



BETTER BUSINESS SUPPORT FOR TRAVEL, TOURISM AND HOSPITALITY

5th February 2013: A new program to support businesses in the travel, tourism and hospitality industries will provide individually tailored support aimed at improving their workforce productivity and performance.

The Australian Federation of Travel Agents (AFTA) and Australian Tourism Export council (ATEC) will work in partnership with Service Skills Australia and other key industry partners in delivering Workforce Futures as part of a \$10.6 million program.

“This is a unique collaboration between the travel, tourism and hospitality industry and the Federal Government that will deliver real outcomes for our businesses by providing tailored business advice and strategy,” AFTA Chief Executive, Jayson Westbury said.

“A workforce development strategy is critical for small businesses, helping to ensure they can maintain a competitive edge on the global stage.”

Workforce Futures will provide a one-on-one mentoring program where skills advisors visit businesses, conduct a face-to-face interview and complete a business diagnostic assessment which assists with preparing a Workforce Development Plan. Businesses will then have follow up support through further mentoring and advice over the next six months.

ATEC Managing Director, Felicia Mariani said this program would help to improve the workforce capacity and capability of businesses within the industry.

“Drawing on a network of 100 carefully selected industry Skills Advisors, Workforce Futures will be unique in its capacity to offer industry knowledge and practical experience with a thorough understanding of workforce related issues,” Ms Mariani said.

The true value of the program is in the capability of Skills Advisors to contextualize and interpret information about a business and its staff, providing solutions, strategies and actions that respond to individual needs. Businesses will also benefit from a fully funded program with an online support platform specifically designed for the travel, tourism and hospitality industry.

The Workforce Futures program is open to travel, tourism and hospitality business operators of all sizes (subject to completing the EOI process) providing workforce development solutions specific to the business requirements and appropriate to their individual needs.

“One of the key features of the Skills Advisory service is its ability to assist the operators in identifying which government funded programs are best aligned to a business’ needs. This is supported through the knowledge of Skills Advisors and through a unique database of over 900 funded programs which has been integrated into the workforce diagnostic tool” Rick Myatt, Director of AFTA Education and Training, said.

MEDIA RELEASE

AFTA and ATEC are proud to be a part of this national strategy, supporting the delivery of practical labour and skills solutions

Ends.

Notes to Editors:

The Australian Federation of Travel Agents (AFTA) is the peak body in Australia representing the retail travel industry. Founded in 1957, AFTA represents the majority of travel agents in Australia and includes all of the major travel agency groups.

AFTA's role is to uphold the interests of members in matters relating to the operation of all travel agencies in Australia. In broad terms, these issues are ones that are not addressed by agent chain or corporate entities on behalf of their members, and are ones that involve the industry as a whole.

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