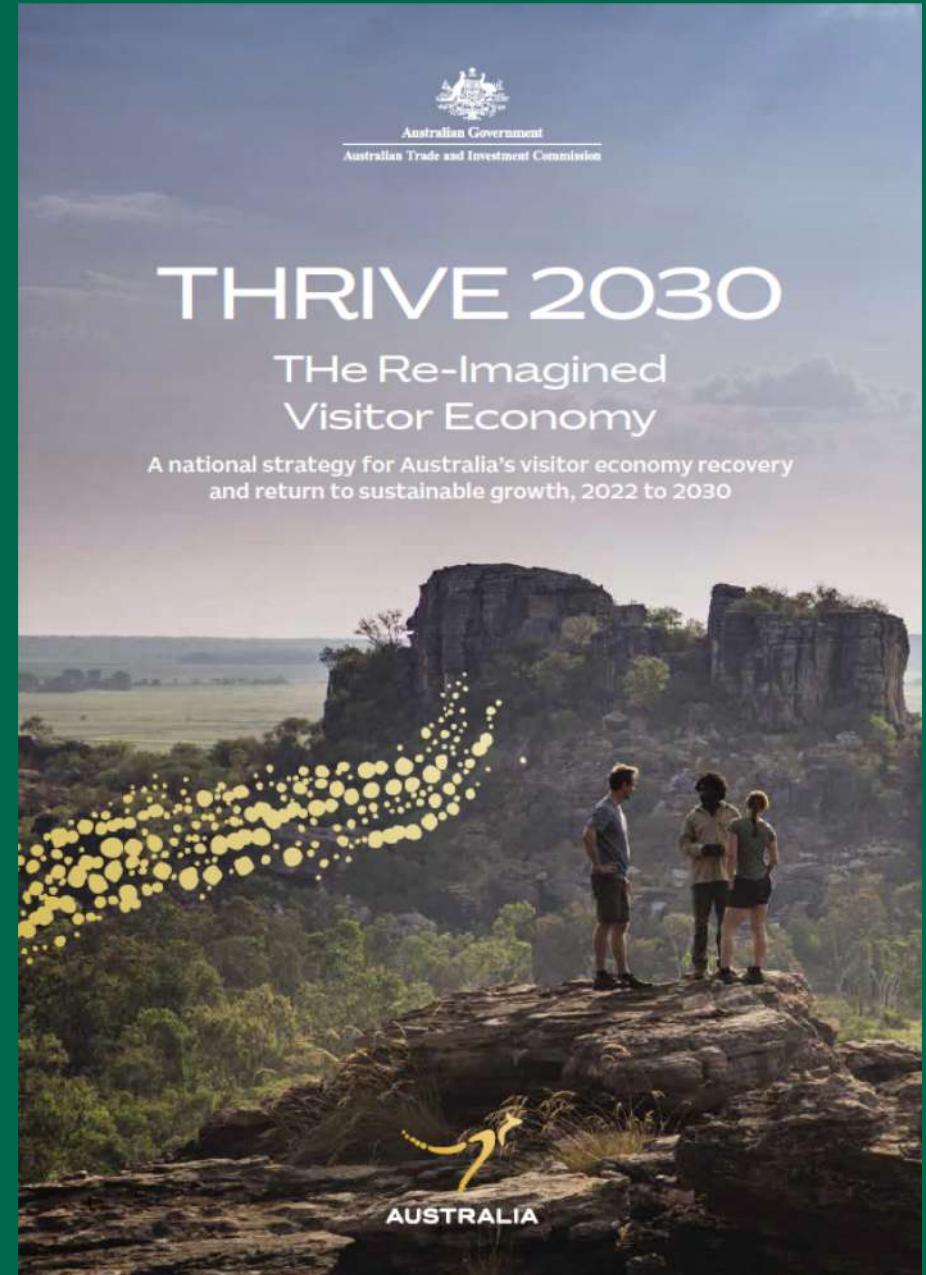


Where do we want to be?

