



NSW Choose Tourism Program

[Destination NSW](#) secured funding through the [Choose Tourism Grant Program](#) as part of the Australian Government's \$48 million commitment to support the Australian tourism and travel industry to upskill workers, support quality tourism products and deliver infrastructure upgrades.

Expanding on the success of last year's pilot program, the [South Coast Centre of Excellence](#), the [NSW Choose Tourism Program](#) aims to address short-term workforce pressures and promote the visitor economy as a long-term stable career choice through five diverse initiatives.

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 Queanbeyan 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

[Royal Hotel](#) | Queanbeyan

21st of May | 9.00am to 5.00pm - followed by networking to 6.00pm

Register for free [here](#).

More information on the Professional Development Program is available [here](#).

NSW Choose Tourism Mentor Program

The NSW Choose Tourism [Mentor Program](#) 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.

[Apply to become a Mentee](#) if you are working in tourism and hospitality and you are looking to expand your network or finetune your skills and knowledge.

[Apply to become a Mentor](#) if you are an industry leader with at least five years experience in business, tourism or hospitality in a senior role and wish to give back

by sharing your knowledge and skills to help develop future industry leaders while building a strong tourism and hospitality community in regional NSW.

The Mentor Program is a six-month program, May to November 2024.

Applications close on the 17th May 2024.

Find out more [here](#).

Employer Webinar | Plan for Tomorrow

The NSW Choose Tourism Program is hosting a webinar on how business owners can future proof their business, with customised training for the next generation of workers.

The webinar will be led by experts who will provide practical advice on training opportunities to support employers and share tips on attracting, developing and retaining staff.

The session will include case studies on how regional businesses have had success in working with their local schools to attract trainees.

Date: Thursday 23 May 2024

Time: 10 am - 11 am

Find out more and register [here](#).

Labour & Skills Shortages | Industry Survey

Operators are invited to provide feedback on the challenges they are facing, when it comes to shortages in labour and skills.

Take the opportunity to provide insights into the nature of these shortages, what level of disruption this is causing to your business, what barriers you have in securing a skilled workforce, and more.

The survey will remain open until 24th of May 2024.

Complete the survey [here](#).

Additional Information

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.

More information about the NSW Choose Tourism Program can be found on the [Destination NSW website](#).

Destination Southern NSW, PO Box 1025, Goulburn, NSW 2580, Australia

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