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Media release

“Practical and transformational” plan to uplift tourism workforce

Tourism Minister Peeni Henare has today launched the [Better Work Action Plan](#), aimed at making the tourism workforce stronger, more sustainable, and resilient.

TIA Chair Gráinne Troute, Industry co-chair of the Tourism Industry Transformation Plan partnership which created the plan, says: “The Action Plan is both practical and potentially transformational, forming a holistic package of proposals that should bring about positive changes to the tourism industry”.

The plan has six proposals (Tirohanga Hou) and 14 initiatives to address four key systemic issues facing the tourism workforce. The issues identified were demand fluctuations; pay and conditions; firm maturity and scale; and current and future skills gaps.

The solutions aim to create a more regenerative, high value and resilient industry that all New Zealanders can be proud of.

“The creation of a Tourism and Hospitality Accord will require businesses to meet certain workplace standards, recognising those that are already doing the right thing, as well as, where it is warranted, shifting the dial towards better pay and conditions for workers across the industry,” says Ms Troute.

Helping businesses better understand existing technology would enhance productivity and drive better outcomes for workers and businesses, as would fit-for-purpose education and training.

Embracing seasonality, and leaning into the flexibility of the industry, will involve exploring innovative models such as employee and job-sharing amongst tourism operators.

Building cultural competency within the industry will enable businesses and workers to tell more authentic stories and build more diverse and inclusive workplaces.

“There are many positive stories of people with fulfilling and rewarding careers in tourism. Showcasing these people, their careers, and the variety that tourism has to offer should help attract more workers to the industry,” Ms Troute said.

TIA Chief Executive Rebecca Ingram says the solutions developed by the group are coming at a critical time for the industry. “Thank you to the industry leadership group for their work developing a comprehensive view on the tourism workforce of the future.”

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An implementation plan will be developed following the release of the Better Work Action Plan. For an indicative timeline and further next steps, please visit the [Better Work Action Plan website](#). The next phase of the ITP is underway and is focusing on the environment.

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KEY FACTS

- TIA is New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of New Zealand's large and diverse tourism industry.
- TIA has about 1300 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA is deeply involved in discussions on recovery and what the future of tourism in New Zealand will look like.
- TIA leads implementation of the industry's [Tourism Sustainability Commitment](#) which aims to see every New Zealand tourism business contributing positively to our people and cultures, our environment and our economy
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and the Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

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