



NSW Choose Tourism Program

Funded by the Australian Government and delivered by Destination NSW, the [NSW Choose Tourism Program](#) will address industry workforce shortages by encouraging Australians to pursue a career in the visitor economy while helping operators to attract, retain and upskill staff.

Expanding on the success of the 2022-23 pilot program tailored for the NSW South Coast, the new roll-out will include five diverse initiatives to help bolster the tourism sector workforce in regional areas across the state.

The initiatives include a schools' program, targeted career promotion, vocational webinars, mentoring by industry leaders and professional development events. The Choose Tourism Grant Program funding will also support a partnership with TAFE NSW to develop bespoke visitor economy training programs.



Take advantage of the upcoming opportunities designed to boost the visitor economy workforce and promote the industry as a career choice, outlined below.

[Employer of Choice - Professional Development Day](#)

The NSW Choose Tourism Program will host a one-day seminar in Byron Bay for tourism and hospitality operators to discover how to position their business as an employer of choice.

Achieving recognition as an 'employer of choice' puts business owners in the driver's seat for recruiting and retaining the best people.

The seminar will include information from expert speakers and local operators who will present strategies that can be adopted to retain employees and to onboard new recruits, and innovative approaches to achieve a high performing team.

Seminar Details

Byron Bay - 26 June 2024

[Register for free here.](#)

[NSW Choose Tourism Mentor Program](#)

The Choose Tourism NSW Program is offering a Mentor Program that aims to assist workers in the tourism and hospitality industry in regional NSW, by matching them with industry leaders who will provide coaching, support, advice, motivation and exposure. The mentor's role is to be a sounding board and role model to guide the mentee towards achieving or identifying careers goals, introduce them to new ways of thinking, challenge assumptions, share valuable life lessons and encourage the mentee to gain exposure to the wider industry beyond the mentee's placement, expanding the mentee's professional network. The Mentor Program is open to those working in tourism and/or hospitality in regional NSW.

Applications close 17 May 2024.

[Employer Webinar - Plan for Tomorrow](#)

NSW Choose Tourism will present a webinar on **23 May 2024** that will explore how visitor economy stakeholders can future-proof their businesses.

[Industry Feedback](#)

The Choose Tourism NSW program wants to hear from you. They want to learn more about the challenges operators in regional NSW are facing, when it comes to shortages in labour and skills. A survey has been developed to gain insights into the nature of these shortages, what regions are experiencing high levels of disruption to their businesses and what are the barriers to securing a skilled workforce.

Funded by the Australian Government and delivered by Destination NSW, the NSW Choose Tourism Program underscores the continued importance of addressing workforce challenges and supports the Australian Government's commitment to THRIVE 2030 - Australia's national strategy for the long-term sustainable growth of the visitor economy.