

INSIGHTS SUMMARY

Young Tourism Network Workplaces Research 2022

What's the purpose of the Research?

Present a Young Peoples' perspective of the Visitor Economy and its workplaces, to inform decision-making at a pivotal time of industry renewal.

How can this data be used?

- 1 Inform strategic decision-makers in Victorian tourism, events & hospitality
- 2 Catalyse industry innovation and entrepreneurship post-COVID
- 3 Enable leadership towards social, ecological and economic regeneration

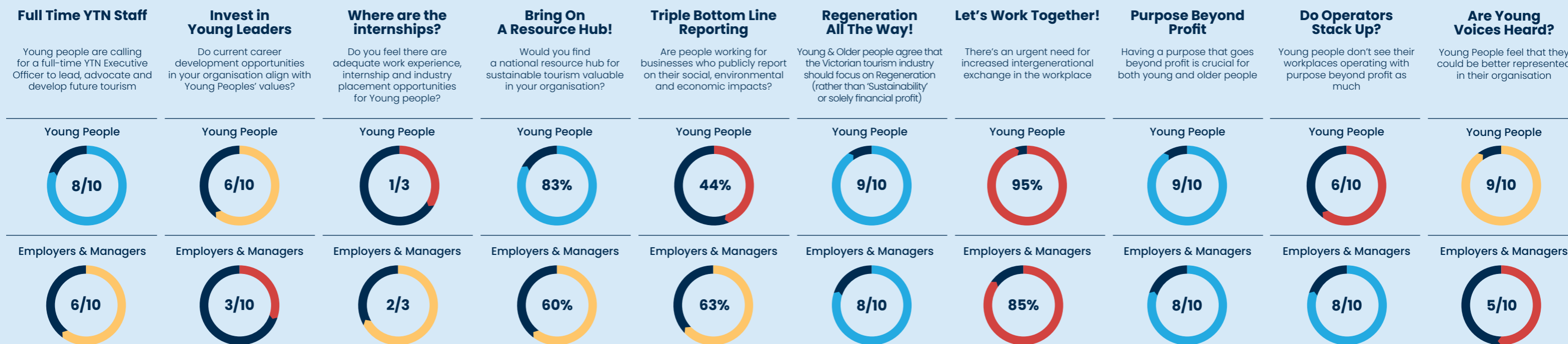


Jobs, Skills, Industry and Regions



SURVEY HIGHLIGHTS

● Intergenerational alignment ● Minor misalignment ● Significant misalignment



KEY INSIGHTS

LET'S BE HONEST...

It's not OK
One third of Young People feel insecure and unrepresented in the Victorian tourism industry

Climate Anxiety
One third of Young People feel their workplace increases their climate anxiety

90% of Young People
Most Young People would choose to be part of an intergenerational working group on sustainability within their organisation

"IT WOULD BE GREAT TO SEE ORGANISATIONS INCORPORATING CONSISTENT SUSTAINABLE PRACTICES IN THE WORKPLACE"

- Young worker in tourism, Age 30-35

SKILLS & KNOWLEDGE FOR POSITIVE CHANGE

Top 3 skills that both Young People and Employers & Managers believe could contribute to a more sustainable tourism industry

