

Creating the jobs  
of today and the  
future, improving  
training pathways  
& driving economic  
activity on the  
Gold Coast



## FROM THE MINISTER

The Gold Coast Regional Jobs Committee (GCRJC) is one of nine regional jobs committees operating in Queensland. They are part of the Queensland Government's plan to work with local leaders and stakeholders to create good secure jobs, improve training pathways and drive economic activity across the state.

The GCRJC was established only a year ago under the auspices of RDA Gold Coast, and despite its infancy, is already generating significant outcomes for the Gold Coast community. This was celebrated at their recent 'Leaders of Industry' event that I was fortunate to attend with other key stakeholders from across the City.

The event was an inspiration showcasing amazing innovations and ideas, as well as a willingness to be different. The connections the GCRJC is building with the tourism sector, emerging tech-based industries and the education and training sector is exactly the type of place-based response envisaged in the Government's Good People. Good Jobs: Queensland Workforce Strategy 2022-2032 released in August 2022, and will help to address Gold Coast workforce shortages, now and in the years to come.

I look forward to your next chapter.



### **The Hon Di Farmer MP**

Minister for Employment and Small Business  
Minister for Training and Skills Development

## JOBS OF TODAY

**The goal of the Gold Coast Regional Jobs Committee project for 2021-22 was to develop a proactive plan to ensure that economic growth on the Gold Coast is underpinned by a capable, skilled workforce that meets industry needs, both now and in the future.**

The traditional economic strengths of tourism and hospitality will continue to be a mainstay for the Gold Coast economy, but the industry has been severely impacted by the COVID-19 pandemic.

Pre COVID, the sector accounted for over 40,000 jobs, sales approaching \$10 billion, and a value-added contribution of \$5 billion. This represents a 15% slice of the Gold Coast economy, and approximately 30% of the Queensland tourism and hospitality sector.

During the height of the pandemic, one in three local tourism and hospitality staff lost their jobs, and there was a 54% decline in Gold Coast tourism expenditure. Now the Gold Coast is grappling with thousands of unfilled vacancies; migrants and international students have left the country and the local workforce has sought increased job security in other sectors. This situation is made worse by low rental availability, record low unemployment and continuing supply chain challenges. The committee recommends a collaborative response between business and government to address the current critical needs.

## KEY RECOMMENDATIONS

- ▶ Targeted marketing campaigns to attract more residents, Australia wide, to the sector
- ▶ Enable migrants to work more hours or be incentivised to work in the sector
- ▶ Changes to tax laws to encourage second jobs without penalty and to raise earning potential for those on pensions
- ▶ Encourage mature-aged people to re-enter the workforce
- ▶ Employers to actively engage and market to mature-aged employees
- ▶ Provide incentives to employees such as light rail passes, and / or free parking for work



# JOBS OF TOMORROW

The Gold Coast economy is in the midst of a transition towards more knowledge-based jobs in high-tech industries. The GCRJC will be developing, and then supercharging, partnerships and collaborations between employers, schools, training institutions and government, to build a 'workforce pipeline' for local business and industry.

Industry engagement over the course of the project has included targeted roundtables with Gold Coast business leaders in our key emerging industries:

## Industry 4.0 & ICT



## Biomedical



## Marine



## Space, Aerospace & Defence



## Advanced Manufacturing



A breakdown of current issues and potential solutions for each industry sector are detailed in the full report. Our overall priorities for the future include:

- ▶ Market the Gold Coast as a SMART CITY
- ▶ Build stronger links between Industry and VET sector including highlighting and articulating career pathways
- ▶ Encourage increased female participation in key sectors and respond to underemployment
- ▶ Advocate for increased migration.

## KEY ISSUES

- ▶ Competition is placing more pressure to increase efficiencies / remuneration.
- ▶ 20%+ shortfall in skilled and unskilled workers
- ▶ Increasing requirement for unskilled labourers
- ▶ Staff headhunting - looking internally and reskilling inside the business
- ▶ Advanced Manufacturing and Marine are not seen as 'career pathways'
- ▶ There is a need to market Advanced Manufacturing as a clean, interesting and exciting career, with career being the operative word
- ▶ Disconnect between current curriculum and industry needs

## POTENTIAL SOLUTIONS

- ▶ Tripartite relationships between the education sector, manufacturing and students
- ▶ Internal up-skilling / 'grow your own'
- ▶ Skilled migrants and student visas
- ▶ Integrated Work Learning
- ▶ Micro credentials
- ▶ Careers and pathways – Gateway to Industry Schools Program
- ▶ School-industry mentoring
- ▶ Market Advanced Manufacturing and Marine as exciting career pathways
- ▶ Designated Area Migration Agreements
- ▶ Strategies to increase female participation in non-traditional industries





Download our full report at [goldcoastrjc.org.au](https://goldcoastrjc.org.au)

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