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Minister for Trade and Tourism
Special Minister of State



THE HON JOHN GRAHAM
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MEDIA RELEASE

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\$1.4 MILLION PROGRAM TO BOOST VISITOR ECONOMY
WORKFORCE IN REGIONAL NSW

A \$1.4 million campaign to encourage young people, First Nations Australians, seniors and people living with a disability to pursue a career in tourism is being rolled out across regional NSW.

Funded by the Albanese 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.

This joint initiative 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.

For more information on the NSW Choose Tourism Program, go to <https://www.destinationnsw.com.au/choose-tourism-program>

Quotes attributable to Federal Minister for Trade and Tourism Don Farrell:

"The Albanese Government is committed to prioritising workforce development in the tourism sector and our Choose Tourism Program will help support sustainable growth for the industry in NSW.

"The Choose Tourism Program is about inspiring Australians to work in a sector that's not only exciting and rewarding, but is also vital to the economic prosperity of so many regional communities.

"The Albanese Government will continue to work with the states, territories, and industry to support the growth of our vital visitor economy."

Quotes attributable to NSW Minister for Jobs and Tourism John Graham:

"The NSW visitor economy is a critical driver of jobs and employment in regional NSW.

"Our regional communities are home to passionate, talented individuals but costs often associated with additional training can contribute to the reasons careers are put on hold.

"This five-part program will not only offer free, easily accessible training opportunities that empowers aspiring professionals, but will directly support and encourage job creation, helping to fuel the growth of our \$50 billion NSW visitor economy."

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