



Careers in Tourism

South Australian Guide: 1st Edition



Editor's Note

This guide has been developed to showcase the incredible depth of opportunity available within the tourism industry in South Australia.

It includes occupations directly and indirectly connected to tourism and highlights your potential career progression using organisational charts.

Can we help you? We welcome enquiries from students, parents, teachers, career counsellors, employers and industry stakeholders.

*Limited copies of this guide have been produced to reduce our impact on the environment and to improve sustainability. It is also available digitally via TiCSA's website. To obtain a hard copy or access to the epublication, please contact TiCSA.

TiCSA acknowledges that the information curated for this guide, including job roles, qualifications and resources, may change following its publication (July 2023).

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This guide was produced by the Tourism Industry Council South Australia (TiCSA), the peak body for South Australia's tourism industry. To contact TiCSA, please email info@ticsa.com.au or call 8231 3085.

www.ticsa.com.au





Message from the Minister for Tourism

Have you heard of the ‘visitor economy’? Essentially, it refers to the ‘value of tourism’ and it is an incredibly important part of South Australia’s economy – and its vibrancy.

Tourism is not just about visitors to our state. It brings economic benefit to businesses and communities from the city to the regions; it has a positive impact on many other industries like agriculture, wine, retail, transport, real estate and education; it boosts local pride, community morale and social vibrancy; and – it’s fun!

Our tourism industry employs around 40,000 South Australians. We have a bold ambition to grow this, adding another 16,000 jobs by 2030. The sector is worth \$8.3 billion to our state – now more than it was pre pandemic – and on its way to our 2030 target of \$12.8 billion.

Everyone working in tourism has a role to play to help make South Australia a destination of choice. With amazing offerings across our state like world-class food and wine, unique wildlife, stunning landscapes from the coast to the hills, the river and outback, and a sensational line-up of festivals and events – this is the place to see and to be.

Exciting things are underway in South Australia – and you can be part of it. Join a global industry with endless potential. Join tourism.

Hon Zoe Bettison MP
Minister for Tourism



Message from the CEO

Tourism is an exciting industry that brings appeal and vibrancy to South Australia, for visitors and residents alike. It’s an industry like no other, with endless opportunities as it provides new experiences, travel, and careers for everyone.

People have always loved to travel and explore for all sorts of reasons; it’s ingrained in who we are. As a result, the travel and tourism industry will always have an important role to play in our lives, for the delivery of exceptional experiences, outstanding service, and opportunities for people from across the world to connect with other places and cultures.

Tourism Industry Council South Australia (TiCSA) is proud to support the development of the future workforce for tourism in South Australia. We are pleased to provide you with this guide to help you understand the endless opportunities a career in tourism provides. Inside, you will find information on the diverse range of roles in our industry, stories from current young professionals, and some simple steps for how you can get an early start to your tourism career.

The future is looking bright for tourism in South Australia, and it’s the creative, motivating and inspired young people today that will see the industry continue to thrive. We look forward to welcoming you, the new generation of tourism professionals, to our industry.

Shaun de Bruyn
TiCSA Chief Executive Officer

Acknowledgement of Country

TiCSA acknowledges and respects the Traditional Owners of Country throughout South Australia.

We acknowledge that the spiritual, social, cultural and economic practices of Aboriginal people come from their traditional lands and waters, and that Aboriginal people maintain cultural and heritage beliefs, languages and laws which are of ongoing importance today.

Our Supporters

The Tourism Industry Council South Australia (TiCSA) acknowledges the support and contribution from industry, government and suppliers listed below.

This guide has been produced through a partnership with the South Australian Government. We recognise our graphic design, editing, print management and distribution partner, Boylen +.

Boylen +



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West Beach Parks
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South Australia's Tourism Industry

Tourism is booming in South Australia! We've achieved record numbers in 2023 – and there are plenty of jobs available.

If you choose a career in tourism, you'll be part of a sector that is critical to the state. Tourism is an important contributor to South Australia's economy and is experiencing sustained growth. We have set a goal to reaching \$12.8

billion in visitor expenditure and an additional 16,000 jobs by 2030.

One of those new jobs could be yours!

As a world-class destination famous for its unique natural experiences, renowned wine country, and vibrant arts and festivals scene, SA's tourism industry needs passionate and dedicated people to achieve its goals.

Tourism in South Australia: A Snapshot

As of December 2022, tourism in South Australia had reached a record \$8.3 billion in international and domestic visitor expenditure. \$4 billion of that was spent in regional SA.

Prior to COVID-19, Adelaide Airport welcomed 8.5 million people annually and an average of 30,000 people a day from around the globe.

There are over 19,000 tourism businesses across the state, ranging from small to medium enterprises through to global corporations.

In 2020-21, total tourism employment (both direct and indirect) accounted for 56,500 employees statewide, with 37,300 directly employed.

Key Industry Stakeholders



National

Austrade

The Australian Trade and Investment Commission (Austrade) is an Australian Government agency promoting Australian trade, investment, tourism and education to the world, providing valuable export and investment support to Australian businesses.

Tourism Australia

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

Australian Tourism Industry Council

Australian Tourism Industry Council (ATIC) is the national representative body for

tourism. The role of ATIC is to provide leadership and industry representation through a national voice for tourism, and to manage national industry development programs, including the Australian Tourism Awards and Quality Tourism Framework.

Australian Tourism Export Council

Australian Tourism Export Council (ATEC) is the peak industry association for the Australian inbound tourism industry sector. ATEC connects and grows the commercial networks of members engaged in the international tourism industry, by facilitating commercial connections, and advocating to government for support and removal of impediments to growth to broaden export opportunities.

State

South Australian Tourism Commission

The South Australian Tourism Commission (SATC)

is a statutory authority of the South Australian Government and is focused on promoting South Australia as a tourism destination to key markets, attraction and promotion of events and festivals and the further development and improvement of South Australia's tourism industry.

Tourism Industry Council South Australia

The Tourism Industry Council South Australia (TiCSA) is a not-for-profit, member-based organisation and the peak body for South Australia's tourism industry. TiCSA's purpose is to build capabilities, advocate for, and bring together South Australia's diverse tourism industry to enable a sustainable and growing visitor economy.

South Australian Aboriginal Tourism Operators Council

TiCSA is working in partnership with Aboriginal tourism operators to form the South Australian Aboriginal Tourism Council

(SAATOC). This independent body of Aboriginal owned tourism businesses will be the peak, authoritative representative for Aboriginal tourism in South Australia. SAATOC will provide business development, promotion and advocacy that specifically supports and grows Aboriginal tourism and Aboriginal tourism businesses.

Regional

Regional Tourism Organisations (RTOs)

South Australia's Regional Tourism Organisations support the development and marketing of tourism products and experiences within their region, to grow awareness and visitation. In South Australia, there are 12 tourism regions, each with a Regional Tourism Manager.

For more information on the regions, please refer to the South Australian Tourism Commission's website - www.tourism.sa.gov.au

A Career with Opportunity

A career in tourism is exciting. This vibrant sector offers hundreds of job roles that open doors to travel, fresh ideas and new challenges.

Can you picture yourself working alongside passionate people in a diverse range of roles? In a socially responsible sector that values its people, sustainability and cultural diversity?

Right now is the perfect time to consider the tourism industry. There are more position openings than ever before. And there are plenty of opportunities for advancement.

If you're looking for variety, fun and a team environment, then tourism is perfect for you.

There are many more careers in the tourism industry than most people imagine, from hotel and restaurant management to tour operators and travel agents... and everything in between.

So what are you waiting for?





Tertiary Education

In South Australia, there are multiple education pathways for graduates or young adults interested in a career in tourism, events and hospitality.

Many universities, colleges and Registered Training Organisations offer courses either in-person or online to kickstart your tourism career.



University of
South Australia

Higher Education

- Flinders University
- University of South Australia
- University of Adelaide
- Torrens University
- International College of Hotel Management



Vocational Education & Training (VET)

- TAFESA
- Department of Education
- Registered Training Providers





Seal Bay Conservation Park,
Tourism Australia (Morgan Sette).

The Future of South Australian Tourism

The tourism industry is continuously evolving. That's what makes it such an exciting career.

Tourism sectors experiencing growth in demand and increased investment in recent years are:

Aboriginal Tourism

Australia is home to the oldest living cultures on earth and Aboriginal tourism experiences offer a real connection to place. Every part of South Australia is Aboriginal Country, and every part of that Country has a series of stories and experiences that are unique to it. Aboriginal experiences, products and services play an integral part in how we tell our state's story to the world whilst being appropriate and respectful, and authentic to the Aboriginal culture, heritage and traditions being presented. Aboriginal tourism involves a range of experiences, from song, music and dance to guided tours and culturally enriched hospitality.

Accessible Tourism

In recent years, Australia has focused on accessible tourism. This ensures that destinations, products and services are accessible to everyone, regardless of their age, physical limitations or disabilities. The accessible tourism sector is worth an estimated \$8 billion (TRA, 2018), with 14% of the Australian population requiring accessible tourism experiences and



*Baby Echidna,
Kangaroo Island,
Tourism Australia.*



Chapel Hill Winery, SA, Tourism Australia.



*The Frames, Riverland,
Tourism Australia (Morgan Sette).*

services. The number of Australians living with a disability (as well as adults caring for a child with a disability) who are not currently travelling offers a potential market of \$735 million. With travel party factored in, this potential spend increases to \$1.8 billion. Coupled with demand from international visitors, accessible tourism presents a significant growth area.

Sustainable Tourism

Sustainability is becoming increasingly important in the visitor decision-making process. We're fortunate that Australia is home to some of the most beautiful natural environments, unique wildlife and cultures in the world. Sustainable tourism includes protecting and restoring our natural environment, and helping to conserve natural wonders and cultures, so they can be enjoyed today and by future generations. It also means fostering a profitable industry that delivers employment opportunities and economic benefits to communities. In turn, this helps improve the tourism experience for travellers and the quality of life for Australians.

Business Events

The Federal Government is dedicated to raising international awareness of Australia as a prime business events destination.

South Australia is well recognised for its quality business event infrastructure and consistently attracts conventions, meetings, exhibitions and special events to Adelaide and across the state.

The Cruise Industry

Australia is included in the itineraries of leading cruise lines across the world, from expedition style cruises and mid-range ships to mega ships and up-scale lines. There were more than 100 scheduled cruise visits to South Australian ports and anchorages during the 2022-23 cruise ship season, including several expedition vessels. The cruise industry has been the fastest-growing visitor economy sector in SA over the past decade.

Youth Sector

From working holiday makers and backpackers, to education trips, young travellers are crucial to the success of the tourism industry. This market accounts for 27% of visitor arrivals and 45% of visitor spend in Australia. The youth market seeks fun, adventure, excitement and thrilling experiences.

Koomo Restaurant and Bar - Crowne
Plaza Adelaide (Adam Bruzzone).





Accommodation



Attractions



Events



Food & Beverage



Travel



**Tourism &
Information**



Skilled Trades

Many of the careers and job roles in this guide exist in multiple sectors within the industry. There are 7 sectors featured in this guide.

Use the badges to identify which sectors you may find yourself working in throughout your career.

Industry Sectors



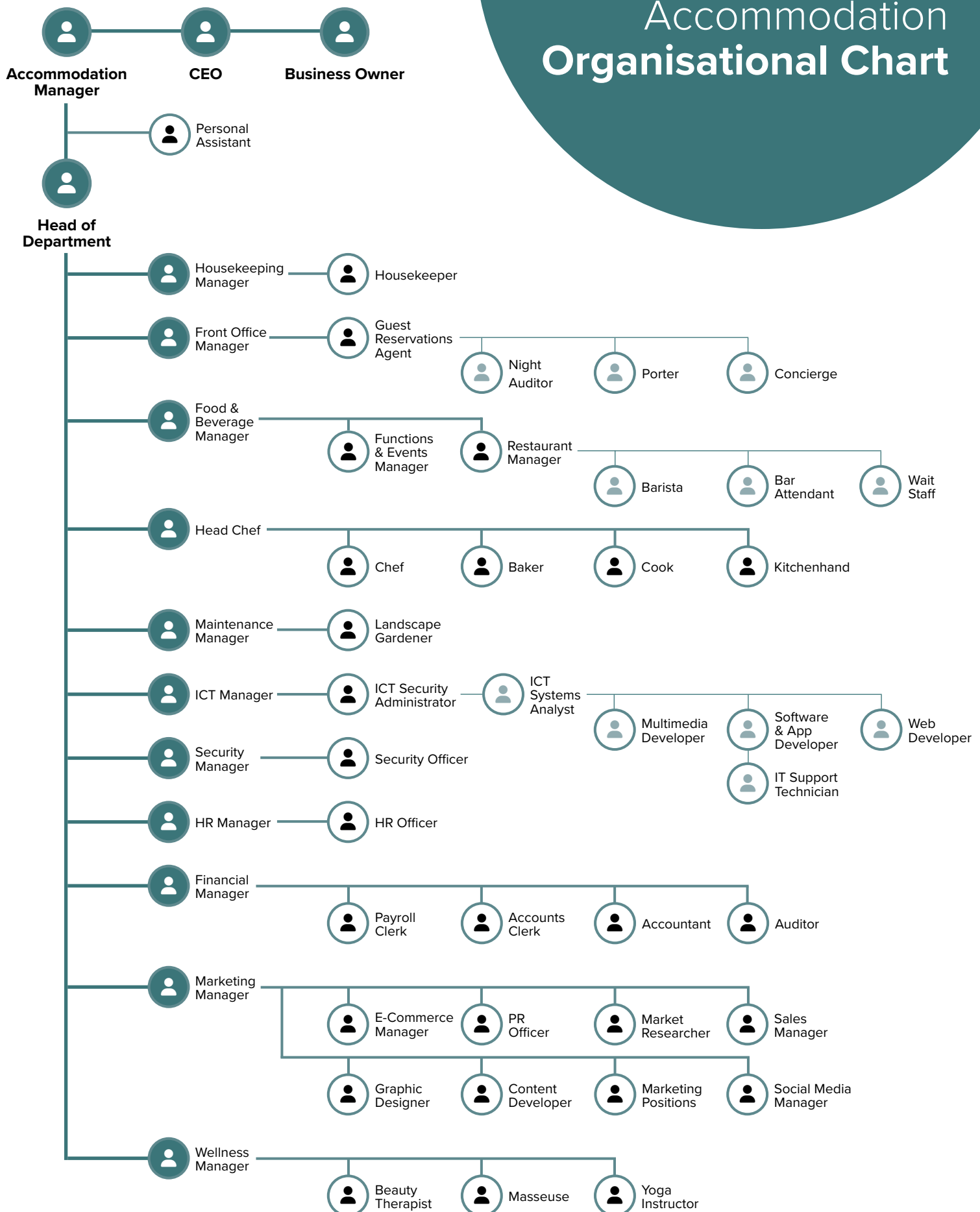
Crown Plaza Adelaide (Adam Bruzzzone).



Accommodation Sector

The Accommodation sector is responsible for providing South Australian visitors a home away from home. It encompasses a range of properties including B&Bs, backpackers, caravan-holiday parks, farm stays, hosted accommodation, hotels, motels, houseboats, self-catering, serviced apartments and unique accommodation.

Accommodation Organisational Chart





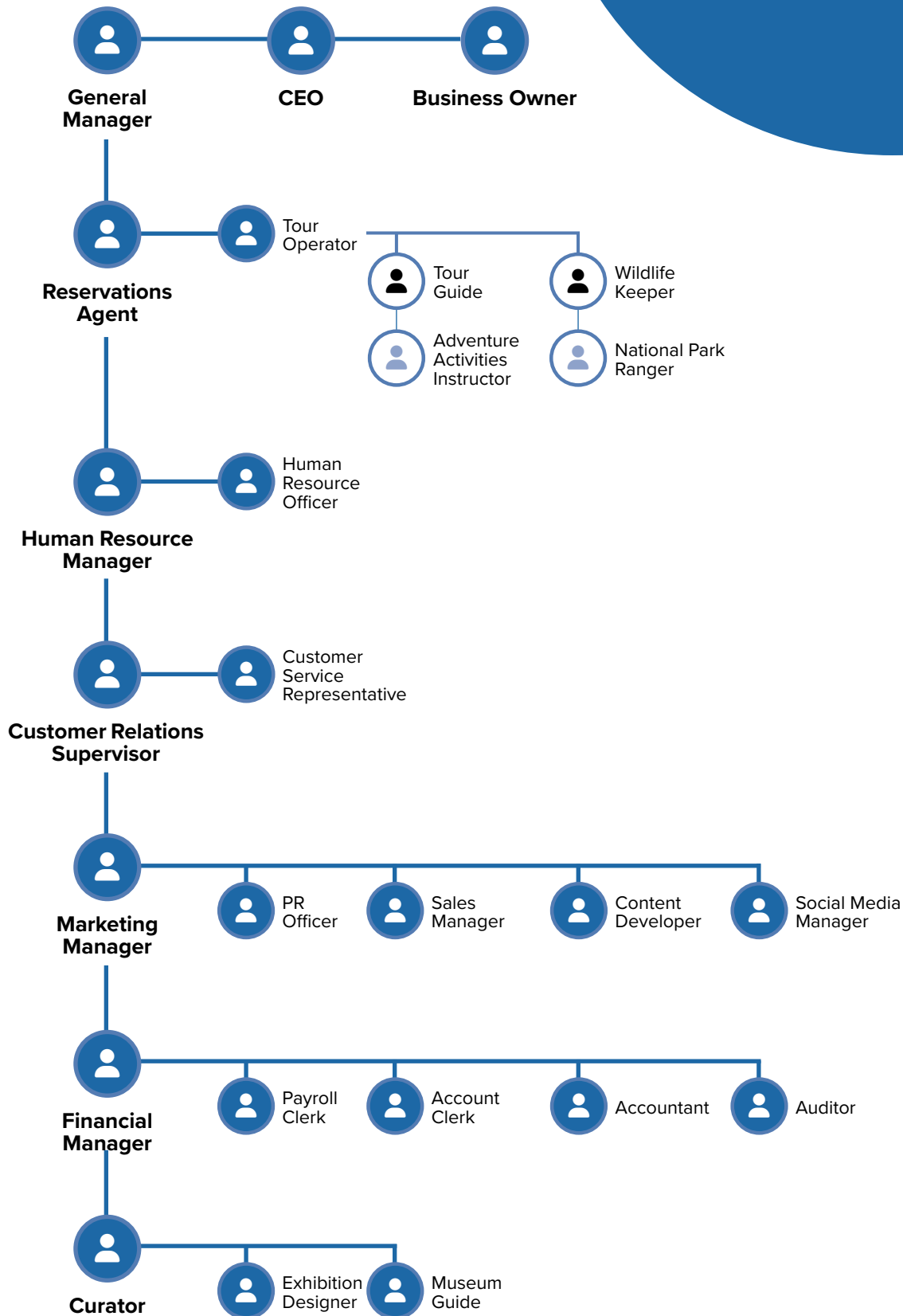
SeaLink, Tourism Australia (Morgan Sette).



Attractions Sector

The Attractions sector is a core component of tourism, attracting interest from intrastate, interstate and international visitors. From zoos and museums to cultural and historical sites, attractions educate and entertain visitors.

Attractions Organisational Chart



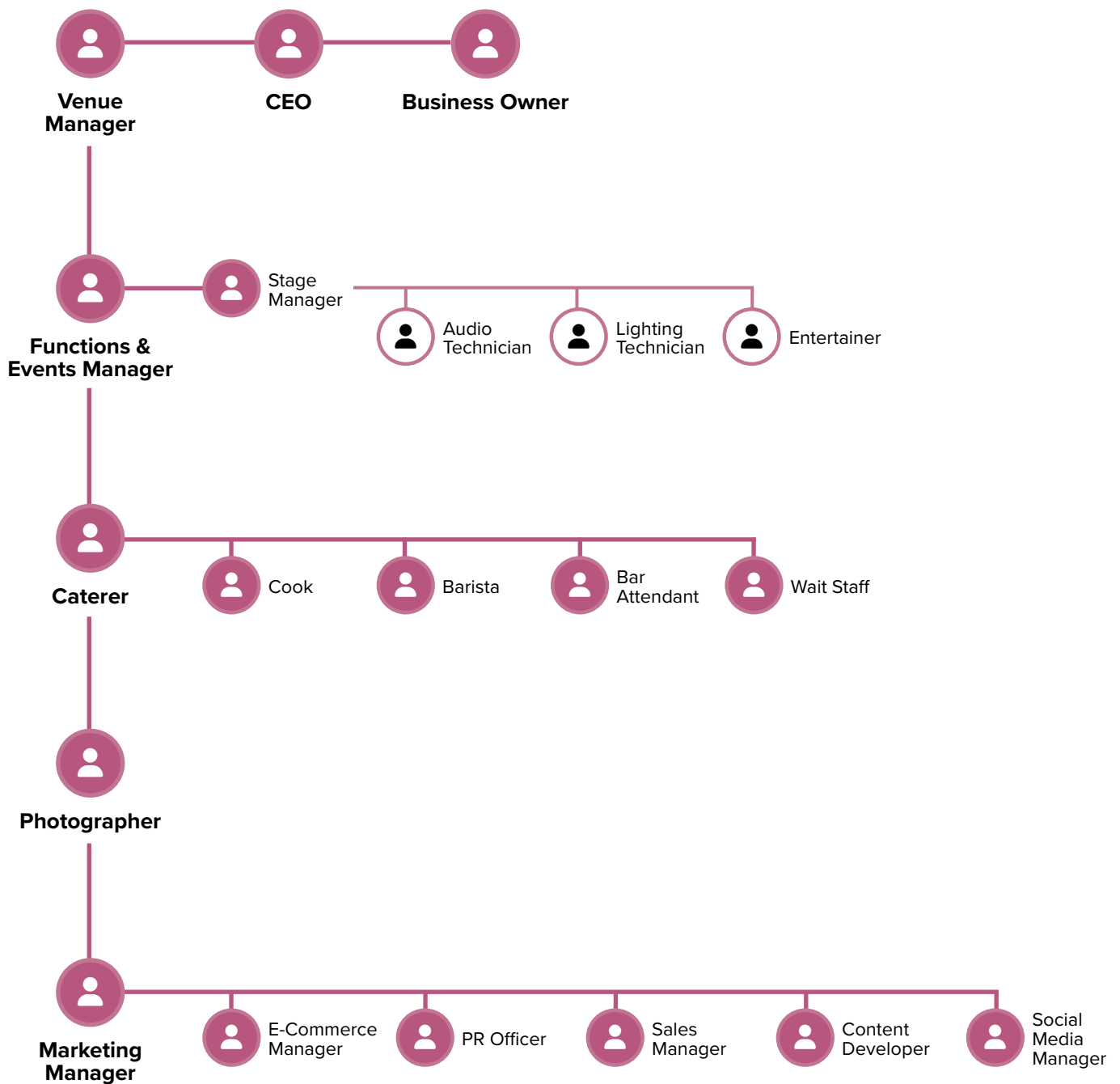


Events Sector

Events significantly contribute to the South Australian visitor economy. They provide visitors with an opportunity to experience the state via a year-round calendar of activities, including major sporting events, arts and cultural festivals, business gatherings and community events.

For information on the careers available in the events and festivals sector, contact Festival City Adelaide at www.festivalcityadelaide.com.au

Events Organisational Chart

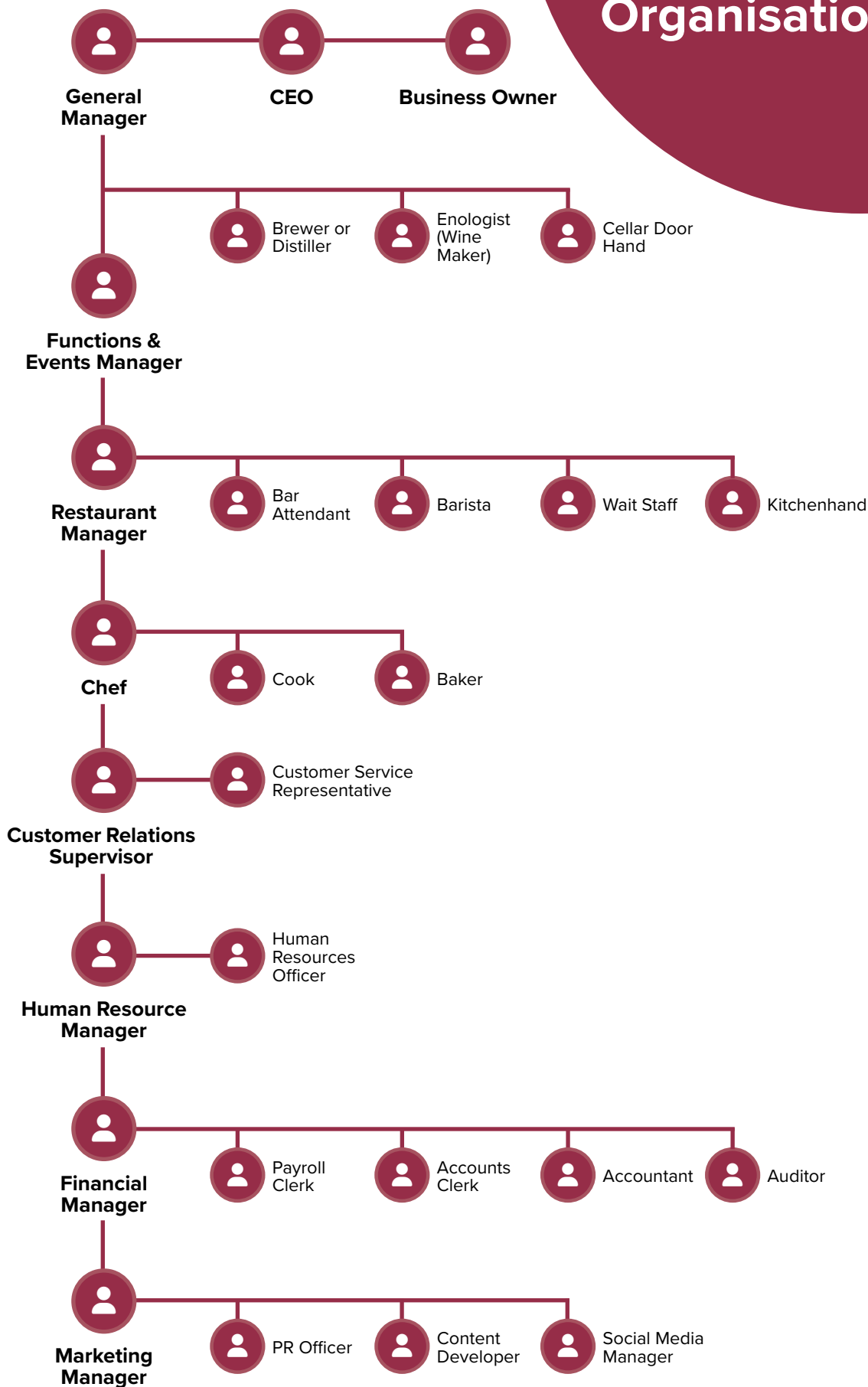




Food & Beverage Sector

The Food & Beverage (F&B) sector creates, distributes and serves the best of South Australian food and beverage (alcoholic and non-alcoholic) to visitors every day. This sector includes restaurants, cafes, caterers, cellar doors, local producers and manufacturers.

