

Response ID ANON-JSKW-NVKA-F

Submitted to ANZSCO comprehensive review - consultation round 2
Submitted on 2023-08-11 13:42:00

Introduction

1 What is your first name?

First name:
Esther

2 What is your last name?

Last name:
Anderson

3 What is your organisation?

Organisation:
Queensland Tourism Industry Council

4 What is your position/title?

Position/title:
Senior Research & Policy Officer

5 Which state are you located in (or country if overseas)?

QLD

Other country (please specify):
Australia

6 What is your email address?

Email:
policy@qtic.com.au

7 What is your phone number?

Phone number:
+10732381982

8 How did you find out about the Comprehensive review and update of ANZSCO?

Stakeholder network, Colleague or other internal notifications

Other (please specify):

Focus area

9 Please select a focus area

Tourism services

Occupations that are separately identified in ANZSCO

10 Are there any occupations in your industry, business or workplace that are not accurately described?

Details of occupations in your industry, business or workplace that are not accurately described:

QTIC notes discrepancies or vague descriptions for specific tourism-related occupations, including tour guiding and in the marine tourism sector.

Consultation with industry has informed the following recommendations:

- Specialised roles within tour guiding should be recognised, encompassing a broader range of occupations than currently listed, such as pastoral care and site coordination. Recognising these specialised roles within the ANZSCO occupation can help in understanding the diverse range of skills and responsibilities required of tour guides, and support greater career development opportunities and the creation of tailored training programs.
- Relevant topics should also be included in occupation descriptions for tour guides to clearly indicate all tasks and responsibilities, i.e., researching new

information, risk management, occupational health and safety, and specialised knowledge in areas such as history, landscape, and Traditional Owners of specific locations.

- While not factored in to Round 2 of the current review, occupation titles and descriptions should be reviewed to accurately reflect roles and responsibilities of positions in the marine tourism sector. At present, there is uncertainty surrounding the outdated 'marine steward' term. Consideration should be given to using more relevant and industry-appropriate terms such as 'crew' or other widely recognised titles.
- Generic job titles are also likely to be misunderstood or undervalued, despite their importance in vessel operations and customer service. Accurate, specific titles are essential for proper classification.

Broadly, QTIC recommends undertaking a comprehensive, industry-specific study to address the lack of clarity and alignment with certain job roles and clarifications. This would help identify the specific skills, knowledge, and training required and validate anecdotal awareness of gaps in training.

- Conduct a comprehensive industry-wide study: To address the lack of clarity and alignment between certain job roles and qualifications, it is recommended to conduct a comprehensive industry-wide study or review. This study can help identify the specific skills, knowledge, and training required for each occupation and ensure that qualifications appropriately match the roles in the marine tourism sector.

11 Are there any occupations in your industry, business or workplace for which ANZSCO does not accurately reflect the skill level (1 to 5)?

Occupations which do not accurately reflect the skill level (1 to 5):

Industry-specific needs should underpin all occupations and skill levels, including the unique requirements of the marine tourism sector and language proficiency for tour guides.

QTIC makes the following recommendations regarding tour guiding:

- Skill level should be set at Level 3 (requiring expertise equivalent to a Certificate III/IV or three-years minimum experience), which would allow the role to be considered for the migration priority list. Careful evaluation and adjustment of the skill level as needed would also better reflect specific competencies and knowledge.
- The ANZSCO occupation description should recognise the shift toward non-accredited but practical, industry-informed training programs such as Eco Guide and Savannah Guides. This type of training has proven to be effective in supporting necessary skills and knowledge without the burdensome validation of accredited training.
- Acknowledging the importance of professional development programs (including the aforementioned training) would support industry preference, serve as indicators of professional standards, and broadly encourage uptake.

QTIC reiterates the need for an industry-wide study to inform more relevant and descriptive marine tourism occupations, which could support efforts to develop specific qualifications and training courses tailored to the unique requirements of the sector. Doing so would bridge current gaps and provide clear pathways for career development and workforce retention.

The marine tourism sector would also benefit from the following revisions to current skill levels:

- Distinguishing different skill levels via sub-categories or skill levels within certain occupations, such as marine stewards, to acknowledge variations in skill and expertise, i.e., highly trained professionals on luxury boats to less skilled individuals on other vessels.
- It is essential to include safety responsibilities in occupation classifications to clearly indicate skill requirements and duties, particularly for roles such as skipper, engineer, or deckhands.

