The National Workforce Development Fund

Building skills for the tourism, travel and hospitality industries

About NWDF
The National Workforce Development Fund (NWDF) is an innovative model of funding, enabling enterprises, industry sectors and regions to access training specific to their organisational needs. A key element of the fund is to encourage more organisations to undertake workforce planning in order to develop training solutions that align with their business goals.

Administered nationally through Service Skills Australia for the service industries, applications are subject to a competitive process and require a co-contribution from the employer. Our role is to assist organisations identify their workforce needs and potential solutions, facilitate the selection of a Registered Training Organisation and monitor the implementation of successful proposals.

Key outcomes
- NWDF applications through Service Skills Australia have supported 425 tourism, travel and hospitality businesses enterprises and 2,012 learners
- Over $3.86 million of government funding has been provided for training in the tourism, travel and hospitality industries, with employer contributions totalling over $4.58 million
- Of the 425 tourism, travel and hospitality businesses who engaged with the NWDF, 40% employed fewer than 20 people, while 81% employed fewer than 100 people
- 47% of the 2,012 tourism, travel and hospitality candidates attained their first post-school qualification
- 18% of candidates undertook training at a higher AQF level qualification than previously held
- 66% of all qualifications were at a Certificate IV or Diploma level
- 47% of participating tourism, travel and hospitality businesses are regionally based
- A key component has been the collaboration between the 425 tourism, travel and hospitality businesses and their 57 training partners
Planning for success
Service Skills Australia’s brokerage of the NWDF asked businesses to focus on three key questions:

- What is the identified enterprise/sector need?
- How will the proposed training response address the identified need?
- How will the enterprise measure the effectiveness/impact in their business?

Through considering these questions, enterprises were able to identify what they needed and how they were going to build the capacity of their staff and business practices to address their goals. This clarity of workforce planning was crucial to the success of projects funded through the program. Enterprises in each service industry segment identified a broad range of needs and responses. Identified needs ranged from training in frontline customer service skills to the development of supervisory, management and leadership skills. At an enterprise level, workforce planning and vocational training is proven to have a positive impact upon workplace productivity, financial turnover and staff retention. In some cases, a group of enterprises worked collaboratively to address a broad skills need; in doing so, they were able to raise the skills base of an entire business community. Through this dedicated enterprise approach, these businesses have helped to lift not only their own performance, but that of the tourism, travel and hospitality industries as a whole.

“The support available through SSA and NWDF made me aware of a range of workforce development options I previously had not considered”
Claire Parker, Marketing Manager, Cowaramup Brewing Company

NWDF in action
Out of Sight Tours wanted to provide staff with formal training in Eco Guiding to recognise their skills. They wanted to create clearer career pathways and enhance the guiding skills of their staff.

Through the assistance of Service Skills Australia and the National Workforce Development Fund, Out of Sight Tours sought three training places for staff members in the Certificate IV in Tourism (Guiding). Working with their training provider, Out of Sight Tours was able to tailor specific training to their unique needs.

Out of Sight Tours hope this training will encourage the retention of staff, and generate and create more sustainable career pathways and opportunities.
NWDF in action

Elanora Country Club wanted to build the capacity of their management team by encouraging them to think innovatively; increasing efficiency whilst maintaining high level service.

With the assistance of Service Skills Australia and the National Workforce Development Fund, Elanora Country Club enrolled nine managers in a Diploma of Management. This training will position the managers and staff to have a greater focus and shared understanding of what is needed to achieve higher levels of membership and understand the changing needs of the business.

“We’re developing a workforce that will create sustainable, profitable businesses differentiated by our culture of service excellence”

Tula Harris, Customer Service and Business Improvement Manager, Federation Square Pty Ltd (Vic)

NWDF in action

Manning Valley Chamber of Commerce designed a tailored training program with North Coast Institute of TAFE to provide members in the five chambers throughout the region with a Certificate IV in Frontline Management.

By bringing the five chambers together to deliver this qualification, Manning Valley Business Chamber is up-skilling the region in customer service, leadership/management, marketing and promotion, and up-selling initiatives. This project is building capacity across the whole region through just one training initiative and helping to build an understanding of the benefits of working collaboratively.

“It’s been wonderful to create a workforce development project that will improve the business bottom line”

Suellen Taylor, Human Resources Consultant, The Vantage Group
About Service Skills Australia

Service Skills Australia is the Industry Skills Council for the service industries, one of 11 not-for-profit, independent organisations funded by the Australian Government Department of Industry to support skills and workforce development.

The service industries encompass the following sectors:

- Wholesale, Retail and Personal Services (wholesale, retail, hairdressing, beauty, floristry, community pharmacy and funeral services)
- Tourism, Travel and Hospitality (travel, tourism, meeting and events, accommodation, restaurants and catering, holiday parks and resorts)
- Sport, Fitness and Recreation (sport, fitness, community recreation and outdoor recreation).

Service Skills Australia’s role and responsibilities are to:

1. Provide integrated industry intelligence and advice to government, the Australian Workforce and Productivity Agency (AWPA), industry and enterprises on workforce development and skills needs for the service industries.
2. Actively support the development, implementation and continuous improvement of high quality training products for the service industries, including training packages.
3. Engage in workforce development activities and services for the service industries.

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