Food & Beverage Organisational Chart





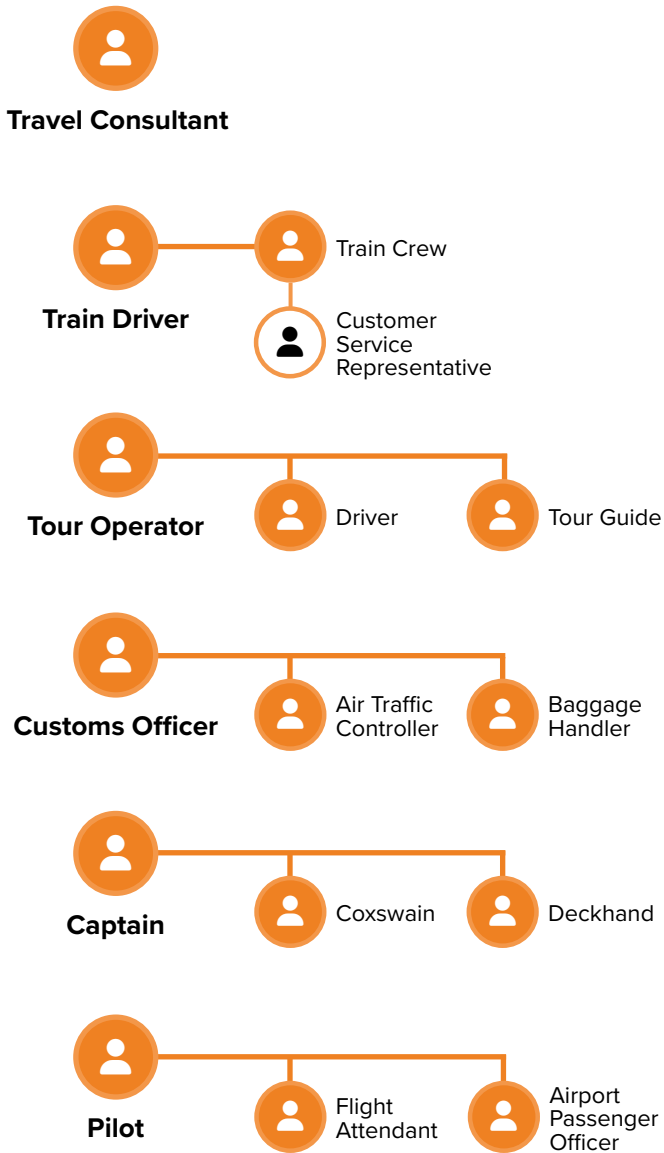
SeaLink Ferry Terminal, Penneshaw (Isaac Forman, Serio).



Travel Sector

With thousands of people moving in and out of the state every day, the Travel sector is the gateway between regional, state and national destinations. It encompasses travel by land, air and sea.

Travel Organisational Chart



William Creek Hotel, SATC (Elliot Grafton).





Image: RAA.



Tourism & Information Sector

The Tourism & Information sector provides both visitors and operators alike with the insight they need to experience the best South Australia has to offer. This sector includes careers in consultancy and development, as well as visitor information services.

Tourism & Information Roles



**Aboriginal
Cultural Advisor**



Auditor



**Business
Development Manager**



Consultant



**Destination
Manager**



Entrepreneur



Lecturer



**Tourism Development
Officer**



**Urban &
Regional Planner**



**Visitor Information
Officer**



**Vocational
Education Trainer**



**Workforce
Planning Manager**

Earth Adventure, SATC, Adelaide (Josh Geelan).



Skilled Trades Sector

The Skilled Trades sector, including occupations such as maintenance, building, plumbing, engineering, provide essential services to the tourism industry to keep operations in tip top shape. There is a need for skilled trades workers across the tourism industry, with a wide breadth of work available.

With travel taking to the skies again, now is a good time to join RAA Travel.

Whether you're looking to start, change or further your career in travel, you'll have the opportunity at RAA in a flexible, supportive environment.

Apply now
raa.com.au/travel-careers

 **RAA**
Travel

Careers

There are almost 120 job roles for you to consider in this guide. Your starting point may lead to an amazingly varied career.



in Tourism

Aboriginal Cultural Advisor

Collaborate with Aboriginal leaders and communities to deliver experiences and programs that empower Aboriginal peoples and cultures. Facilitate positive connections with local communities.







Responsibilities

- Provide cultural leadership, expert advice and support
- Ensure organisations and businesses are informed of and adhere to Aboriginal cultural issues, protocols and opportunities
- Develop cultural engagement strategies, concepts and proposals, and lead consultation and community liaison
- Deliver cultural awareness training
- Assist organisations to deliver employment opportunities, including recruitment and providing assistance, leadership and support to Aboriginal staff.

Qualifications

- Undergraduate degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Accommodation Manager

Responsible for the operation, presentation, customer experience and profitability of an accommodation provider (e.g., hotel, resort, motel, caravan park etc).

Responsibilities

- Manage daily operations within each department, including reservation, reception, room service and housekeeping activities
- Implement effective management strategies to maximise efficiency
- Build relationships with key stakeholders, including customers, employees, contractors, government bodies, online travel agencies and industry
- Monitor and manage financial reporting and performance
- Ensure compliance with government legislation and occupation health and safety across property operations
- Monitor and manage staff performance and facilitate training
- Manage and resolve customer complaints in a timely manner


Qualifications

- SIT50416 Diploma of Hospitality Management
- Undergraduate Degree

Related Roles

- Hotel Manager
- Resort Manager
- Motel Manager
- Hostel Manager
- Caravan Park Manager

Relevant Sectors

-  Accommodation

Accountant

Provide services such as financial management and reporting, compliance requirements and advice to inform business planning and decision making.

Responsibilities

- Monitor and examine operating costs, income and expenditure
- Assist in formulating business budgeting and financial management policies
- Provide oversight and compliance for company tax obligations
- Prepare financial statements and assist in financial reporting for presentation to key stakeholders







Qualifications

- FNS50217 Diploma of Accounting
- Undergraduate Degree

Related Roles

- Accounts Clerk

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Accounts Clerk

Provide day-to-day financial management, including routine invoicing and billing, credit card reconciliations, reporting and budgeting.

Responsibilities

- Calculate, analyse and investigate the costs of proposed expenditure, wages and standard costs
- Allocate expenditure to specified budget accounts
- Prepare reports of total costs, inventory adjustments, selling prices and profits
- Compile cost data for preparation of operating budgets, and profit and loss calculations







Qualifications

- FNS50217 Diploma of Accounting
- Undergraduate Degree

Related Roles

- Accountant

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Adventure Activities Instructor

Facilitate adventure-based activities for recreation and education. Activities may include, hiking, kayaking, snorkelling, surfing, sailing, rock climbing, high rope challenges, mountain biking and more.

Responsibilities

- Plan and supervise groups involved in outdoor activities
- Greet participants and provide an induction on arrival
- Demonstrate and provide instruction in the use of equipment and techniques
- Answer participant questions and maintain knowledge about the local area/region
- Set up and maintain equipment
- Conduct activities in a safe manner and minimise risk where possible
- Respond to emergencies and provide first aid assistance if required
- Maintain written reports of daily activities and carry out other administrative work



Qualifications

- SIS30619 - Certificate III in Outdoor Leadership
- SIS40619 Certificate IV in Outdoor Leadership
- Individual skills set for activities are acceptable in the industry.

Related Roles

- Bushwalking Instructor
- Abseiling and Climbing Instructor
- Caving Instructor
- Kayaking Instructor
- High Ropes Challenge Instructor
- Mountain Bike Instructor
- Snorkelling Instructor
- Surfing Instructor
- Sailing Instructor

Relevant Sectors

-  Tourism & Information
-  Travel

CASE STUDY

Benjamin Forg
Outdoor Adventure Instructor
Wilderness Escape Outdoor Adventures



My love for the outdoors grew after joining Scouts and in 2022, I joined Wilderness Escape Outdoor Adventures.

Becoming part of the Wilderness Escape team has enabled me to increase and gain valuable experience in the outdoor education industry. Wilderness runs numerous industry recognised trainings and I have been able to upskill and finish a lot of qualifications.

If I'm on a camp, my day can start off with preparing breakfast, then move onto teaching an activity like rock climbing or sailing or leading a bushwalk. When not on a camp, I could be going out with one of our mobile rock walls to an event or leading a kayaking group through the Dolphin Sanctuary.

I love the variety of the work I do. Experiencing different locations, working with different age groups, teaching activities and being able to watch a team of students learn how to work together over the course of a camp is really rewarding. There's nothing like doing a bushwalk in the Flinders Ranges, where you walk through a dry creek and coming back a couple days later, the creek is full because it's rained – it's amazing!

My advice if you are looking for a career in tourism is to get out there, gain experience and start studying. A positive attitude is important – working outdoors when it's pouring with rain is hard, but you have to be encouraging and motivate students to carry on.

It's also really handy to know about the region you are going to and to share your knowledge with students. Keep it interesting and always try instill a sense of fun and excitement.

Airport Passenger Officer

Provide customer-related services to incoming and outgoing airport visitors, including check-in and boarding, information and directions, locating lost luggage and assisting individual passengers.

Responsibilities

- Assist with passenger check-in, including issuing tickets, verifying travel documents, allocating seats, checking baggage size and weight
- Provide directions to immigration and departure gates, as well as additional information about flight departure and immigration procedures
- Answer passenger enquiries and help resolve any complaints
- Help passengers requiring special assistance or consideration, such as VIPs, elderly passengers, people with disabilities, parents with infants and unaccompanied minors
- Ensure security measures are maintained and adhered to at all times.

Qualifications

- AVI20219 Certificate II in Aviation (Ground Operations and Service)
- AVI30319 Certificate III in Aviation (Ground Operations and Service)

Related Roles

- Airport Customer Service Agent

Relevant Sectors



Tourism & Information



Travel

Air Traffic Controller

Maintain and manage incoming and outgoing aircraft to ensure the safe and orderly flow of traffic in Australian and international airspace.

Responsibilities

- Use radar to control and monitor aircraft movements and maintain radio contact with pilots to keep aircraft separated and safe
- In case of an emergency, aid and inform pilots and emergency services
- Ensure aircraft operate only on prearranged routes and at approved altitudes and provide pre-flight briefings and aeronautical services

Qualifications

- AVI50115 Diploma of Aviation (Air Traffic Control)

Relevant Sectors



Tourism & Information



Travel

Audio Technician

Provide audio visual (AV) and music through the operation of technological equipment during an event, festival, production or performance. Also known as Sound Technicians.

Responsibilities

- Setting up, operating and dismantling sound equipment
- Testing audio equipment to ensure all connections are made in volume, tone and clarity
- Work with the producer/manager to gain the desired sound quality
- Maintain and repair audio equipment
- Run sound checks before a performance/event
- Manage the sound desk and equipment during the performance/event, adjusting sounds and volume where necessary

Qualifications

- CUA31020 Certificate III in Screen and Media
- CUA40420 Certificate IV in Live Production and Technical Services

Relevant Sectors



Events

Auditor

Responsible for tracking cash flows and accounts to ensure accurate recording, protection of key assets and responsible financial recording in business and the industry. Conducts audits of financial activity.

Responsibilities

- Prepare and develop audit objectives, plans and scope
- Gather data related to the organisation (i.e. staff interviews, document reviews, onsite inspections)
- Stay current on industry trends and best practices
- Help develop and maintain internal audit procedures and risk assessments
- Ensure compliance with legislation as well as the organisation's plans, policies and standards,
- Ensure accuracy of financial recording
- Prepare audit reports and identify areas for improvement
- Follow up on any audit recommendations made

Qualifications

- Undergraduate Degree

Relevant Sectors



Accommodation



Attractions



Events



Food & Beverage



Tourism & Information



Travel

Baker

Prepare and create pastry, bread and sweet products for sale in a storefront, service in a restaurant or accommodation provider, or catering for events.

Responsibilities

- Mixing, preparing and baking bread and pastries
- Managing supply of raw materials and baking stock
- Preparing bread and pastry for display
- Developing and crafting new product
- Operate, maintain and clean heavy machinery (i.e. slicing and wrapping machines)
- Ensure compliance with WHS obligations and hygiene
- Serve customers where necessary

Qualifications

- FBP30317 Certificate III in Cake and Pastry
- FBP30417 Certificate III in Bread Baking

Relevant Sectors



Accommodation



Events



Food & Beverage

Baggage Handler

Work at airports providing under-wing services to aircraft, managing and moving baggage and cargo.

Responsibilities

- Guiding aircraft to and from the landing strips and gates
- Loading and unloading aircraft cargo, baggage and mail
- Handling machinery and operating ground support equipment
- Delivering baggage for passenger collection and unloading baggage on to a conveyor system
- Perform cabin maintenance and cleaning
- Adhering to all WHS requirements

Qualifications

- PSP40116 Certificate IV in Government

Relevant Sectors



Tourism & Information



Travel

Bar Attendant

Serve customers and prepare drinks for consumption in licensed venues and at events.


Responsibilities

- Serve customers in a friendly and polite manner
- Retain in-depth knowledge of the beverage menu
- Pour and mix alcoholic and non-alcoholic drinks such as beer, cocktails, mocktails, soft drinks.
- Handle money and manage a POS system
- Collect glassware, clean and service the bar and tables in between customers
- Maintain workplace hygiene and WHS
- Hold a Responsible Service of Alcohol certificate
- Switch and tap kegs as necessary, and maintain/replenish bar stock

Qualifications

- SIT20316 Certificate II in Hospitality
- SIT30616 Certificate III in Hospitality

Relevant Sectors

-  Accommodation
-  Events
-  Food & Beverage



Australian Hotels Association (SA Branch).

Barista

Prepare and serve hot and cold beverages to customers in restaurants, cafes, accommodation venues and at events.

Responsibilities

- Serve customers in a friendly and polite manner
- Prepare espresso-based drinks, hot beverages and cold beverages
- Operate and clean coffee machine, grinder and other equipment regularly
- Replenish stock regularly
- Retain in-depth knowledge of the beverage menu
- Handle money and manage a POS system
- Collect glassware, clean and service the counter and tables in between customers
- Maintain workplace hygiene and WHS

Qualifications

- SIT30616 Certificate III in Hospitality

Relevant Sectors



Accommodation



Events



Food & Beverage

Brewer or Distiller

Involved in the beer or spirit making process. Prepare ingredients for brewing, monitoring fermentation, pH values and temperatures to create quality beer and spirits for bottling and packaging.

