# THRIVE 2030 Implementation Advisory Group (TIAG)

Summary of Meeting – 25 May 2022

The first meeting of the THRIVE 2030 Implementation Advisory Group (TIAG) was held in Sydney on 25 May 2022. The Chair acknowledged traditional custodians. Members briefly introduced themselves and their history in the visitor economy.

Austrade briefed members on the development of THRIVE 2030, the national industry-led, government-enabled strategy for Australia’s visitor economy, and the TIAG’s role supporting and monitoring implementation.

Members highlighted their implementation priorities and opportunities. The following themes emerged from the discussion:

### Workforce shortages

Members agreed that workforce shortages were the most significant current challenge in the visitor economy. Both skilled and unskilled workers, particularly in regional and remote Australia, were in short supply and were constraining meeting demand. Housing supply was flagged as a barrier to attracting workers, especially in regional Australia. Workforce shortages were noted as putting significant pressure on the existing workforce which risked further people leaving the visitor economy.

Members welcomed the convening of the THRIVE 2030 workforce and skills technical working group. The group acknowledged workforce shortages could be addressed, in part, by incentivising under-employed available cohorts to work in the visitor economy (including Indigenous Australians, retirees and people with a disability, women with children). A range of suggestions were put forward for Austrade to explore to ease workforce pressures. Promoting the visitor economy as a career of choice was also considered essential to build workforce capability in the medium to long term.

### Mental Health

Members noted mental health was a critical issue for some operators and staff after events of the past three years and the level of demand versus available workforce.

### Building a competitive, world class destination

The group noted Australia had to work very hard to secure its place as a competitive, world-class destination. Visiting Australia was comparatively costly and Australia’s visa processes were creating challenges. The group noted Australia’s unique offerings, particularly Indigenous tourism and its natural environment, that could build Australia’s standing globally and attract travellers as the global economy continued to reopen.

### Rebuilding international visitor base through diversification of markets and visitors

Diversification of international markets, segments, products, and visitor types was discussed as an important focus of THRIVE 2030, with the work to return visitors from Australia’s core international markets also contributing to recovery.

### Galvanising industry support to implement THRIVE 2030

With THRIVE 2030 being an industry-led, government-enabled strategy, the group highlighted the importance of Australia’s tourism industry getting behind and driving THRIVE 2030’s implementation through collaboration within a competitive environment. State and Territory Government collaboration and whole-of-government Commonwealth efforts were noted as also essential to achieve THRIVE’s objectives.

### Community support for the visitor economy

The importance of social licence and community support for the visitor economy was noted as being essential for future growth.

The Group looks forward to hearing the new Government’s tourism priorities and supporting its work and is enthusiastic about meeting regularly to contribute to THRIVE 2030.

The next formal face to face meeting of TIAG is proposed to be held in October 2022.