



Workforce Programs

QTIC Micro-credentialing Program

The Queensland Tourism Industry Council (QTIC) micro-credentialing program offers alternative and current workforce skilling solutions that provide direct benefit to tourism and hospitality businesses. The fully funded program aims to provide an opportunity to support changing workplaces by enabling the provision of focused training in specific skills to better support employees and businesses to adopt innovations and improved productivity.

Micro-credentials are digital courses that include several bite-size videos (average 3 mins each) featuring industry experts. On successful completion of all lessons and a quiz the learner will achieve a digital 'certification or credential'. The duration of an entire course varies from 30 – 60 minutes viewing time. Click [here](#) for more information

The Micro-Credentialing Pilots Program project is an initiative of the Queensland Government.

Registered Trade Skills Pathway

The Registered Trade Skills Program (RTSP) is fully funded non-traditional apprenticeship model that has been designed to offer casual cooks currently working in industry the opportunity to gain the professional trade qualification, SIT30816 Certificate III in Commercial Cookery.

Participant Benefits

- Acknowledges and develops employees' current skills
- Allows the employee to have more than one employer
- Allows the employee to continue training if they become unemployed or are volunteering for a short period of time
- Allows the employee to continue training if they change employment (must be within same job type)
- Allows the employee to continue training if they relocate anywhere within the state of Queensland
- Employees current employment conditions, contract should not be impacted

Employer Benefits

- Does not impact on employees working conditions or contract
- Provides growth opportunity for employee which will enhance organisational outcomes in the long term such as:
 - Increase employee productivity
 - Increase quality and of products
 - Increase employee job satisfaction
 - Increase employee retention rate
 - Identification of innovative opportunities

Participant Incentive

Students that successfully complete the qualification in full will receive a participant incentive fee of \$1100.00 (Inc. GST) to assist them to purchase tools required for the job, including uniforms, and/or knife kit.

Register your interest [here](#)

The RTSP is an initiative of the Department of Employment, Small Business and Training.



QTIC Industry Skills Advisory Program

QTIC has secured through open tender a services agreement for the Industry Skills Advisory Program from 2020 - 2023. Services provided under the agreement include:

- Inform and align Queensland Government training and skills priorities and decision making, including program design and investment settings;
- Support and connect the Department's Industry Engagement Framework and priorities which includes, but is not limited to the work of DESBT Regional Officers, Regional Jobs Committees, Jobs Queensland and the Ministerial Skills Roundtable;
- Support the ongoing implementation of Queensland VET Quality Framework;
- Inform and contribute to National Vocational Education and Training (VET) reform agendas and the review and development of training package product; and in addition
- Support employer, small business and industry's connection and engagement with VET and VET pathways and the Departments VET programs, initiatives, and events.

Contact our Workforce Development team on 07 3236 1445 or workforcedevelopment@qtic.com.au

This initiative is proudly funded by the Queensland Government through its Industry Skills Advisory Program 2020- 2023.

Young Professionals Mentoring Program

The QTIC Young Professionals Mentoring Program is designed to provide an opportunity for young professionals in the tourism industry to grow personally and professionally under the guidance of industry leaders.

[2022 Program Flyer and Eligibility Criteria](#)

Running from February through to July, young professionals will be offered the opportunity to participate in scheduled monthly meetings structured to include relevant and individually tailored discussion topics and tasks.

Mentee Program: If you are interested in becoming a mentee, [please complete the application survey](#).

Mentor Program: If you are interested in becoming a mentor, please email the Program Coordinator at esther.anderson@qtic.com.au

For more information about the QTIC Young Professionals Mentoring Program, please contact us on 07 3236 1445 or email esther.anderson@qtic.com.au.

QTIC's Virtual Career Expo & Careers Roadshow

The project aims to promote the tourism and hospitality industry through the Regional Tourism Career Roadshow to address the current workforce issues. Due to the COVID-19 impact, it was established by the Tourism Workforce Steering Committee that the initial priorities for the Tourism Training and Skills Support Strategy (TTSSS) implementation plan might have to be adjusted to reflect the current environment of the tourism and hospitality industry. Throughout 2021 and 2022, QTIC will travel to the 13 tourism regions to deliver the Roadshows to upcoming school leavers and job seekers.

To be involved in the Career Roadshows and showcase your business or for more information click [here](#)



Business Capability

Business Resources

QTIC has developed and gathered best practice guides, industry manuals, tool kits and templates across a range of areas.

[QTIC Tourism and Hospitality Best Practice Guide](#) provides guidelines for tourism industry employers on how to recruit, train and create an engaged and motivated workforce so that your customers receive great service and that your investments in staff will last over a longer term because of better staff retention.

The [Tourism Service Quality Toolkit](#) will keep your business competitive and help it to grow. Good service is vital to the success of any tourism business, and the first step to improving service quality is to make it a priority.

[The Grants Guide](#) was developed to provide businesses with information and advice for Queensland tourism businesses and associations on accessing and applying for grants.