Responsibilities

- Mix and brew ingredients
- Bottle, label and package product
- Maintain WHS and hygiene requirements by sterilising and cleaning equipment and work areas
- Monitor the temperature, pH and quality of beer and spirits
- Maintain record of stock

Qualifications

- Undergraduate degree

Relevant Sectors



Food & Beverage

Business Development Manager

Responsible for the growth of their organisation through development of strategic goals, key stakeholder relationships, new business opportunities and constant evaluation of market position and conditions.







Responsibilities

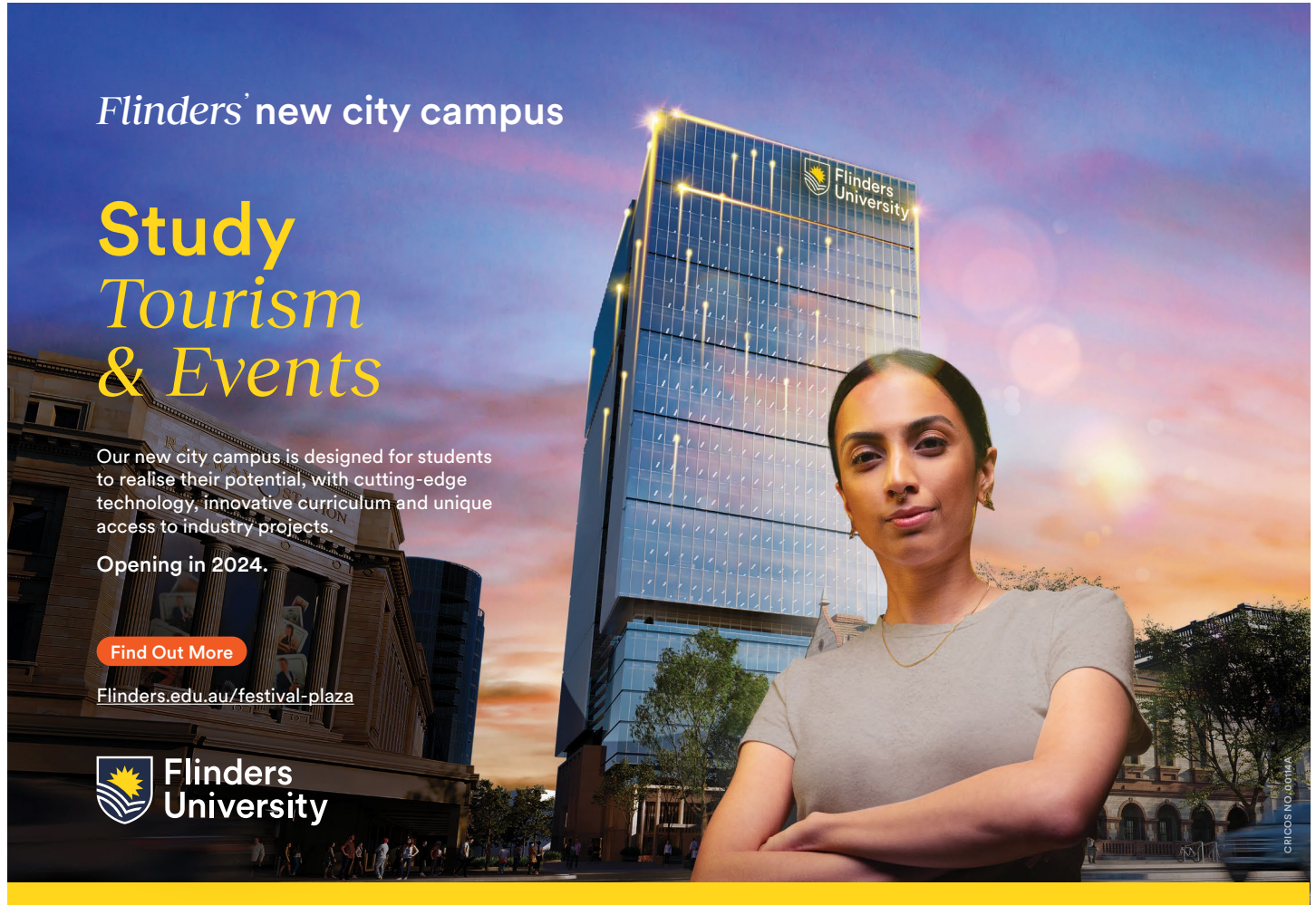
- Promote and develop the business's value proposition and product
- Develop and execute business strategy and development plans to achieve performance targets and objectives
- Conduct research and stay current with changing markets, customer needs and industry trends
- Manage and retain key stakeholder relationships
- Identify new business opportunities and identify areas for business capability development
- Keep accurate records of business activity and financial activity
- Provide training opportunities and mentoring to staff

Qualifications

- BSB40120 Certificate IV in Business
- BSB50120 Diploma of Business
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel



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Business Owner or Entrepreneur ●

Owner of a business that provides goods and services to the tourism industry. Entrepreneurs when they see opportunities to produce and deliver new and improved tourism goods and services.

Responsibilities

- Develop a business plan and marketing plan
- Create a vision and mission for the business
- Provide a refined product or service in an area of tourism
- Hire employees and provide training in product knowledge and customer service
- Manage the day-to-day operations of the business
- Develop promotional material and collateral
- Ensure all financial and legal obligations are met

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel
-  Skilled Trades

CASE STUDY

Lee Cumberlidge
Co-Founder & Creative Director
Flinders University Graduate



Before I studied at Flinders, I wasn't aware that directing arts events was even a viable possibility, as I have never been an artist myself.

What I learned at uni was quickly put into action, and I found that I really enjoyed the creative process. I came to understand the depth of the industry – where business and creativity work together to create strong, sustainable events that benefit so many different stakeholders.

Studying the Bachelor of Cultural Tourism at Flinders, we had opportunities to go on field trips to various tourism businesses and operators.

One of my placements was with WOMADelaide/Arts Projects Australia (APA). It was just a fantastic experience, being around so many amazing artists - musicians from around the world and such a great team of people; a really great place to learn.

In fact, I went on to work for APA before starting my own business, and have now returned to Adelaide as a Co-Director of APA as well as Co-Founder and Creative Director of Illuminate Adelaide.

Captain

Manage and oversee the transportation of passengers or cargo on boats, ships or other marine vessels.

Responsibilities

- Plan routes and manage navigation of vessels
- Steer and operate vessels
- Plan and coordinate maintenance and operational requirements of vessels
- Abide by safety procedures and direct passengers/crew appropriately on safety requirements
- Monitor weather conditions
- Manage crew on board to perform necessary tasks
- MAR31018 Certificate III in Maritime Operations (Master Inland Waters)
- MAR40220 Certificate IV in Maritime Operations (Marine Engine Driver Grade 1 Near Coastal)
- MAR40320 Certificate IV in Maritime Operations (Master up to 35 metres Near Coastal)
- MAR50320 Diploma of Maritime Operations (Marine Engineering Class 3 Near Coastal)
- MAR60120 Advanced Diploma of Marine Engineering
- Undergraduate Degree



Qualifications

- MAR20418 Certificate II in Maritime Operations (Marine Engine Driver Grade 3 Near Coastal)
- MAR30118 Certificate III in Maritime Operations (Marine Engine Driver Steam)
- MAR30818 Certificate III in Maritime Operations (Marine Engine Driver Grade 2 Near Coastal)
- MAR30918 Certificate III in Maritime Operations (Master up to 24 metres Near Coastal)

Related Roles

- Master
- Skipper

Relevant Sectors

-  Tourism & Information
-  Travel

Caterer

Organise and manage food service at events and other establishments.

Responsibilities

- Discuss catering requirements and specifications with clients
- Form and obtain contracts for catering
- Plan menus and source ingredients
- Secure transport to and from locations
- Prepare and serve food
- Aid with set up and clean up, abiding by WHS and hygiene requirements
- Coordinate and supervise service activity and workers
- Keep accurate financial records
- Manage customer reviews and complaints where necessary





Qualifications

- SIT50416 Diploma of Hospitality Management

Related Roles

- Chef
- Cook
- Wait Staff
- Bar Attendant
- Barista

Relevant Sectors

-  Accommodation
-  Events
-  Food & Beverage
-  Travel

Cellar Door Hand

Sell and promote a winery's products to people who visit a cellar door.

Responsibilities

- Perform daily tasks, including stocking wine, labelling, processing transactions and packing orders
- Conduct general housekeeping duties, kitchen duties and food preparation when and if necessary
- Host wine tastings and provide an engaging visitor experience
- Maintain knowledge about the winery's wine, history and culture
- Maintain workplace hygiene and WHS
- Hold a Responsible Service of Alcohol certificate

Qualifications

- Responsible Service of Alcohol (RSA)

Relevant Sectors



Food & Beverage

CEO (Chief Executive Officer)

The highest-ranking executive in an organisation who manages the overall performance, resources and operations.

Responsibilities

- Make high-level decisions about policy and strategy
- Develop and implement operational policies and a strategic plan
- Report to a board of directors
- Provide leadership and act as the primary spokesperson for the organisation
- Develop the organisational cultural and overall vision
- Help recruit new staff when necessary
- Oversee the organisation's financial activity
- Work and collaborate with senior stakeholders
- Ensure all legal and regulatory requirements are met and documented

Relevant Sectors



Accommodation



Attractions



Events



Food & Beverage



Tourism & Information



Travel

Chef

Organise the preparation, cooking, arrangement and presentation of food, plan menus and supervise operations in professional kitchens.





Responsibilities

- Plan menus to a budget and availability of ingredients
- Prepare quality food in a timely manner
- Order food supplies and equipment
- Maintain stock quality control and monitor wastage
- Oversee kitchen operations and coordinate kitchen staff
- Abide by WHS obligations and strict hygiene standards
- Adapt to consumer dietary requirements
- Stay current with industry trends and customer needs
- Receive feedback and identify areas for improvement where necessary

Qualifications

- SIT30816 Certificate III in Commercial Cookery
- SIT31016 Certificate III in Patisserie
- SIT40516 Certificate IV in Commercial Cookery
- SIT40716 Certificate IV in Patisserie
- SIT50416 Diploma of Hospitality Management

Relevant Sectors

-  Accommodation
-  Events
-  Food & Beverage
-  Travel

CASE STUDY

Katja Gutschow
Sous Chef
Rawnsley Park Station



I started my apprenticeship in one of the best catering companies in Germany. This perfectly set me up for my future without me even realising it at the time.

Even as an apprentice I had big dreams – I always wanted to work on a cruise ship. I never thought I was good enough though. A couple of years later I fulfilled this dream after I worked in several cities in Germany and became a head chef at 26.

While working at the fine dining restaurant on the cruise ship, I met my partner Hermann who's a chef as well, and ever since we've been travelling the world together and working.

Currently we're based at Rawnsley Park Station, a working sheep station in the Flinders Ranges. My role as a sous chef is basically to keep the head chef's back free, be ahead of the game, support him and guide the kitchen team. As well as cooking of course.

This career is all about creativity, about evolving, about adapting to the country or place you work at, and to grow.

My advice for everybody who wants to take this step in life is: just do it. Figure out for yourself if you're made to do it! You'll never know until you try. When I was younger other chefs would tell me that as a female I'd have a rough time to prove myself and be accepted, which was true, especially in higher class restaurants. But here I am, living my dream. Still going strong, moved across the globe and travelling the world. This would've not been possible without this occupation.

Cook

Prepare and cook food in many different types of businesses, including hotels, motels, cruise ships, restaurants and cafes.





Responsibilities

- Prepare and assembling ingredients for a set menu
- Dish up and present dishes to serve
- Keep kitchen areas clean and organised
- Assist the chef in kitchen duties and stocktake
- Abide by WHS obligations and strict hygiene standards
- Correctly store food and rotate stock
- Cook using a range of methods (baking, broiling, frying, roasting, steaming)
- Adapt to consumer dietary requirements

Qualifications

- SIT30816 Certificate III in Commercial Cookery
- SIT31016 Certificate III in Patisserie
- SIT40521 Certificate IV in Kitchen Management

Relevant Sectors

-  Accommodation
-  Events
-  Food & Beverage
-  Travel

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Concierge

CASE STUDY

Manbhavya Gupta
Front Office Manager
IHG Hotels & Resorts

Provide personal services and assistance to guests and visitors at accommodation properties.

Responsibilities

- Greet guests upon arrival, assisting with luggage where necessary
- Provide regional, local and national information to guests and visitors
- Stay current with local activities and events, providing recommendations and suggestions to guests and visitors
- Accommodate guest needs and requests, making bookings for restaurants, entertainment, tours and transport
- Guide guests and visitors in emergency situations

Qualifications

- SIT40416 Certificate IV in Hospitality
- *Not required, but concierges may benefit from a second language



Since I was a child, I've always been fascinated by the world of hotels. The beauty and warmth of the hospitality industry left a lasting impression on me during family vacations, where we were fortunate enough to stay in stunning hotels.

I came to Australia to gain a Masters degree in International Hospitality Management from Le Cordon Bleu Australia and joined IHG in 2019. I started with the Intercontinental Adelaide as a Night Auditor, and then progressed within a few months to Guest Services.

IHG believe in growing and developing its talent, and in 2020 I was promoted and moved interstate to beautiful Hotel voco Kirkton Park Hunter Valley as their Night Manager. In 2021, I returned to Adelaide to work at the brand-new Hotel Indigo Adelaide Markets, where I gained managerial skills that led me to my current role of Front Office Manager.

In my role, each day begins with a focus on VIP arrivals, ensuring they receive exceptional accommodation and personalised service. I also handle guest arrivals, promptly addressing any issues or concerns they may have. Supporting and ensuring the well-being of my team is a vital part of my responsibilities, fostering a harmonious and collaborative work environment.

One of the most fulfilling aspects of my role is the chance to connect with and serve a diverse array of clients every day. Each encounter is unique, and no two shifts are ever the same. The dynamic nature of my work allows me to continuously create new experiences, which brings me great joy and satisfaction.

Relevant Sectors



Accommodation



Tourism & Information

Construction & Design

Architect

Plan, develop and implement building and structure designs. Responsible for the project proposal, estimate costs, timeline and construction process.

