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# Whitsundays Regional Tourism Workforce Plan **2018–2020**



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# Whitsundays Regional Tourism Workforce Plan

Jobs Queensland worked extensively with industry stakeholders to develop the 13 Regional Tourism Workforce Plans to reflect each tourism regions workforce variances, and to provide practical solutions at a local level.

All 13 regional plans are now available via the Jobs Queensland website at <https://jobsqueensland.qld.gov.au/projects/regional-tourism-workforce-plans/>

Minister for Training and Skills, Shannon Fentiman said the July 2017 [Queensland Tourism Workforce Plan 2017-20](#) and the 13 regional tourism workforce plans were a key component of the Palaszczuk Government's [Advancing Tourism Strategy](#).

## Whitsundays

- The priorities and actions in the *Whitsundays Regional Tourism Workforce Plan* reflect three of the themes from the State Plan – careers, local workforce and skills – that were identified during consultations with Whitsundays tourism stakeholders.
- The current and projected skills shortages highlight the need for focused marketing and promotion of career opportunities in tourism in the Whitsundays tourism region. Target audiences may range from local school students to older local workers and people from southern states, including those who have been displaced from other industries such as the manufacturing sector.
- Many local employers were unaware of the range of support services and funding opportunities available to train new entrants and upskill the existing workforce. To support business, the plan has a resources section in the back that provides links to support services and funding opportunities at a Federal, State and Regional Level.