[The Tourism Export Toolkit](#) was produced by the Australian Tourism Export Council, in partnership with Tourism Australia and in collaboration with state and territory tourism offices. It is designed to provide you with the basic tools, knowledge and key contacts needed to enter the export tourism market. This information combined with advice and assistance from tourism associations (Tourism and Events Queensland), industry bodies (QTIC) and tourism operators will put you on the path to inbound tourism know-how.

[The Big Marketing Guide](#) covers everything you need to know to successfully market your business to consumers, media and the tourism industry.

The [Queensland Events Guide](#) has been designed to assist local organisers throughout an entire event life cycle, to ensure they are equipped to stage the best event possible.

The [Storytelling Manual](#) will help you discover how you can create, develop and deliver an extraordinary experience through storytelling. Use the Storytelling Manual to guide you through creating your story from start to finish. What people remember most about their holiday are the experiences that emotionally connect them with authentic people, places and cultures. They are seeking memorable stories that they can connect with and later share with their friends and family.

Tourism and Events Queensland, in partnership with Griffith University, has developed the [Creating WOW Experiences](#) video series and supporting worksheets to assist tourism operators to respond to increasing visitor demand for exciting, engaging and authentic experiences.

[Queensland's Content Framework](#) offers best practice advice for social media content, how to effectively use content through each of the phases of the holiday planning cycle, best practice tactics and the tools and tips needed to ensure coordinated efforts in sourcing, creating and promoting authentic and memorable content across owned channels.



QTIC Business Capability Program

The Queensland Government allocated \$3,000,000 (GST Excl) from the Growing Tourism Infrastructure (GTI) Fund to deliver a business capability development program for the tourism industry over a three year period from August 2018 – September 2021. The objective of the program was to practically assist the Queensland's tourism industry to build its capability so businesses are more competitive, adaptive and resilient and visitors can enjoy a consistently high standard of experience across the state.

The program is now closed however there are number of digital resources available on the QTIC website to help your business become trade and digital ready.

[Digital Ready Resources](#)

[Trade Ready Resources](#)

QTIC Grants Gateway

The QTIC Grants Gateway provides a curated list of available funding grants and programs across Australia that are relevant to businesses in the tourism industry in Queensland – we have started the sorting for you!

Grants vary greatly from funder to funder and from program to program – one program may have only a couple of hundred dollars to give away; another, tens of thousands or millions.

Grants also differ in who is eligible for the money, how they go about picking the 'winners', and what they ask of grantees in return for their cash.

See the information you need first – What is it for? Who is eligible? How much is available? When does it close? The Grants Gateway provides a snapshot of each grant so you can quickly assess whether it suits you or not.

How to Access the QTIC Grants Gateway

The [Grants Gateway](#) is a FREE resource for current financial QTIC Members (if you aren't already, please log in to your QTIC Member account to discover what the [Grants Gateway](#) has to offer).

Non-members who wish to gain access to the Grants Gateway can email: memberships@qtic.com.au to setup an account.

Accreditation

Accreditation is increasingly becoming a necessity for businesses operating in the tourism industry. It is valued by operators, government, industry bodies and guests alike.

As well as providing your business with the tools and guidance to develop and grow, accreditation assists your business to meet and exceed customer expectations through:

- Adherence to industry standards and codes of practice
- Compliance to business and industry regulations
- Development and implementation of business and marketing plans
- Assessing quality standards and helping to identify and establish improvement and development goals for your business

In Queensland, QTIC manages the programs under the Quality Tourism Framework (QTF). The QTF is governed by the Australian Tourism Industry (ATIC) and is actively managed in all states and territories.



QTIC members that can provide consultation services

Business Planning and Marketing Strategies

- develop a business plan
- develop the agritourism product offering / experience development
- develop risk management audits and plans
- market research or customer/visitor experience analysis

Consultants	Contact	Email
Success Matrix	Amanda Kruse	akruse@successmatrix.com.au
DR Tourism	Robbie Cornelius	robbie@drtourism.com.au
Pinnacle Tourism Marketing	Michael Nelson	Michael@pinnaclemarketing.com.au

Tourism Industry Support

- develop marketing collateral and tools such as product packaging, website design and hosting or photography and videography
- Relevant training (may be accredited or non-certified)

Consultants	Contact	Email
The Tourism Group	Wayne Clift	Wayne@thetourismgroup.com.au
Koncept Konnect	Kim Jeffrey	enquiries@konceptkonnect.com
Media Mortar	Hannah Statham	hannah@mediamortar.com.au
Tilma Group	Linda Tillman	linda@tilmagroup.com.au
Bookeasy	Antony Shine	support@bookeasy.com

Professional Services

- provide legal or tax advice pertaining to business structures for new agritourism ventures

Consultants	Contact	Email
Ernst and Young	Alison De Groot	alison.de.groot@au.ey.com
BDO Australia	Katie Delaney	katie.delaney@bdo.com.au
FCB Group	Bianca Seeto	info@fcbgroup.com.au
Gallagher	Leanne Arscott	leanne.arscott@ajg.com.au