Qualifications

- Undergraduate Degree
-

Bricklayer

Responsible for constructing brickwork, laying bricks to construct or repair walls and other structures using the appropriate materials.

Qualifications

- CPC33020 Certificate III in Bricklaying and Blocklaying
-

Carpenter

Construct, install, repair and renovate fixtures and structures made of wood and other materials, such as cabinets, furniture and frameworks.

Qualifications

- CPC30220 Certificate III in Carpentry
-

Finishing Trader

Includes occupations such as painter, decorator, plasterer and wall and floor tiler. Responsible for performing the final stages of construction.

Qualifications

- CPC31320 Certificate III in Wall and Floor Tiling
 - Wall and Floor Tiler
 - CPC30620 Certificate III in Painting and Decorating
 - Painter and Decorator
 - CPC31020 Certificate III in Solid Plastering - Plasterer
 - CPC31200 Certificate III in Wall and Ceiling Lining
 - Fibrous Plasterer
-

Industrial Designer

Develops ideas and designs for commercial and industrial products, creating models and prototypes to test an idea's practicality, safety and quality features.

Qualifications

- Undergraduate Degree
-

Infrastructure Worker

Responsible for inspecting, maintaining, repairing and upgrading public infrastructure, including roads and motorways, railways, drainage, pipelines and electrical infrastructure.

Plumber

Install and repair plumbing systems, including pipes, drains and fixtures associated with heating, cooling and sanitation in commercial properties

Qualifications

- CPC32420 Certificate III in Plumbing
 - CPC32620 Certificate III in Roof Plumbing
-

Relevant Sectors



Skilled Trades

Consultant

Provide advisory support to businesses across the tourism industry. Consultants specialise in areas such as architecture, design, tourism, business, marketing and product development.







Responsibilities

- Collaborate with clients to address their wants and needs
- Oversee and manage multiple projects
- Conduct research and analysis
- Provide insight and recommendations for the client to implement
- Help client develop plans and solutions to implement
- Stay current with industry trends, updates and changes

Qualifications

- Undergraduate degree in area of specialisation
- Certificate in area of specialisation

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Coxswain

Operate small commercial marine vessels, such as ferries, water taxis, yachts, catamarans, tourist craft and fishing boats. Responsible for supervising everyone onboard.



Responsibilities

- Steer and manoeuvre small vessel
- Supervise and provide instruction to the crew
- Plan for weather and consult with authorities prior to voyage departure
- Communicate updates and safety information to passengers
- Update and maintain logbooks
- Use navigational information to provide safe passage and transmit navigational information via telephone or marine radio
- Moor and unmoor vessels
- Evaluate condition and seaworthiness of vessels, troubleshooting and repairing issues where necessary
- Manage emergency situations

Qualifications

- MAR20321 Certificate II in Maritime Operations (Coxswain Grade 1 Near Coastal)

Relevant Sectors

-  Tourism & Information
-  Travel



Curator

Works with organisations, such as museums or galleries, to collect, catalogue, and display art and artefacts.

Responsibilities

- Acquire, research, and record information about acquisitions
- Ensure the proper storage and display of key pieces
- Design displays and exhibitions
- Negotiate the purchase and loan of pieces
- Raise funds and obtain grants to expand collections, upgrade facilities, or support research efforts
- Manage the budgeting and promotion of exhibitions

Qualifications

- Undergraduate degree

Relevant Sectors



Attractions



Tourism & Information

Customer Relations Supervisor

Oversee and manage customer service in the workplace, reviewing complaints and providing guidance to staff.






Responsibilities

- Monitor and assess customer service activities, providing regular performance-related feedback
- Assist customer service staff where required
- Offer training to staff in customer services and company policies
- Develop and review policies and procedures relating to customer services and products
- Investigate and resolve customer service complaints in a timely manner

Education Pathways

- SIT30116 Certificate III in Tourism
- SIT30216 Certificate III in Travel

Relevant Sectors

-  Accommodation
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

CASE STUDY

Sean Tape
Customer Experience Manager
West Beach Parks



I am the Customer Experience Manager at West Beach Parks, where I have worked for just over two years. Prior to this, my entire career journey has been within the customer service and hospitality industry.

As the Customer Experience Manager, there is no such thing as an average day.

I am responsible for all things customer related, as well as planning upcoming events and activities to ensure everyone has a fun and enjoyable experience with us.

A key component of my role is working alongside and motivating the Customer Experience Team to develop and implement ideas to improve the customer experience across our 135-hectare precinct which includes the award winning BIG4 West Beach Parks, The Retreat and West Beach Parks Golf.

The best part of my job is chatting to guests, the amazing sunny days by the beach and ensuring that people of all ages have an exceptional experience with us!

My career advice for working in the tourism industry is to be passionate and committed to customer experience.

The industry is an environment with constantly changing demands, so adaptability, organisation and delegation skills are imperative. As a leader I rely on the Customer Experience Team to deliver an outstanding guest experience and, as such, having fun, rewarding and recognising team members is of critical importance.

Customer Service Representative

CASE STUDY

Layla Henson & Camille Doherty
Guest Experience Managers
Journey Beyond Rail Expeditions &
Horizontal Falls Seaplane Adventures

Provide information and assistance to customers about their organisation's products and services.

Responsibilities

- Represent the organisation in a positive and professional manner
- Respond promptly to customer inquiries and questions
- Acknowledge and resolve customer complaints
- Keep records of customer interactions, transactions and complaints
- Maintain a thorough knowledge of product and services available
- Provide feedback on procedures where necessary
- Report to Customer Relations Supervisor or direct line manager



Journey Beyond has been incredibly supportive in the progression of our careers.

We started in the business as Hospitality Attendants on The Ghan and Indian Pacific trains. This gave us a solid foundation of work within the tourism industry on a luxury product that offered a variety of roles. We both had the chance to develop service and leadership skills which brought us into the Platinum Class on board the train and then into management positions.

This year, our journey within the tourism industry continued when we moved to another Journey Beyond business, Horizontal Falls Seaplane Adventures in the Kimberley region of Western Australia. Here we manage the guest experience operations on both the main pontoon and the luxury overnight stay vessel.







An average day in our roles is far from average!

We work around seaplanes and boats surrounded by beautiful wildlife and rugged landscapes, helping to share this incredible place to our guests.

As Guest Experience Managers, it's our role to ensure all guests enjoy a comfortable and memorable stay. We manage food services and housekeeping on board the pontoon, as well as helping to dock and launch the seaplanes.

The most enjoyable part of our roles is the opportunity to explore new places and meet a diverse range of people. It is incredible to be a part of a team that proudly showcases the incredible area of the Kimberley that we are located in.

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Customs Officer

Responsible for enforcing Australian laws and regulations as part of the Australian Customs and Border Protection Service. Operate in airports, ports and across Australian waters.

Responsibilities

- Enforce customs and related legislation to travel and trade
- Assist with custom control of overseas passengers, crew, aircraft, ships, cargo, mail, and bond stores
- Prevent the illegal entry of prohibited, quarantined or dutiable goods into Australia by examining passengers, luggage, cargo, plane/ship crew
- Control foreign currency, including combating money laundering
- Working against smuggling activity and counteracting customs fraud
- Responsibly use firearms
- Make arrests and where necessary, provide evidence in court in the event of illegal activity

Qualifications

- PSP40116 Certificate IV in Government

Relevant Sectors



Travel

Deckhand

Fulfill basic duties essential to the operation of watercraft such as ferries, ships and boats. Undertake a wide range of work, including seamanship, maintenance and hospitality.

Responsibilities

- Move heavy objects and clean machinery
- Manage and operate deck equipment
- Provide hospitality services including food preparation, bar service, and cabin care for guests and crew onboard
- Load, unload and stow supplies and equipment
- Assist during emergencies
- Perform routine maintenance and checks on equipment

Relevant Sectors



Travel

Destination Manager

Develop and promote tourism for a particular destination to attract visitors and generate economic benefits. Will likely work with national, state and regional tourism organisations, or state and local tourism marketing agencies.



Responsibilities

- Develop and implement tourism management and destination plans
- Plan and undertake market research, data collection and visitor analysis, with the aim of increasing visitation
- Produce tourist and industry information, including artwork for promotional use, media releases and newsletters
- Establish and develop relationships with key stakeholders, including local, state, national and international tour operators, travel agencies, industry bodies, government and media
- Conduct advocacy activities on behalf of industry
- Coordinate marketing strategy and campaigns

Qualifications

- BSB40120 Certificate IV in Business
- BSB40820 Certificate IV in Marketing and Communication
- SIT50116 Diploma of Travel and Tourism Management
- Undergraduate Degree

Relevant Sectors

-  Tourism & Information
-  Travel

West Beach Parks.



Driver

Transport passenger in vehicles, including personal car, taxi, bus or charter, and providing a high level of information and service to get visitors to their destination in a timely manner.



Responsibilities

- Transport passengers between destinations (i.e. airport to hotel)
- Provide a high level of customer service and maintain professional conduct
- Drive in a safe manner, abiding to road conditions and legislative requirements
- Carrying out vehicle maintenance checks and emergency maintenance when necessary
- Maintain a clean vehicle
- Ensure appropriate and secure handling of cash and payments
- Provide an itinerary and ensure passengers have a clear understanding of the day's activities
- Coordinate group activities with suppliers
- Secure any luggage
- Answer any passenger queries
- Provide commentary and destination information throughout the journey

Qualifications

- TLI31216 Certificate III in Driving Operations
- Valid driver's licence for relevant vehicle type

Relevant Sectors

-  Tourism & Information
-  Travel







E-Commerce Manager

Manage and formulate strategies for the design and practicality of an organisation's online business profile. E-commerce managers are heavily involved with advertising and online content.

Responsibilities

- Devise strategies around sales and market insights to encourage sales/bookings online
- Direct the activities of software developers, copywriters and graphic designers to ensure successful delivery of a highly profitable online platform
- Manage relationships with stakeholders to ensure seamless integration of the e-commerce business
- Advise on format and features of website and other online platforms to maximise clarity and ease of navigation
- Review the security of the website and other online platforms
- Report on the organisation's online presence and provide recommendations

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Engineering & Maintenance

Aerospace Engineer

Design, test, improve and repair all types of flight vehicles, including spacecraft, commercial and military aircraft.

Qualifications

- Undergraduate Degree
-

Aircraft Maintenance Engineer

Ensure the safe operation of aircraft by inspecting, maintaining and conducting repairs to aircraft systems, engines and structures.

Qualifications

- Undergraduate Degree
-

Electrical Engineer

Design, develop and test electrical devices and equipment such as communications systems, power generators and electrical systems for vehicles and aircraft. Oversee the manufacturing of these devices and systems.

Qualifications

- UEE50420 Diploma of Electrical Engineering
 - Undergraduate Degree
-

Marine Engineer

Responsible for the design, construction, maintenance and repair of all types of maritime vessels and the equipment on board. These vessels include cargo ships and cruise liners.

Qualifications

- Undergraduate Degree
-

Mechanical Engineer

Design, manufacture and evaluate machinery for engineering issues and look to improve efficiency.

Qualifications

- MEM50212 Diploma of Engineering - Technical
 - Undergraduate Degree
-

Railway Infrastructure Worker

Install, maintain, and repair rail and tram tracks, as well as signalling equipment and building structures.

Qualifications

- Undergraduate Degree
-

Relevant Sectors



Skilled Trades

Enologist (Wine Maker)

Responsible for overseeing the winemaking process, include grape harvesting, fermentation, ageing and bottling. Provides scientific knowledge and practical experience to produce great wine.

Responsibilities

- Manage the harvest and transportation processes
- Supervise the work of grape growers and laboratory technician
- Monitor sugar and acid levels in the grapes to determine ideal harvest time
- Maintain safety and hygiene
- Monitor quality and flavour of wine, including sampling, analysing and monitoring temperature
- Bottle the finished product
- Manage employees and provide training

Education Pathways

- Undergraduate degree

Relevant Sectors



Food & Beverage

Entertainer

Perform and captivate audiences through music, song, dance and other types of performances at attractions and events.

Dancer

Qualifications

- CUA41020 Certificate IV in Dance

Musician

Qualifications

- CUA40920 Certificate IV in Music (Performance)
- CUA50820 Diploma of Music (Performance)

Singer

Qualifications

- CUA40920 Certificate IV in Music (Performance)
- CUA50820 Diploma of Music (Performance)

Relevant Sectors



Attractions



Events

Exhibition Designer

Create displays for large exhibitions, shows, corporate clients, museums and art galleries, or libraries. Trained in interpretation, the art of design and set up, and may also work for a private firm.

Responsibilities

- Design displays, signs and stands that help communicate and showcase stories and objects
- Work with clients and interpretation or exhibition teams to create physical and digital infrastructure that contributes to engaging and informative experiences for visitors
- Present ideas such as plans, computer-generated visuals and 3D models
- Oversee the construction of exhibition components
- Liaise with technical specialists such as IT and lighting
- Oversee assembly and installation at the exhibition venue




Qualifications

- Diploma of Visual Arts
- Diploma of Live Production Design
- Bachelor of Design

Related Roles

- Curator

Relevant Sectors

-  Attractions
-  Events
-  Tourism & Information

Financial Manager

Responsible for the financial and accounting activities within organisations, including financial reporting, investment activities and long-term financial planning and strategy.







Responsibilities

- Plan and execute the organisation's financial tasks and objectives
- Provide regular updates on business performance and financial management
- Develop plans for budgeting, forecasting, and reporting
- Manage and monitor key metrics/KPIs
- Calculate financial risk involved in the activities of the organisation
- Ensure compliance with financial legislation and standards

Qualifications

- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel



Flight Attendant

Provides on-board service and attends to the safety and comfort of passengers aboard regional, domestic and international flights.