12 Are there any occupations in your industry, business or workplace which we should consider classifying under a different ANZSCO category (e.g. sub-major, minor or unit group)?

Occupations to classify under a different ANZSCO category:

Current role categorisation creates challenges for staff with multiple roles on marine tourism vessels, i.e. tour guides who also work as deckhands or skippers. In these instances, clearer definitions would assist with streamlining role categorisation and determining primary roles.

Occupations not separately identified in ANZSCO

13 Are there any occupations in your industry, business or workplace that should be separately identified with a unique code?

Occupations that should be separately identified:

QTIC recommends that existing ANZSCO codes are periodically reviewed for relevance and validity, to ensure they accurately represent the roles and occupations of an evolving workforce landscape. A fit-for-purpose framework should also provide greater clarity regarding qualification mapping. More descriptive and specific ANZSCO codes should also be developed to accurately represent roles and responsibilities within the marine tourism sector to avoid misunderstanding and undervaluation of certain positions.

14 Are there occupations that are emerging, or that you anticipate will emerge, in the next 5 to 10 years in your industry, business or workplace?

Occupations that are emerging:

There are approximately 206,000 (direct and indirect) tourism-filled jobs in Queensland, making up 6.7% of the state's total employment (Tourism Research Australia, State Tourism Satellite Accounts 2021-22). Projections indicate a potential growth of up to 34.3% by 2024-5 for specific roles within tourism and hospitality (Jobs Queensland – Anticipating Future Skills 2020-21 to 2024-5). This robust industry contributed \$32.9 billion in Overnight Visitor Expenditure (OVE) as of YE March 2023. Considering the impending surge in demand associated with the Brisbane 2032 Olympic and Paralympic Games, evolving consumer preferences, and ambitious targets aiming for \$44 billion OVE by 2032, ensuring the capability to cater to visitor needs and sustain a skilled workforce becomes a pivotal priority for the tourism industry.

As tourism evolves, ANZSCO occupations should be designed with flexibility to adapt to future changes and innovations. This can be achieved through regular reviews and updating occupation descriptions to reflect the current state of the industry. In a dynamic industry, it is crucial to establish mechanisms for ongoing monitoring of qualifications, jobs roles and industry developments within ANZSCO to guarantee ongoing relevance.

Other information

15 Is there any other information to help support your submission?

Other information to support submission:

The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to provide feedback to the Australian Bureau of Statistics regarding the Review of the Australian and New Zealand Standard Classification of Occupations (Round 2).

QTIC is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. Our efforts focus on powerful lobbying, policy development, and collaboration with key industry stakeholders to create a favourable business environment for operators.

As a not-for-profit, membership-based organisation, we take pride in ensuring that the concerns and needs of our members and the broader tourism industry inform all relevant policy debates and that businesses have strong representation in decision-making processes. By promoting the value and importance of tourism in government forums and to the wider community, we help to create a vibrant, diverse industry that benefits all.

QTIC makes the following general recommendations to assist with tourism and ANZSCO:

- Actively collaborating and engaging with industry associations, operators, and training organisations to accurately capture shifting industry needs and provide direct insights for structuring qualifications to ensure recognition and alignment.
- Optimise the utilisation of ANZSCO data for accurate statewide workforce planning and addressing cross-industry workforce requirements.
- Advocating for funding and subsidies for marine qualifications can enhance the marine tourism industry by attracting individuals to pursue careers and incentivising participation in relevant training opportunities, contributing to economic growth.
- Marine tourism qualifications and training programs should emphasise robust safety training and adherence to industry standards to ensure wellbeing of crew members and passengers, similar to airlines.

QTIC anticipates outcomes of this review will contribute to enhancing support for industry needs, ensuring accurate, relevant, and adaptable occupation descriptions, while also addressing occupational gaps and improving qualification clarity. By implementing these recommendations, ANZSCO can better reflect industry complexities and offer more accurate data for workforce planning and decision-making.

QTIC looks forward to contributing to any future discussions arising from this review and engaging in a positive, productive dialogue with the Australian Bureau of Statistics. For further information or clarification regarding points raised in this response, please contact QTIC on (07) 3236 1445 or email policy@qtic.com.au.

16 Please provide information on any other issues in relation to ANZSCO that have not already been covered in this survey.

Any other issues not already covered: