

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For Immediate Release
29 March 2021

Kick start your new career in The Whitsundays

Tourism Whitsundays have today launched the next phase of the Work and Play in The Whitsundays campaign, aimed at enticing JobSeekers to come, and work across the Tourism, Hospitality and Agriculture industries in The Whitsundays. The campaign will show the many perks associated with living and working in The Whitsundays as well as the diverse offering from Tourism, Hospitality and Agriculture jobs.

The initial phase of the campaign, which ran in November & December of last year in partnership with Bowen Gumlu Growers, saw a spike in applications and job vacancies filled for the mango picking season.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said many businesses across the Whitsunday region are relying on this campaign to fill numerous vacancies to accommodate more visitors coming into The Whitsundays over the coming weeks and months.

“Following the success of a variety of marketing initiatives, the demand for holidays in The Whitsundays over the year has increased substantially. Now we need to increase our workforce across a variety of sectors and ensure that we continue to deliver world class experiences right here in the Heart of the Great Barrier Reef.”

Mayor Andrew Willcox applauded Tourism Whitsundays for their proactive campaign to boost the workforce as the region starts to bounce back from the pandemic.

“Thanks to all borders in Australia now being open combined with the marketing initiatives being rolled out by TW, we are seeing tourists flock to The Whitsundays and Islands for a dose of tropical paradise,” he said.

“The Whitsundays has huge liveability appeal so where better to work and play than in the Heart of the Great Barrier Reef.

“We are a laid-back community with paradise on our doorstep so imagine your days off spent island hopping, fishing, and exploring our incredible hinterland.

“For young Queenslanders who’ve just finished school or mature people looking for a sea change, snapping up a job in the regional tourism industry is a recipe for adventure,” Mayor Willcox said.

From island resorts to mainland accommodations and tour operators across the region there are many positions available. From Chefs to Cruise Attendants, Housekeeping and Guest Services, and Harvesting positions, all jobseekers are encouraged to apply.

For more information on how you can Work and Play in The Whitsundays, go to www.tourismwhitsundays.com.au/workandplay.

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Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+617 4948 5900

www.tourismwhitsundays.com.au

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing, and business events.*

FOR MEDIA ENQUIRIES, CONTACT:

Kylie Forgione

Tourism Whitsundays

Ph: +61 417 765 736

Email: pr@tourismwhitsundays.com.au

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