Responsibilities

- Conduct pre-flight safety checks and demonstrate safety and emergency procedures
- Welcome passengers aboard, checking tickets and directing them to their seats
- Offer additional information and support where necessary
- Prepare and serve food and beverage to passengers during the flight
- Offer additional support to passengers with special needs (e.g., children, elderly passengers, people with disabilities)
- Maintain thorough knowledge of flights, including travel routes and arrival times
- Provide first aid treatment if necessary

Qualifications

- AVI30219 Certificate III in Aviation (Cabin Crew)

Relevant Sectors

-  Tourism & Information
-  Travel

Functions & Event Manager

Coordinate and plan events and functions, such as parties, corporate events, weddings, conferences and more.



Responsibilities

- Speak with clients about events and provide guidance based on their event needs
- Negotiate services to be provided in conjunction with a budget
- Liaise and negotiate with vendors and suppliers
- Manage budgeting and invoicing
- Handle venue and event logistics
- Coordinate event setup and pack down.
- Coordinate event staff, allocate tasks and manage the event program
- Work with key stakeholders to coordinate sponsorship, promotion and marketing
- Collate event and client feedback for post-event reports

Qualifications

- SIT50316 Diploma of Event Management
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events

CASE STUDY

Thamsin Sharrad
ESA Event Coordinator
South Australian Tourism Commission



I started in the industry by volunteering at Netball SA. I was a volunteer for five years before gaining an internship for 10 weeks and then had the opportunity to work part time for a Thunderbirds season as Event Officer.

I then worked at Gymnastics SA as a Marketing and Event Coordinator and was there for three years. A major project I led while I was there was introducing an all competitive GymSport State Championships in one venue over one weekend, with 450 athletes for five disciplines of gymnastics.

I spent a short time at Basketball SA as the Communications, Event and Program Coordinator, working across all communications, including social media, events and contributed to the launch the Female Participation Strategy 2021-2024.

I currently work at South Australian Tourism Commission in the Events South Australia team as the Event Coordinator. I work on the major events that are managed by Events South Australia which include the Santos Tour Down Under, Tasting Australia presented by RAA and the National Pharmacies Christmas Pageant. One of the main areas of focus in this role is coordinating our valued volunteers.

This year I will also be working on the FIFA Women's World Cup Fan Festival, where I will be responsible for working with an agency to program the festival and activate the space.

I would advise that you start volunteering in the industry. This will not only assist with gaining experience but will garner and strengthen relationships which will in turn assist with finding work and providing good references to progress.

General Manager

Responsible for overseeing daily business activities and major functions of commercial organisations, also known as a Managing Director or Chief Operating Officer (COO).







Responsibilities

- Manage and oversee day-to-day business activities
- Develop and execute growth strategies, standards and objectives for organisations
- Managing budgets and financial activity to optimise revenue and efficiency
- Evaluate business performance and productivity
- Arrange the preparation of reports, budgets and forecasts
- Represent the organisation at major events and official occasions

Qualifications

- SIT50416 Diploma of Hospitality Management
- Undergraduate degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

CASE STUDY

Rebecca Barnes
Group General Manager
Basheer Hotel Group



I began my hospitality career at the age of 15 working in a small café while at high school.

While studying a degree in Commercial Law and Human Resources at the University of South Australia, I discovered my passion was in food and pubs rather than a white-collar desk job. So began my 20+ year employment with the Basheer Hotel Group that led to a career in senior management.

I started at The Strathmore Hotel as a food and beverage attendant in 2001. In 2005 I was promoted to the role of Restaurant Manager in our flagship Balcony Restaurant. In 2007 I took on my first group role, leading the gaming operations for The Strathmore and The Woodville Hotel.

In 2008 I was appointed Group General Manager, overseeing The Strathmore Hotel, The Woodville Hotel, The Brompton Hotel and The Police Club of SA, employing 160 South Australians.

As the Group General Manager, I am responsible for all aspects of the hotel operations. My role is to provide leadership and strategic planning to the hotel venue managers.

As Group General Manager, I have had the opportunity to preside over significant company growth, spearheading four major venue upgrades totalling over \$15 million, with revenues more than doubling during this period.

My experience and love for the industry has led to a passion for staff development and the mentoring of aspiring young hospitality staff. I love creating environments for staff to succeed. Our industry is our people. Great customer service comes from being served by staff who serve with passion.

Guest Service Agent

Provide booking and reservation services to customers and facilitate outstanding guest experiences from the point of reservation to departure.




Responsibilities

- Make reservations for guests based on their requirements
- Communicate with guests in person, via phone, and email
- Manage and maintain online reservation systems
- Provide quality customer service
- Manage guest requests and complaints in a timely manner
- Coordinate luggage handling and storage
- Maintain guest privacy and confidentiality
- Inspect common areas and ensure guest rooms are presented at the highest standard
- Process payments and generate invoices
- Possess an understanding of the local area and activities available

Related Roles

- Receptionist
- Booking Agent
- Night Auditor
- Sales Consultant
- Cruise Consultant
- Reservation Sales Agent
- Travel Consultant
- Visitor Information Officer

Relevant Sectors

-  Accommodation
-  Tourism & Information
-  Travel



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aHa|sa
Australian Hotels Association (SA)

Head of Department

Monitor day-to-day operations and manage staff within a particular department of an organisation.

Responsibilities

- Collaborate and liaise with staff members, managers, clients and supervisors to achieve department objectives
- Observe and analyse current operations, providing advice where necessary
- Delegate tasks to staff members
- Manage the recruitment of staff
- Schedule and encourage team development and training
- Maintain a clear understanding of WHS obligations
- Manage client requests, complaints and privacy
- Ensure the delivery of high-quality service







Qualifications

- SIT60316 Advanced Diploma of Hospitality Management
- Undergraduate Degree

Related Roles

- Housekeeping Manager
- Food and Beverage Manager
- Front Office Manager
- Functions and Events Manager
- Marketing Manager
- Operations Manager
- Business Development Manager
- Hotel Service Manager
- Engineering Manager

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Housekeeper

Deliver and handle the cleaning and upkeep of commercial buildings such as hotels.


Responsibilities

- Deliver a high standard of cleaning
- Complete duties such as vacuuming, sweeping, and mopping
- Collect and dispose of trash
- Clean and stock bathrooms
- Manage chemicals safely and ensure stock is consistently replenished
- Assist guests when necessary
- Comply with all health and safety procedures
- Report any maintenance issues or repairs needed

Qualifications

- SIT30616 Certificate III in Hospitality

Relevant Sectors

-  Accommodation

Human Resource Manager

Supervise and manage an organisation's staff. HR managers also provide administrative services, training and development opportunities, monitor performance and manage employee engagement.







Responsibilities

- Determine staffing and skills requirements needed to meet the goals of the organisation
- Advertise staff vacancies and manage the application/interview process
- Manage and maintain a smooth onboarding process
- Monitor working arrangements and conditions for current staff
- Maintain effective personal and administrative records regarding staff and their wages, superannuation, leave and training
- Assist staff on work matters, career development and personal issues where necessary
- Evaluate and implement HR policies and procedures
- Provide training opportunities for current staff

Qualifications

- BSB40420 Certificate IV in Human Resource Management
- BSB50320 Diploma of Human Resources Management
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

ICT Security Administrator

Installs, manages and troubleshoots the security of an organisation's network and storage of private information







Responsibilities

- Install and troubleshoot network security solutions
- Ensure software is updated regularly with effective security
- Assess the network for vulnerabilities and flaws
- Guide and help implement effective security policies and practices
- Monitor network traffic
- Configure and manage supporting security tools, such as firewalls and anti-virus software
- Develop disaster recovery protocols

Qualifications

- ICT50220 Diploma of Information Technology
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

ICT Support Technician

Provide IT support and maintenance to help organisations operate at maximum efficiency. Also known as Technical Support Engineers.







Responsibilities

- Provide IT assistance to staff and customers where necessary
- Monitor hardware, software and system performance
- Identify areas for improvement and update computer software regularly
- Maintain databases and ensure system security
- Perform diagnostic tests and document errors or issues
- Stay current with technological advancement and new software
- Provide training on system functionality and navigating programs where necessary

Qualifications

- ICT30120 Certificate III in Information Technology
- ICT40120 Certificate IV in Information Technology

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

ICT Systems Analyst

Responsible for assessing the effectiveness and efficiency of an organisation's IT systems and developing solutions and improvements where necessary.







Responsibilities

- Communicate with management and staff to determine system requirements
- Evaluate current IT systems
- Develop new systems that address any current issues
- Report on improvements made and providing training where necessary
- Ensure all decisions made are cost effective and timely
- Stay current on the latest developments in IT

Qualifications

- ICT50220 Diploma of Information Technology
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Kitchen Hand

Assist kitchen and service staff in preparing food, and maintaining cleanliness of workstations and food storage facilities.

Responsibilities

- Cleaning all dishes, kitchen areas, cooking equipment and food storage areas
- Sweeping and mopping floors as required
- Preparing ingredient for use by kitchen staff
- Assist with deliveries and stocking of kitchen
- Report any damaged or faulty equipment to management
- Assist with monitoring inventory
- Adhere to all WHS obligations and food safety regulations

Qualifications

- SIT20322 Certificate II in Hospitality

Relevant Sectors



Accommodation



Events



Food & Beverage



Travel

Landscape Gardener

Design, construct and maintain gardens, parks and other outdoor landscapes.

Responsibilities

- Formulate designs, plans, drawings, specifications and quotations
- Schedule and manage landscape construction
- Apply pesticides to remove harmful insects if necessary
- Conduct general maintenance duties
- Trim plants, pull out weeds and apply fertiliser
- Plant new bushes, flowers and plants
- Coordinate with client to ensure the garden meets needs and expectations
- Supervise maintenance repairs

Qualifications

- AHC30916 Certificate III in Landscape Construction
- Undergraduate Degree

Relevant Sectors



Skilled Trades

Law

Conveyancer & Legal Executive

Act for and on behalf of clients in areas such as litigation, conveyancing, business law and property law.

Qualifications

- BSB60220 Advanced Diploma of Conveyancing
- Undergraduate Degree








Solicitor

Provide direction and legal advice, prepare and draft legal documents, and represent clients on matters associated with the law.

Qualifications

- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel
-  Skilled Trades



Pridham Hall, University of South Australia.

Lecturer

Teach tertiary students in one or more subject areas using a range of methods and platforms. Lecturers also conduct research projects.

Responsibilities

- Prepare and deliver lectures, tutorials, workshops and seminars
- Develop course material
- Collaborate with other academic, lecturers and tutors
- Set and grade assignments, tests and exams
- Conduct research and write papers, proposals, journal articles and books
- Supervise research students
- Participate in training opportunities internally and externally
- Stay current with latest trends in chosen field/subject area

Qualifications

- Undergraduate Degree

Relevant Sectors



Tourism & Information

Lighting Technician

Responsible for setting up and managing lighting for venues, video, television and film productions.

Responsibilities

- Set up and operate lighting equipment
- Calibrate light levels for different environments
- Create lighting plans in collaboration with designers
- Install lighting fixtures where necessary
- Coordinate with other staff and crew
- Follow the direction of the stage or floor manager
- Conduct regular maintenance

Qualifications

- CUA31020 Certificate III in Screen and Media
- CUA40420 Certificate IV in Live Production and Technical Services

Relevant Sectors



Attractions



Events








Maintenance Manager

Oversee and manage the installation, repair and upkeep of an organisation.

Responsibilities

- Supervise all maintenance processes and operations
- Manage and track expenses
- Maintain quality and safety standards
- Create and implement maintenance procedures
- Conduct regular inspection of facilities
- Document all maintenance
- Control and monitor inventory
- Coordinate work performed by external contractors

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel
-  Skilled Trades

Marketing Manager & Additional Positions

Responsibilities

- Develop and implement plans for marketing, advertising, sales promotion and management
- Stay current with, and analyse, current market trends
- Undertake regular audits of the performance of marketing activities
- Increase brand awareness and market share
- Coordinate marketing strategies with other departments, staff and stakeholders
- Manage the marketing budget
- Prepare and present regular reports on marketing performance
- Manage distribution channels

Advertising Manager

Manage and direct an organisation's advertising activities, including developing ad campaigns.

Brand Manager

Responsible for the creation and implementation of a brand's key marketing and communication activities. Brand managers often handle a portfolio of products.

Content Developer

Develops, writes and edits content for marketing, including blog posts, static copy, video content, articles and more.

Digital Marketing Manager

Responsible for planning and managing online marketing campaigns for an organisation's brand, products and services.

Responsible for the promotion of an organisation's services, events, products and brand.







CASE STUDY

Sabrina Standish
Marketing Manager
Edwards Group

Qualifications

- BSB40820 Certificate IV in Marketing and Communication
- BSB50620 Diploma of Marketing and Communication
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Graphic Designer

Responsible for producing visual assets for online and physical distribution, including for posters, logos, websites, brochures and advertising.

Market Analyst

Collect and interpret information on consumers, competitors and market conditions to inform an organisation's decision making in marketing activities.

Sales Manager

Responsible for obtaining profitable results for an organisation by leading a sales team, creating sales plans, analysing data, monitoring the market and maintaining high-level product knowledge.

Social Media Manager

Manages an organisation's online accounts to drive sales, interact with the online community, and build brand awareness and loyalty.



With exposure to scenic landscapes and interaction with regional culture, lifestyle and attractions, working in holiday parks provides an opportunity to make great memories while building a lifelong career in tourism.

Holiday park groups, like the Edwards Group, provide accommodation across the state that encourages travellers to explore a region. Learning about activities and experiences that drive tourism and leveraging them to enhance travel aspirations is one of the many benefits of being a Holiday Park Marketing Manager.

Leading the marketing at the Edwards Group, my role is diverse and pulls from a range of knowledge and skills related to communications at written, spoken, visual and experiential levels. From ideating purposeful content ideas, managing social media, crafting targeted email campaigns and designing artwork for print publications, to configuring SEO and arranging digital advertising while maintaining owned and affiliated websites, producing park collateral (like brochures and park maps) and purchasing branded merchandise, no two days are the same.

The career journey also offers boundless advancement and legacy opportunities, such as the potential for industry leader election with state and national peak body committees and boards.

