



National Survey

Profiling Labour and Skills in the Tourism and Hospitality Industries

A national survey, (Australian Government Statistical Clearing House Approval Number **02145-01**), designed to identify current levels of tourism and hospitality employment across regions will be released in mid March 2011 for a minimum of four weeks.

Individual tourism and hospitality businesses are being invited to participate in the national survey about employment and jobs in our regions, to influence Government policy that will help businesses in the future. The Australian Government would appreciate your valuable input into this process and would like to know about your experiences in 2010.

The project team realise that this invitation comes at a difficult time for many operators, in light of recent natural disasters. The Australian Government is empathetic to the needs of tourism and hospitality businesses as they move forward to rebuild and develop our valuable tourism and hospitality industries. The question of labour shortages may not be at the front of some minds at this stage, and those labour force issues that had been a concern in 2010 may not be so in the coming weeks and months. Without government action, these issues are likely to re-emerge over the longer term, and so we would encourage you to complete the survey if you feel you are able to.

If you are a tourism or hospitality business and did not receive an invitation to take part in the survey, we strongly encourage you to do so. The research from the survey will:

- identify current levels of tourism and hospitality employment;
- project skills and labour needs by occupation and volume;
- tally expected local labour supply and shortages by tourism region and occupation;

From the survey results, five 'hot spots' will then be chosen to develop and implement regional labour and skills plans, which aim to address the critical needs in skill shortages and labour force issues.

This survey is an initiative of the National Long-Term Tourism Strategy (Strategy). Under the Strategy, the Labour and Skills Working Group (Working Group) was formed to improve the tourism and hospitality industries' ability to attract and retain labour through better workforce planning, innovative recruitment initiatives and improved training and career opportunities.

The Working Group has representation from key industry associations such as the Australian Hotels Association, Restaurant and Catering Australia, and the Queensland Tourism Industry Council. The Working Group is chaired by Mr Ian Darbyshire, CEO of Tourism SA.

This is your chance to get involved and have your say in the future of labour and skills in the tourism and hospitality industry.

If you have any questions, please direct these to Deloitte Access Economics tourism.survey@accesseconomics.com.au the survey will be available mid March and can be accessed from the RET website www.tourism.gov.au/survey