

Productivity through Partnerships Initiative

Presentation by TICT
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Background

- Tourism is currently a \$2bn a year industry
- T21 targets to grow to \$4.3bn a year by 2017
- Includes over 2,000 businesses; 85% employ less than 5 people
- Many tourism businesses are small, regionally based
- Dynamic and difficult operating environment – fuel prices, \$AUD, interest rates, share market slump, consumer confidence, aviation, climate change, technology
- Implications – travellers have less disposable income, competitors offshore more competitive, greater awareness of the natural environment, greater trust and use of the internet

Background

- Forecasts for flat intrastate and interstate travel market in the foreseeable future in Australia
- Drop in Tas Temps business in recent years, no longer the only option for getting to customers
- Dynamic environment for product distribution and customer connections, multiple channels
- Changes being led by consumers who are moving to new methods of researching, booking and paying for trips
- Less trust in traditional sources of information or advice (use of tripadvisor.com and social networking sites)

Background

- In this environment, less need for direct government intervention through services like Tas Temps
- Tourism Tas better placed to provide the platform for digital and online distribution and give operators the tools to use it
- Tasmania has an opportunity to be a leader in connecting with customers online
- Need for all operators to have the skills to take advantage of the new environment and new platform
- Mixed take-up of new technology in the industry
- No training currently available that addresses the new and emerging training needs for tourism operators in:
 - Online product distribution
 - E-marketing
 - E-commerce

Background

- Tourism Industry Council Tasmania approached Skills Tasmania with this dilemma – emerging training need but no training available
- Skills Tasmania and TICT have a contract to establish a partnership between TICT and an RTO to increase the ICT skills of the Tasmanian tourism industry
- Skills Tasmania have funded this project to a value of \$200k

Aim of Project (general)

- The initiative establishes a partnership between TICT and RTO(s) with the following broad aims:
 - Respond to need or opportunity for improved business and industry performance
 - Demonstrate strong engagement of employers, industry associations or networks
 - Accelerate the diffusion of new technology or practices to improve the productive capacity of businesses in the tourism industry
 - Have a direct training outcome

Aim of Project (specific)

- To increase the take-up and understanding of new technology by the Tasmanian tourism industry
- Particular focus on developing the necessary business skills of tourism operators in:
 - Online product distribution
 - E-marketing
 - E-commerce

Aim of Project (specific)

- Skills development funding will assist up to 160 tourism operators (\$1,000 training voucher)
- If more than 160 operators express an interest in the initiative, then assistance will be targeted at:
 - Accredited businesses
 - Small businesses
 - Regional operators
 - Those with the lowest level of knowledge, skills and take-up of online distribution

Selection Criteria for RTO

- TICT sought submissions from interested RTOs that detailed:
 - Understanding of the digital and distribution needs of the Tasmanian tourism industry
 - Capacity to deliver short and relevant training to tourism operators
 - Capacity to deliver training in a tailored and flexible way
 - Capacity to deliver training to tourism operators with a range of existing skills and abilities
 - Fee structure to deliver the training to tourism operators
 - Ability to work in partnership with TICT to deliver training including developing a training self assessment tool for operators
 - Partnerships with IT companies and online tourism product distributors to better understand the training needs of tourism operators
 - Training delivery that is mapped to certified products if possible

Selection Criteria for RTO

- 1 – Organisation Capacity and Track Record
- 2 – Experience and Skills of Key Personnel
- 3 – Understanding of the Issues
- 4 – Delivery Methodology that includes innovation and partnerships
- 5 – Value for Money

Deliverables under the project

- TICT selected NDA Tasmania as the RTO to deliver training under the project
 - Stage 1 of the project is these forums being held in Hobart, Strahan, Burnie, Launceston and Bicheno that aim to:
 - Inform operators about the new digital and distribution environment
 - Empower operators to make decisions about their involvement with digital and e-business opportunities
 - Allow operators to assess their current skills and training needs
 - Encourage operators to find out about the training available through the partnership
 - Encourage operators to take up the training available through the partnership
 - Stage 2 of the project is to assess and deliver training to all operators selected by the TICT (each operator will have a training voucher of \$1,000 to purchase tailored training from NDA)

Timelines

- July – regional information sessions
- July/August – operators to complete capability assessment and express interest in receiving training
- August – TICT will advise operators selected to receive assistance and issue voucher number
- August/September – contact made between operator and NDA Tasmania with assessment conducted and assistance agreed
- December – all training delivery completed and invoiced

Responsibilities

- TICT
 - Manage contract with NDA
 - Select tourism operators to get \$1,000 training voucher
 - Issue vouchers to selected tourism operators
 - Ensure training is delivered with an eye to quality and timeliness
 - Make payments to NDA for training delivered to tourism operators (upon receipt of invoice and voucher)
- NDA Tasmania
 - Connect with operators that select them to deliver training
 - Assess the training needs of each tourism operator
 - Deliver flexible and tailored training as agreed with operators
 - Make claims for payment based on the delivery of training

Project Administration

- Selected tourism operators will get a training voucher to the value of \$1,000
- NDA Tasmania will deliver agreed assessment and training up to the value of the voucher
- NDA Tasmania may deliver additional training as negotiated with the operator (at the operator's expense)

Further Information

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