Being a part of the \$27 billion a year caravan industry offers a stable career path. As the second-largest owner of holidays parks in SA, the Edwards Group, continues to grow with the industry. Advancements in technology will see the demand for talent evolve and expand in the future along with entry points and career paths.

I encourage you to discover your calling and make it a rewarding career with the Edwards Group.



CASE STUDY

Katie McCraith
Brand and Advertising Manager
G'Day Group



Throughout my career, I've tried to stick with a principle of saying "yes" to everything and soaking up as much as possible from each experience.

It's okay not to know exactly what you want to do, and it's only by starting somewhere that you'll know what you do like, and what you don't!

I'm originally from the UK and studied French, English and Philosophy at Newcastle University before moving to London and doing a series of internships with PR, creative and media agencies.

I secured a graduate role in the digital team at Sky Sports and worked in a variety of roles for Sky in the UK and Europe in campaign planning, media strategy and agency management. The business was incredibly fast-paced and constantly evolving. That meant there were always opportunities to learn and diversify.

I've always loved travelling and exploring new places, and my partner and I decided to move abroad to Australia. I landed a job in Adelaide with a digital agency before being offered a role at G'day Group to bring the digital marketing function in-house.

Curiosity and continual learning are also key values for me, so working in the travel industry is a perfect fit. No two days are the same, and I'm ultimately selling a product I love.

Life at G'day is really varied. The company is growing fast, meaning there's excellent opportunities to stretch yourself and take on new challenges. The people I work with are also brilliant – for me working in a team which inspires and supports one another is key to enjoying what you do.

Lucky Dumpling Market 2019 (Frances Smith).

Multimedia Developer

Develop and create graphic images with animation for use in television, film, advertising displays and websites.







Responsibilities

- Work with other designers and key stakeholders to understand project concepts and scope
- Develop multimedia content ideas
- Design and produce multimedia content to specifications
- Create digital images, video animation and textual animation
- Create animated sequences using computer software
- Perform media edits based on feedback
- Stay current on latest trends, software and training

Qualifications

- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Museum Guide

Responsible for facilitating museum tours, guiding visitors, providing information about the exhibits, and ensuring the safety and protection of the exhibits.



Responsibilities

- Greet visitors and provide general information
- Conduct tours of museums or galleries
- Provide direction and guidance
- Answer any enquiries
- Ensure all exhibits are secure and unauthorised entry is prevented
- Prepare and update records of attendance, membership, donations, and other statistics as needed
- Maintain knowledge on all current and temporary exhibits

Qualifications

- SIT30116 Certificate III in Tourism

Relevant Sectors

-  Attractions
-  Tourism & Information

National Park Ranger

CASE STUDY

Rebecca Brown
Senior Ranger
National Parks and Wildlife Service
South Australia (NPWS)

Responsible for contributing to the effective operational management of parks and reserves, creating visitor experiences, protecting native plants and animals, and managing and patrolling parks.

Responsibilities

- Showcase key attractions and provide quality customer service to visitors of the park
- Manage wildlife based on sound ecological, social and economic factors
- Maintain park facilities like signage, tracks, trails, shelters and campgrounds
- Provide emergency response and care such as first aid, CPR, bushfire management
- Conduct tours and educational presentations
- Patrol National Parks to keep them safe for all
- Work with community and volunteers to create visitor experiences

Qualifications

- AHC31421 Certificate III in Conservation and Ecosystem Management
- Tertiary qualification in National Resource Management or other relevant field (desirable)



Everyone I work with took a different path on their journey to become a Ranger. I started with an Honours degree in Biodiversity and Conservation, but my first role was customer service with an insurance company.

However, I still had a passion for working in the environment sector. I returned to university for a Postgraduate Diploma in Environmental Management and then got a four-month position as a Community Ranger - that was my foot in the door.

I joined the NPWS Graduate Ranger programme where I worked in Berri and Port Lincoln. I eventually became a Senior Ranger at Glenthorne National Park-Ityamaiitpinna Yarta.

An average day is diverse – it includes patrolling the park, talking to visitors, making sure that they're enjoying themselves and answering questions. Rangers also respond to emails and online contact from the public, undertake event management and manage projects like revegetation works or volunteer programs. It's energising to work with people who get so much enjoyment from our parks. It's also wonderful to see our visitors fall in love with the parks and find a special connection to SA nature.

Don't be afraid of taking on a role that may seem different to where you want to go. All the roles I have undertaken have expanded my skillset and enabled me to meet new people and make wider connections. Also, don't be afraid to take on a role in a remote location. It can be a big step, but it opens up a world of opportunities.

Relevant Sectors



Attractions



Tourism & Information



Night Auditor

Works overnight in hotels and other accommodation, performing front desk and accounting duties.

Responsibilities

- First contact for late night calls and requests
- Manage the day's cash flow and keep accurate financial records
- Check-in and check-out guests
- Reconcile guest accounts
- Manage guests' needs, requests, queries and complaints
- Handle any overnight emergencies if they occur
- Reconcile guest accounts

Relevant Sectors

-  Accommodation
-  Tourism & Information

Payroll Clerk

Responsible for all tasks related to payroll processing within an organisation.







Responsibilities

- Collect and verify employee timesheets
- Manage employee files and keep effective records of all data
- Prepare and process the payment of wages and salaries
- Issue statements detailing earnings and deductions
- Investigate and resolve payroll discrepancies
- Answer employee questions and concerns regarding payroll

Qualifications

- FNS50222 Diploma of Accounting
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Personal Assistant

Responsible for providing administrative support and performing secretarial work for senior managers and executives.







Responsibilities

- Report directly to senior management regularly
- Answer calls and liaise with clients on behalf of manager
- Plan and organise meetings
- Prepare correspondence
- Organise travel and prepare itineraries
- Edit reports, documents and presentation where necessary
- Perform general administration tasks, including filing, copying, scanning documents
- Keep effective records of activity and expenses

Qualifications

- BSB30120 Certificate III in Business
- BSB40120 Certificate IV in Business

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Photographer

Capture images and videos for creative and commercial use.


Responsibilities

- Manage client's expectation and concerns
- Liaise with other professionals, including graphic designers, marketers and event managers
- Maintain a deep understanding of traditional and digital photography
- Use a range of technical equipment, including cameras, lenses, lighting and software
- Compile and digitally edit images
- Arrange the delivery of images to clients (hard copy or digital)

Qualifications

- CUA50920 Diploma of Photography and Digital Imaging
- CUA51120 Diploma of Visual Arts

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Pilot

Fly and navigate various types of aircrafts, including small planes, helicopters or airline aircraft. Often responsible for transporting passengers, mail and freight within Australia or internationally.



Responsibilities

- Create flight plans based on weather forecasts and available information
- Complete pre- and post-flight checks, including fuel and maintenance status, equipment and navigational system checks
- Ensure aircraft is properly and safely loaded
- Operate aircraft in a safe and professional manner
- Liaise with co-pilots and crew throughout the flight
- Give inflight instruction where necessary
- Anticipate issues and emergencies

Qualifications

- AVI50219 Diploma of Aviation (Commercial Pilot Licence - Aeroplane)
- AVI50319 Diploma of Aviation (Commercial Pilot Licence - Helicopter)
- AVI50519 Diploma of Aviation (Instrument Rating)
- AVI60219 Advanced Diploma of Aviation (Pilot in Command)

Relevant Sectors

-  Tourism & Information
-  Travel



Journey Beyond.

Porter

Responsible for assisting guests with the transportation of their luggage and providing other guest services in hotels.

Responsibilities

- Greet guests upon their arrival
- Assist with the offloading and transportation of baggage between points
- Show guests to their room after check-in
- Provide information on hotel and its facilities
- Arrange taxis and other transportation for guests
- Maintain cleanliness and appearance
- Run errand for guests as necessary

Qualifications

- SIT20322 Certificate II in Hospitality

Relevant Sectors



Accommodation



Tourism & Information

Quest King William South, Adelaide,
Impress Photography.





PR Officer

Responsible for building and maintaining the public image of an organisation or brand, and manages their information and communication strategies to key stakeholders.

Responsibilities

- Establish and maintain relationships with key stakeholders
- Organise and manage publicity and communications
- Provide communication support during issue and crisis management
- Respond to requests for information
- Prepare and write communication collateral such as media releases and speeches
- Liaise with media regularly
- Ensure key messages and objectives of the organisation or brand are communicated effectively

Qualifications

- BSB40820 Certificate IV in Marketing and Communication
- Undergraduate Degree

Related Roles

- Account Officer
- Marketing Officer
- Digital or Production Officer
- Client Relationship Officer

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Reservation Agent

CASE STUDY

Toni Oxer
Inbound Consultant
TAFESA Graduate

Provide booking/reservation services for tourism products and services, and provide advice to customers.






Responsibilities

- Assist and advise customers when selecting tourism product or services
- Source and use information on the tourism and travel industry
- Make reservations based on customer requirements and budgets
- Help form travel itineraries
- Operate online information systems
- Process payments and transactions
- Prepare quotes
- Answer any queries and resolve any issues that may arise

Qualifications

- 3+ years training or experience, or a Certificate III/IV
- SIT30116 Certificate III in Tourism

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Tourism & Information
-  Travel



I have been in the tourism industry approximately one-and-a-half years. As part of my Bachelor of Tourism, Hospitality and Events Management degree through TAFESA, I completed an industry placement with Bunnik Tours.

At the end of my placement, I was lucky enough to be offered a job and have been there ever since. I entered the industry just as the borders opened again, so it was quite surreal seeing the industry rebuild and evolve.

My role is quite diverse; basically I'm a mediator between our clients and our suppliers. My tasks vary from creating tour itineraries, conducting product or target market research, to developing business and marketing plans or accompanying our tour groups.

Every day is different. I feel very privileged to be able to work with passionate suppliers and connect our clients with the unique products or experiences they offer, assisting to create memories that last a lifetime!

Tourism is a broad industry, full of endless opportunities with something for everyone. My advice would be to attend networking and industry events as they are an excellent opportunity to meet industry personnel and increase your product knowledge.

The main reason I chose TAFESA was their approach to learning included flexibility, small classes and hands on training – these factors appealed to me. I also received credit towards my Bachelor's degree after completing the Diploma of Travel and Tourism Management at TAFESA.

Restaurant Manager

Oversee and manage the operations of a restaurant to provide a fulfilling dining experience.

Responsibilities

- Collaborate with chefs with menus and service
- Train, supervise and manage kitchen and waiting staff
- Manage stock levels and order ingredients
- Keep track of income and expenses
- Ensure operational and health and safety protocols are adhered to by staff
- Communicate with customers for feedback and manage complaints when necessary

Qualifications

- SIT50416 Diploma of Hospitality Management

Relevant Sectors



Food & Beverage



Government of
South Australia

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Security Officer

Responsible for ensuring the safety and security of property, assets, staff and visitors in a particular location such as a hotel or venue.







Responsibilities

- Patrol premises regularly
- Monitor surveillance cameras and alarm systems for any suspicious behaviour
- Monitor public access
- Respond to any security incidents
- Maintain an activity log and prepare surveillance reports
- Apprehend trespassers or offenders when appropriate
- Communicate with emergency service when necessary
- Adhere to company policy and legal obligations

Qualifications

- CPP20218 Certificate II in Security Operations
- CPP31318 Certificate III in Security Operations

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Software & App Developer

Responsible for developing, coding, installing and maintaining software systems.







Responsibilities

- Meet with clients and management to discuss current software and project scope
- Analyse existing programs for modifications and improvements
- Evaluate the effectiveness of existing software and systems
- Research and design new software systems, websites, programs and applications
- Deploy new software systems
- Apply user feedback
- Troubleshoot new software systems
- Create technical documents and collate information for staff training

Qualifications

- ICT50220 Diploma of Information Technology
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

Stage Manager

Responsible for coordinating productions from rehearsals to performances.

Responsibilities

- Schedule rehearsal times
- Work with staff to manage operations of the production, including scene changes, sound, lighting and set
- Note stage details and movements
- Liaise with front-of-house staff and venue management
- Give cues to performers and technical crew
- Manage and organise props

Qualifications

- CUA40420 Certificate IV in Live Production and Technical Services

Relevant Sectors



Events

Tour Guide

Accompany visitors and tourists on tours and provide information on the history, culture, environment and function of a particular place or area.

Responsibilities

- Organise transport and plan itineraries for each tour
- Welcome visitors and make introductions
- Coordinate tour activities
- Plan alternate activities in the event of cancellations, closures or weather events impacting the tour
- Provide safety instructions to the tour group for the duration of the tour
- Carry out administrative work
- Maintain knowledge about the tour product and area
- Provide commentary and information throughout the tour

Qualifications

- SIT30116 Certificate III in Tourism

Related Roles

- Cultural Guide – authorised to provide authentic cultural experiences and interpretation

Relevant Sectors



Attractions



Tourism & Information



Travel

Tour Operator

Responsible for creating, coordinating and hosting tours for visitors.




Responsibilities

- Curate packages for visitors, including short experiences, day trips or overnight trips
- Liaise with key stakeholders, including transport operators, accommodation providers and industry suppliers
- Manage bookings, invoicing and payments
- Provide itinerary information to visitors
- Host tours
- Coordinate and manage staffing
- Produce promotional information and materials for tour packages and product
- Reply to visitor enquiries, questions and feedback
- Manage complaints as necessary
- Complete general administrative tasks and manage financial reporting

Qualifications

- SIT20116 Certificate II in Tourism
- SIT50116 Diploma of Travel and Tourism Management

Relevant Sectors

-  Attractions
-  Tourism & Information
-  Travel

Related Roles

- Tourist Information Officer
- Interpreter
- Airline Passenger Officer

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unisa.edu.au/tourism-sport-and-events

*2022 QS Subject Rankings. ^ComparED (QILT) Graduate Outcomes Survey 2020-22 – Full-time Employment Indicator (Domestic Undergraduate). SA public universities.

CRICOS provider number 00121B / Australian University provider number PRV12107



University of
South Australia

Australia's University of Enterprise

Tourism Development Officer

Responsible for maintaining visitor services, liaising with tourism operators, collaborating with local tourism services, authorities and destination management organisations.

