

Workforce

We are developing exciting new initiatives aimed at attracting people to the travel sector, to ensure we have the skilled workforce the sector needs now and into the future.

The travel industry **lost over a third of its skilled workforce** during the pandemic, and this has left us with a severe skills shortage. **Traineeships** in travel **fell by more than 80%**.



Jobs and Skills Australia lists **Travel Consultant** as a profession in shortage across Australia.

Industry Attraction

Increasing awareness of the travel industry and its career opportunities through video content and school-level awareness campaigns, to bring the world of travel to life for the next generations



Gap-Year

Call for expressions of interest coming soon

Gap Year Experience

New pathway into the industry, offering school leavers the chance to **spend up to a year in the travel industry**

Travel Career Kickstart Training

Short courses designed to equip new starters with the **skills they need to be effective from day one**



We will be producing **resources for employers** about how to effectively *embrace and retain the next generations and the workforce of the future.*

Workforce is not a just a short-term challenge, it requires solutions which are scalable and can provide value to all members. The demand for skilled travel professionals is only set to grow, and we are actively working with government and educational institutions to develop programs that will help us build a pipeline of future talent.