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?

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



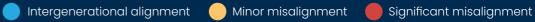






SURVEY HIGHLIGHTS





Full Time YTN Staff

Young people are calling for a full-time YTN Executive Officer to lead, advocate and develop future tourism

Invest in **Young Leaders**

Do current career development opportunities in your organisation align with Young Peoples' values?

Where are the internships?

Do you feel there are adequate work experience, internship and industry placement opportunities for Young people?

Young People

Bring On A Resource Hub!

Would you find a national resource hub for sustainable tourism valuable in your organisation?

Triple Bottom Line Reporting

Are people working for businesses who publicly report on their social, environmental and economic impacts?

Regeneration All The Way!

Young & Older people agree that the Victorian tourism industry should focus on Regeneration (rather than 'Sustainability' or solely financial profit)

Let's Work Together!

There's an urgent need for increased intergenerational exchange in the workplace

Purpose Beyond Profit

Having a purpose that goes beyond profit is crucial for both young and older people

Do Operators Stack Up?

Young people don't see their workplaces operating with purpose beyond profit as much

Are Young Voices Heard?

Young People feel that they could be better represented in their organisation

Young People



Employers & Managers



Young People



Employers & Managers

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Employers & Managers





Employers & Managers





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Young People



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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



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

First Nations Culture

Climate Change

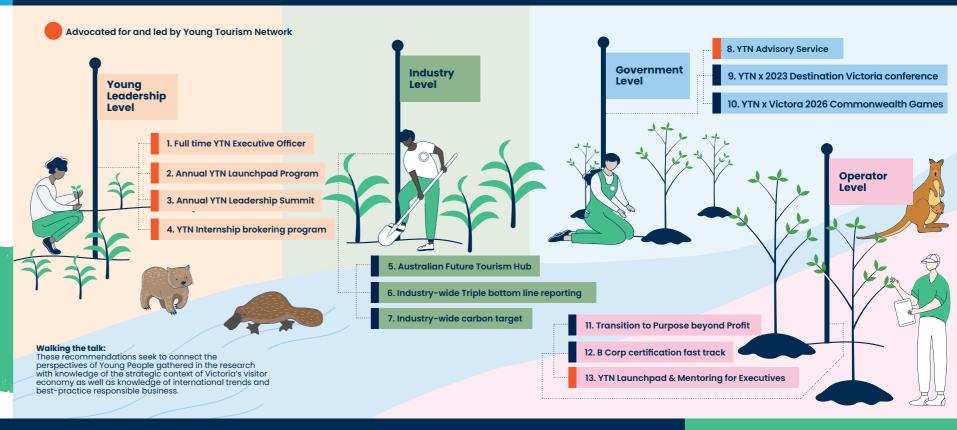
Waste Recycling and Management

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



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 includes104 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.