- 1 First Nations Culture
- 2 Climate Change
- 3 Waste Recycling and Management

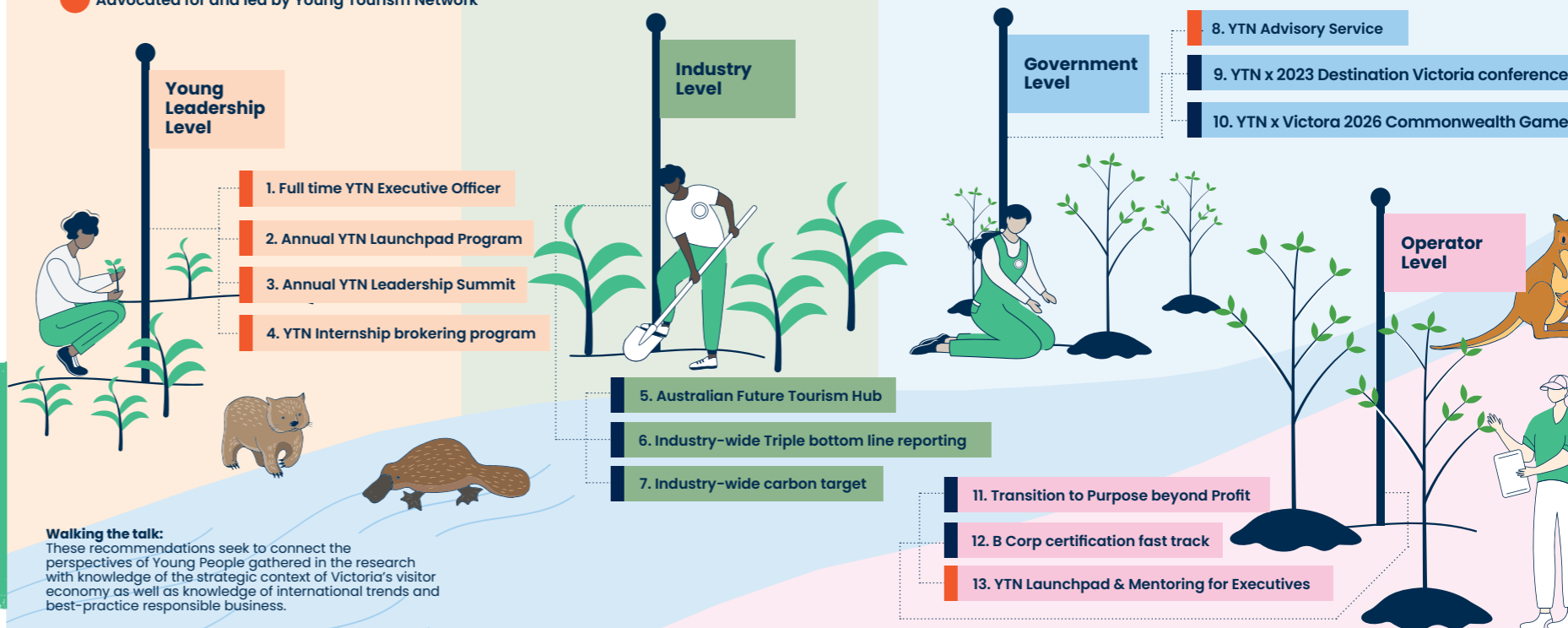
HOPE IS GROWING

More Young People now recommend a career in Victorian tourism, events & hospitality than not BUT there's a long way to go!

Only 56% of Young People would recommend their peers start careers in the Victorian tourism, events & hospitality industry. This is a mild increase from 2021.

RECOMMENDATIONS

● Advocated for and led by Young Tourism Network



Walking the talk:
These recommendations seek to connect the perspectives of Young People gathered in the research with knowledge of the strategic context of Victoria's visitor economy as well as knowledge of international trends and best-practice responsible business.

Regeneration all the way!

What do we mean by Regeneration? - A place-based approach to operating businesses and growing industry with the purpose of creating benefits to local community, ecosystems & economies. i.e. The Common Good. Accountability is demonstrated by wholistic decision-making and transparent public reporting to diverse stakeholders, with clear communication of goals and progress.

Who participated in the research?

Results are based on 130 Survey responses from some of the most engaged leaders in Victoria's visitor economy, as well as numerous focus sessions, 1:1 meetings and desktop research. This total engagement includes 104 Young People (19-35 years, linked to Tourism, Events & Hospitality as students, workers or aspiring workers) and 37 Employers and Managers of Young People (24-75 years).

Let's work together!

This research identified a gap in engagement from Employers & Managers in the industry. Why? We don't fully understand.