THRIVE 2030

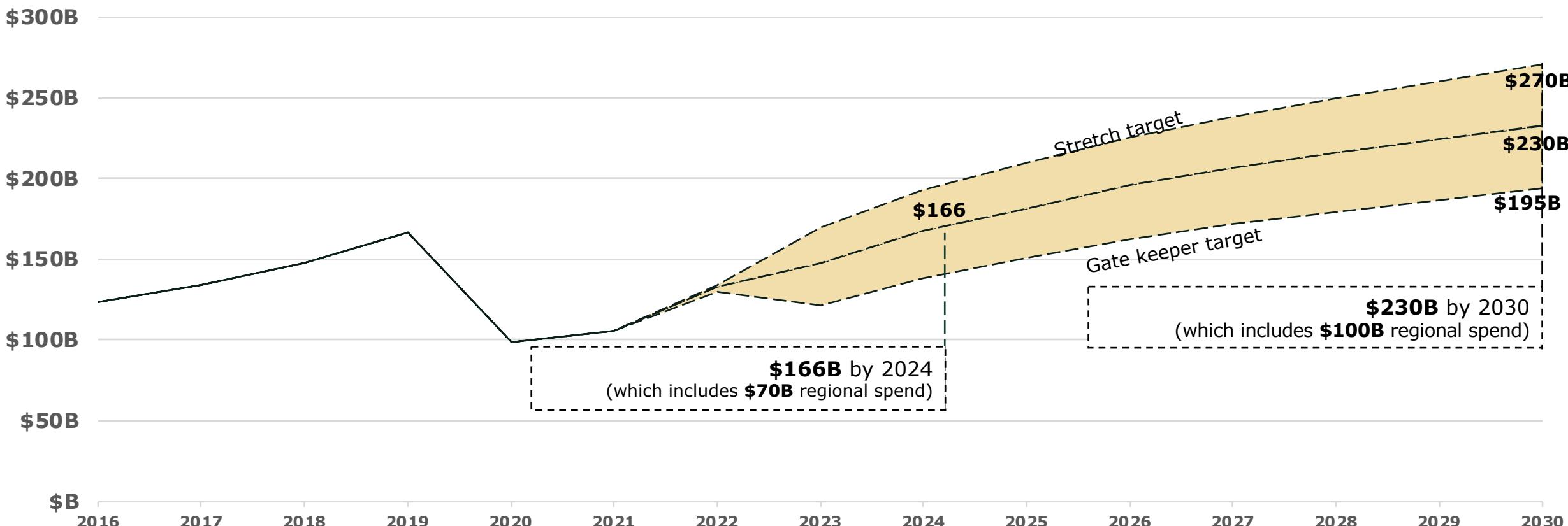
(The Re-Imagined Visitor Economy)

- National strategy for Australia's visitor economy recovery and return to sustainable growth from 2022 to 2030
- Returning industry pre-pandemic expenditure YE 2024 (\$166 billion)
- Visitor expenditure to reach \$230 billion by 2030



Strategy Targets

- The Strategy sets ambitious yet achievable targets
- **\$166 billion in visitor expenditure by 2024**, growing to **\$230 billion by 2030**
- It is expected that approximately 40% of that target spend will be regional



Visitor economy voices

Professor Kirsten Holmes,
Chair, Council for Australasian Tourism and Hospitality Education

"In my capacity as Chair of the Council of Australasian Tourism and Hospitality Education (CAUTHE), which represents 32 tertiary institutions in teaching and researching tourism, hospitality and events in Australia and New Zealand, I would like to congratulate everyone involved in putting together this national strategy. We agree with and support the goals of the Strategy. Universities and tertiary education institutions can play an active part in informing and implementing this strategy, including in relation to international education, workforce development, and data and research. We are acutely aware of the value of international students to the Australian workforce, and as advocates and partners for Australia internationally. While studying in Australia, international students also make an important socio-economic contribution."

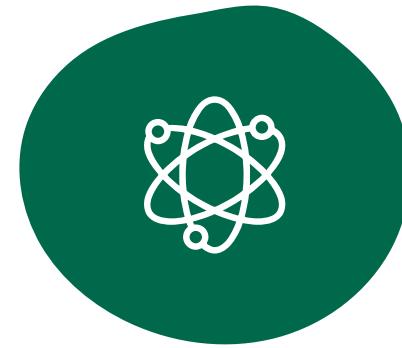


How do we get there?

At its core, THRIVE is industry-led and government enabled – and will be accomplished by



Collaborating
across all
stakeholder to
achieve success



Modernising
supply side enablers



Diversifying
markets,
experiences and
destinations

Phases



THRIVE 2030 will be implemented in three phases, with actions for industry and governments to support the sector's recovery under the first phase. Next phase plans to be developed.



Recovery

2022 - 2024



Consolidation

2025 - 2027



Acceleration

2028 - 2030



Recovery phase action plan 2022 - 2024



Action Plan

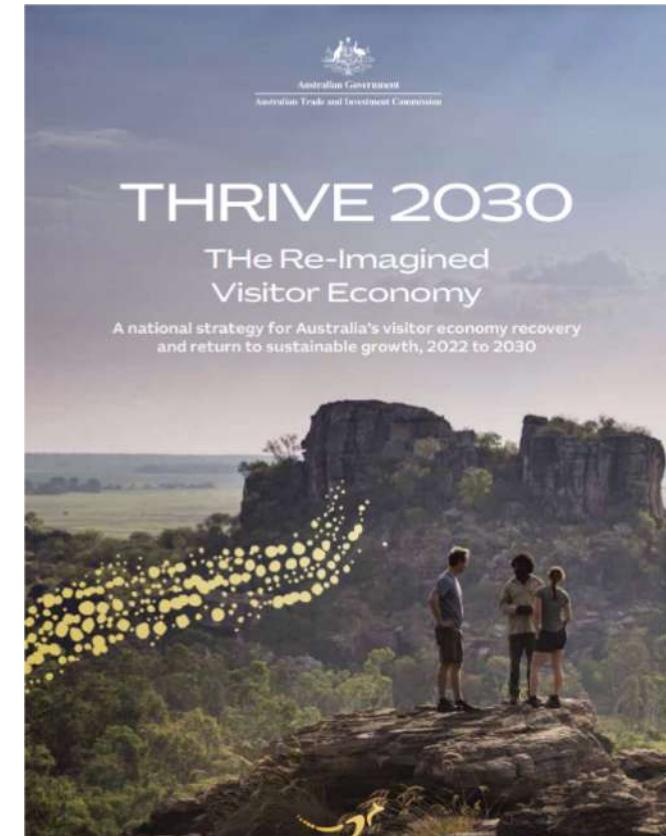
- THRIVE 2030 has a comprehensive action plan for Phase 1: Recovery.
- It includes 66 actions across seven policy priorities for the Commonwealth, states and territories, and industry.



THRIVE Priority 3: Grow a secure and resilient workforce



1. Establish a Workforce and Skills Working Group
2. Develop a Visitor Economy Workforce and Skills Strategy
3. Increase workforce participation from under-participating cohorts
4. Review the WHM scheme to increase the pool of potential workers
5. Streamline the return of international students
6. Improve access to existing migration schemes for SMEs
7. Progress Skills Reform
8. Promote the Visitor Economy as a career of choice
9. Develop Aboriginal and Torres Strait Islander training programs
10. Encourage mutual recognition for foundational credentials to support worker mobility
11. Promote employment standards of employers and workplace and safety compliance
12. Encourage larger operators to implement formal in-house training and diversity programs



THRIVE 2030 Pillar Priorities: **Grow a secure resilient workforce**

We will prioritise building a world-class workforce with the right skills to address visitor needs and grow the sector's competitiveness by:

- Increasing job opportunities, enhancing skills and creating opportunities for Aboriginal and Torres Strait Island peoples
- Attracting workers from under-represented cohorts and building business confidence
- Prioritising the return of temporary workers such as working holiday makers and international students.



Establishment of a Workforce and Skills Technical Working Group

- Comprised of key policy agencies, industry experts and relevant representatives
- Will identify gaps and provide practical immediate solutions to address the current workforce challenges
- Support the development of the future needs of the visitor economy workforce.
- Google "THRIVE Workforce and Skills Working Group Austrade" for membership, TORs, meeting summaries



Workforce and Skills Technical Working Group's role

The Thrive 2030 Workforce and Skills Working Group will provide expert advice and input into deliberations on VE workforce challenges, including:

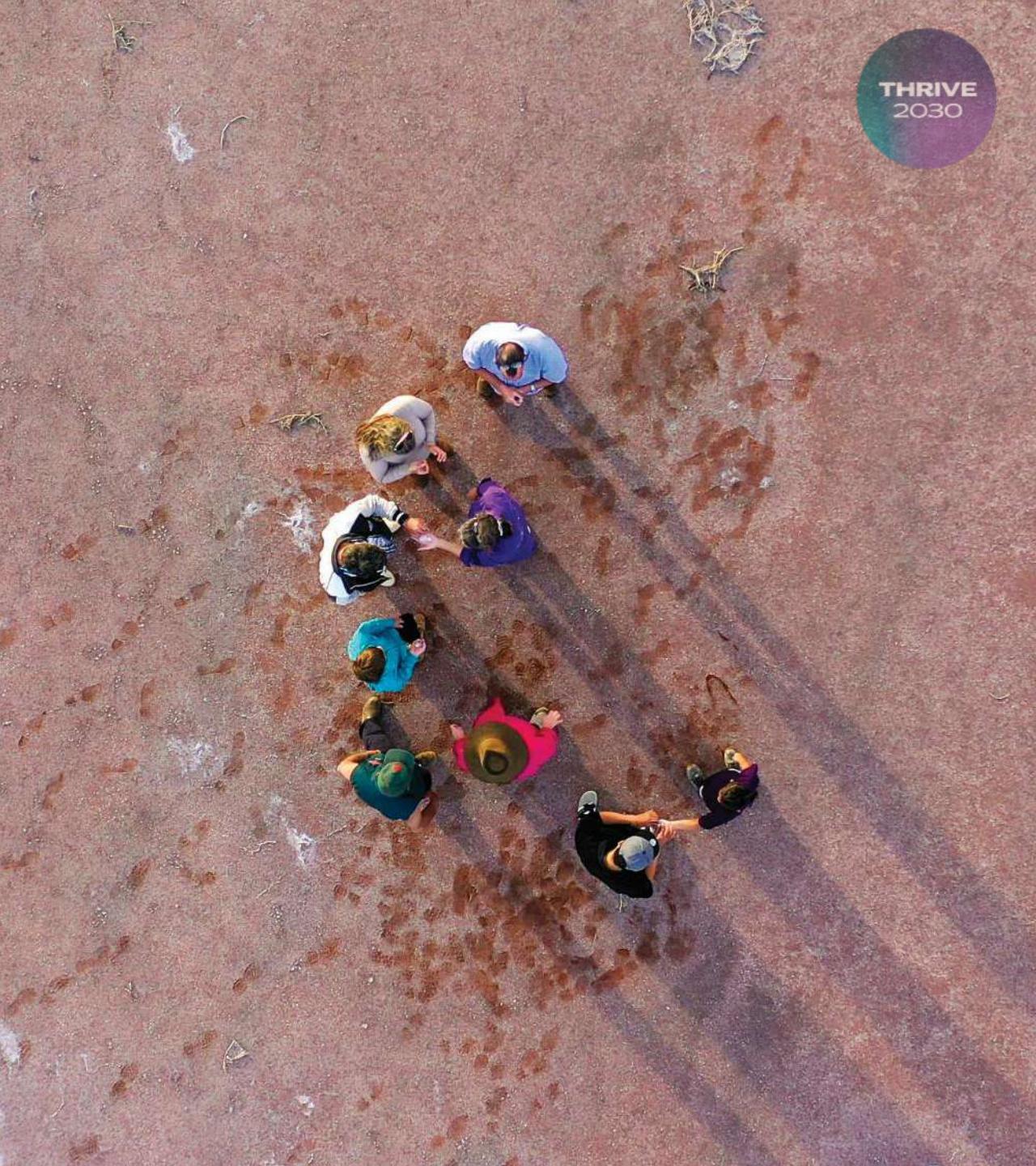
- Existing Austrade-led workforce related activities, including Visitor Economy Workforce and Skills Strategy.
- Existing Commonwealth Government workforce and training related initiatives.
- Opportunities for collaboration between industry and governments
- New actions and opportunities to meet objectives of the THRIVE 2030 national strategy.



Image: The Kitchen

Long-Term Visitor Economy Workforce and Skills Strategy

- To underpin this work the development of a **National Visitor Economy Workforce and Skills Strategy** is a priority.
- Working group to help identify the gaps, barriers and future needs of visitor economy workforce.
- Explore ideas and solutions to address gaps.
- Provide expert advice to inform Strategy development.



Prioritising Visitor Economy Workforce development



New Government Commitments:

- *Fee Free TAFE* to help rebuild industries hit hardest by the pandemic, like hospitality and tourism
- \$10m to expand “The Hub” portal run by Accommodation Association of Australian which offers bespoke training and upskilling to support workers
- \$10m for marketing strategies to attract workers to the visitor economy



Jobs Summit and White Paper on full employment

- Albanese Government Budget commitment
- The White Paper will help us prepare for the long-term structural changes that have been happening in our economy.
- It will investigate how we can best prepare Australians for the jobs of the future; how we can improve the quality of work; how to tackle issues of underemployment, casualisation, job insecurity, long-term unemployment and stagnant wages.
- The White Paper will be informed by an Australian Jobs Summit to be held on 1 – 2 September.



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austrade.gov.au/news/newsletters

Visit the **Austrade Website**
austrade.gov.au/visitoreconomy

Contact the **Austrade team**
VisitorEconomy@austrade.gov.au

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Questions?