Responsibilities

- Identify and develop tourism services and products
- Undertake research projects and manage the collection of key visitor data
- Analyse tourism statistics
- Help develop promotional material and collateral
- Prepare tourism strategies and policies
- Prepare report
- Monitor budget and financial activities
- Support tourism development and network with industry
- Work with the media to raise awareness and profile of a particular destination.

Qualifications

- SIT30116 Certificate III in Travel and Tourism
- SIT50116 Diploma of Travel and Tourism Management

Relevant Sectors



Tourism & Information

CASE STUDY

Catherine Hughes
Brand and Marketing Specialist
University of South Australia Graduate



Combining the knowledge from both my UniSA degrees on brand and marketing management, and tourism management, I am now leading a global and domestic rebrand strategy for the Australian Tourism Data Warehouse.

I work with agencies and strategic partners to establish a reimagined brand that will be recognised by all individuals and bodies within the industry.

Studying at UniSA provided me with valuable opportunities that advanced my career and prepared me for industry. Through the various extra-curricular activities available through the university - such as internships, exchanges, mentorship programs, and student clubs - I was able to build foundational knowledge, experience and connections that opened doors to greater possibilities.

Throughout my degree, there were standout moments that paved the way for my career.

UniSA's international exposure connects students with international guest lecturers and overseas universities. That was particularly transformative in helping me establish a strong business repertoire before completing my tertiary studies.

I found my career aspirations through leading courses like 'Policy and Planning for Sustainable Tourism', which equipped me with a deep understanding of the industry's conceptual complexities and further ignited my passion for the tourism industry.

Moreover, the Business Career Mentor Program connected me with mentors whose advice and guidance continue to be invaluable as I navigate challenges in my career. I have developed a global network including industry leading CMOs, CEOs, and Corporate Directors.

Train Crew

Responsible for managing and providing customer service on suburban and long-distance passenger trains.

Responsibilities

- Greet passengers and ensure they enter and exit the train safely
- Respond to emergency incidents
- Maintain the safety of the train and security of any freight on board
- Answer questions or queries from passengers
- Provide customer service to passengers
- Adhere to train timetables
- Inspect and monitor train maintenance and report any major problems.

Qualifications

- TLI22321 Certificate II in Rail Customer Service
- TLI33118 Certificate III in Rail Customer Service
- TLI30521 Certificate III in Passenger Train Guard

Relevant Sectors



Train Driver

Responsible for driving trains along a rail network to transport passengers or freight around the state/ country.

Responsibilities

- Manage and coordinate train movements
- Adhere to train schedules
- Control and operate the train's control system
- Stop at stations to pick up passenger or freight
- Provide information to passengers as necessary
- Observe train signage, railways rules and protocols
- Inspect and monitor trains for defects or maintenance required
- Shunt rolling stock in marshalling yards
- Refuel diesel trains and check oil, water and sand, and top up as necessary

Qualifications

- TLI33221 Certificate III in Terminal Train Driving
- TLI42615 Certificate IV in Train Driving

Relevant Sectors



Travel Consultant

CASE STUDY

Isaac Gates
Travel Team Leader
RAA Travel

Provide information, advice and suggestions for travel arrangements. Travel consultants also facilitate the booking process for clients.

Responsibilities

- Discuss client requirements and provide suggestions/recommendations
- Respond to inquiries about services and offerings
- Facilitate bookings for travel
- Confirm bookings and supply information to clients
- Plan, prepare and cost itineraries for clients
- Adhere to client budgets
- Collect payments and maintain accurate financial records

Qualifications

- SIT30216 Certificate III in Travel

Related Roles

- Airline Passenger Officer
- Booking Agent
- Guest Service Attendant
- Customer Service Officer
- Reservation Sales Agent
- Tour Operations Consultant
- Receptionist

Relevant Sectors



Tourism & Information



Travel



When I returned from a two-year working holiday 15 years ago, I had no idea what I wanted to do for a career. I knew I loved travel, and after I saw a job ad for a travel consultant, I never looked back.

I love travel, so it's incredibly fulfilling to be able to work in the industry you love every day.

I have worked at RAA Travel for the past four years, most recently as a Team Leader.

I split my time between our Adelaide and Mt Barker shops, leading and training team members while also managing my own clients and booking dream trips for members.

As soon as I began working in the industry, I realised how much opportunity for growth there is. There are so many different pathways and roles you can take.

I love being a Team Leader at RAA Travel. My favourite part of the role is being involved in learning and development for my team, and seeing colleagues succeed.

On any given day, I might work from the city store, the Hills outlet, or even from home, with flexibility a priority for RAA Travel. No day is ever the same.

You learn so much in this job, and things are constantly changing – it's brilliant.

I also love the culture at RAA Travel – we're very member-focussed and we always make sure we're giving our members the best advice, deal, price or experience they've asked for.

If you're looking for a career in travel, I'd say just go for it.

Urban & Regional Planner

Responsible for developing plans and policies for the use of land and resources within a particular region, considering environmental, social and cultural needs of the local environment and community.

Responsibilities

- Plan the design and construction of new infrastructure
- Collect, analyse and consider data on economic, legal, political, cultural, demographic, sociological, physical and environmental factors affecting land use
- Design and adapt city plans
- Assist in the management of current infrastructure
- Confer and collaborate with key stakeholders, including government authorities, communities, legal professionals, architects, planning, development, social and environmental specialists
- Prepare reports and provide recommendations on the use and development of land and resources
- Advise key stakeholders on urban and regional planning activities

Qualifications

- Undergraduate Degree

Relevant Sectors



Tourism & Information

Waikerie Holiday Park, Edwards Group.



Venue Manager

Responsible for managing a particular or multiple venues, including room layouts, venue bookings, financial management, coordinating vendors and catering needs.





Responsibilities

- Manage event bookings and liaise with clients
- Ensure facilities are clean and organised
- Manage all maintenance requirements to facilities or equipment
- Design venue hire packages and pricing options
- Manage venue staff
- Schedule and coordinate vendors
- Supervise operation before, during and post-events
- Conduct administrative tasks
- Oversee financial management and reporting
- Communicate with security and enforce protocols and procedures

Qualifications

- SIT50316 Diploma of Event Management
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage

CASE STUDY

Jessica Ayliffe
Casino Dining Operations Manager
(Central Café, Lucky Noodle and VIP Outlets) – SkyCity Adelaide



I always wanted a career in hospitality, so I went to TAFE and studied a Diploma in Hotel Management, before starting my first job at the Chifley Hotel back in 1996.

In the past 20+ years I have worked at Stamford Plaza, Adelaide Oval, a few bakeries and SkyCity in both operational and leadership roles. This has given me a vast amount of experience and opportunities to learn and grow.

I was also awarded the 'Leader of the Year' at SkyCity's annual employee awards night recently, which I am extremely proud of.

I wear many hats in my role, I'm a very hands-on manager. I spend time with my team working on the floor and assisting our customers, whilst still managing all other duties including recruitment, rostering, training and development, administration and working with our kitchen team.

It's non-stop all day, and every day is different, but I love it!

The things I enjoy most about my role are working in a great team, the challenges and kicking goals, meeting people and making customers happy.

My advice for those looking for a career in tourism would be to work hard, be open to new challenges and experiences because it will help you grow, have fun and enjoy what you do, as it shows!

Visitor Information Officer

Responsible for promoting tourism in a particular destination or region, providing information to visitors about its hospitality, accommodation, attractions, food and more.

Responsibilities

- Answer enquiries and questions from tourists, visitors, residents and industry
- Manage enquiries via telephone, social media or over the counter
- Provide recommendations and suggestions for travel routes, accommodation, available tours and local attractions
- Help prepare itineraries for tourists, travel agents and tour operators
- Manage online information systems
- Stock and maintain brochure displays
- Sell souvenirs and merchandise
- Arrange bookings and documentation for travel and accommodation when necessary
- Handle cash and EFTPOS payments
- Conduct general administration tasks
- Manage part-time and casual staff as well as volunteers
- Collect data and statistics on visitors (number, demographics)
- Maintain cleanliness and overall presentation of the information centre

Qualifications

- SIT30116 Certificate III in Tourism

Related Roles

- Airline Passenger Officer
- Guest Service Attendant
- Tour Guide
- Cultural Guide
- Museum Guide
- Receptionist

Relevant Sectors



Tourism & Information



Travel

Vocational Education Trainer

Responsible for teaching subjects in a specialised area using their experience, knowledge and skills. Vocational Education Trainers prepare students for the workplace.

Responsibilities

- Manage and write syllabus that covers course content
- Prepare lessons and produce resources for teaching use
- Teach students with theoretical and practical training
- Provide additional support and guide students regarding career opportunities and pathways
- Carry out administrative tasks

Qualifications

- TAE40116 Certificate IV in Training and Assessment
- TAE50116 Diploma of Vocational Education and Training

Relevant Sectors



Skilled Trades

Wait Staff

Also known as food and beverage attendants, wait staff are responsible for serving food and drink to guests and visitors in hotels, venues, restaurants and other establishments.

Responsibilities

- Greet and seat guests
- Take reservations
- Set and clean tables
- Provide menus to guests
- Provide menu guidance and inform guests of specials
- Take orders, process orders, and liaise with kitchen staff and bar staff
- Serve food and drinks
- Prepare the bill for table when requested
- Handle money and EFTPOS payments
- Clear tables and return all dishes to the kitchen
- Undertake general cleaning tasks




Related Roles

- Food Service Manager
- Kitchen Manager
- Restaurateur
- Caterer
- Catering Assistant
- Breakfast Cook
- Fast Food Cook
- Takeaway Cook
- Kitchen Hand

Qualifications

- SIT30616 Certificate III in Hospitality

Relevant Sectors

-  Accommodation
-  Events
-  Food & Beverage



SkyCity Adelaide is one of South Australia's largest employers of hospitality staff with over 1,350 employees working across 200 different types of positions - the variety of careers across our business is huge!

We have EOS by SkyCity, our award-winning luxury hotel, restaurants and bars, a world-class casino and our corporate offices located in the heart of one of the world's most liveable cities, situated in the Riverbank Precinct by the Karrawirra Parri.

Want to know more?
Please visit www.skycitycareers.com/adelaide



Wait Staff: Food & Beverage Specialisation

Formal Service Waiter

A formal service waiter works at an upscale restaurant, hotel or venue. They are expected to have high level of service, therefore attention to detail is necessary.

Mixologists

Mixologists are bartenders that specialise in mixing cocktail and drink recipes. They maintain a considerable depth of expertise in mixing drinks and premium beverage products.




Silver Service Waiter

A silver service waiter works in an upscale restaurant, hotel or venue that serves food at the table. They are expected to have high level of service, therefore attention to detail is necessary.

Sommeliers

Sommeliers specialise in the knowledge and service of wine and are responsible for pairing wine with food at a restaurant or venue. Sommeliers are expected to maintain a considerable of knowledge of different wines.

Relevant Sectors

-  Accommodation
-  Events
-  Food & Beverage

Web Developer

Design, build and maintain websites and webpages, using nontechnical and technical skills.







Responsibilities

- Design, build and maintain website and software applications
- Perform website updates and maintenance
- Collaborate to resolve bugs/conflicts and create solutions
- Work with different content management systems
- Edit, write or design website content
- Create and evaluate code
- Provide technical support where necessary
- Determine user needs and adapt website design as required

Qualifications

- ICT50220 Diploma of Information Technology
- Undergraduate Degree

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Food & Beverage
-  Tourism & Information
-  Travel

CASE STUDY

Mac Ossai
Web Developer
South Australian Tourism Commission



My career journey thus far has been an exciting, engaging and fun-filled experience. In my role, I contribute to building and maintaining websites, collaborate with external vendors to accelerate feature development and troubleshoot issues. Contrary to common belief, problem-solving is not as intimidating as it may sound. It provides a constant opportunity to challenge oneself and strive for improvement. Additionally, I have the privilege of learning new skills and exploring the latest technologies.

One of the most rewarding aspects of my job is contributing to the SA visitation economy by developing tools that help aid people from intrastate and international to visit or plan trips to SA.

On an average day, I engage in discussions centred around building or enhancing features that create lasting experiences for people. I am passionate about developing cutting-edge tools that leverage AI and personalisation to positively impact people's lives. For instance, I take pride in creating a chatbot or a trip planner solution that can automatically answer user questions based on their intent.

For those considering a career in tourism, I have some valuable advice to share. Firstly, embrace the fun and dynamic nature of the industry. Secondly, maintain a positive mindset, as it is crucial in navigating the challenges that may arise. Having a can-do attitude will propel you forward and open doors to exciting opportunities. It's never too early to start, and there are ample chances to explore different sectors within tourism. Lastly, choose a career path that goes beyond personal aspirations and contributes to bringing joy into the lives of others, making a significant impact in their journey.

Wellness Provider

Provides wellness services to guests and visitors, including beauty therapy, physical activity, and exercises for wellness and wellbeing.

Beauty Therapist

Provides a wide range of body and facial treatments for customers, including massage therapy, manicures and pedicures, facials, waxing and skin rejuvenation.





Masseuse

Provides massage therapy for customers.

Yoga Instructor

Conducts a series of physical and mental exercises with customers, including meditation, breathing work and yoga poses.

Relevant Sectors

-  Accommodation
-  Attractions
-  Events
-  Travel

Wildlife Keeper

Provide care for wildlife and coordinate visitor interaction and services at wildlife parks and zoos.

Responsibilities

- Perform wildlife care tasks, including feeding and treating animals, cleaning habitats, maintaining facilities, and observing animal behaviour and health.
- Preparing food according to procedure
- Log duties and maintain daily records
- Enforce safety regulations and procedures
- Maintain cleaning and maintenance requirements
- Provide information and educate visitors about wildlife
- Facilitate visitor interaction with animals
- Maintain security of enclosures and habitats
- Transport animals when required
- Provide training for new staff

Qualifications

- AHC31421 Certificate III in Conservation and Ecosystem Management

Relevant Sectors



Attractions



Tourism & Information

Workforce Planning Manager

Develop hiring strategies and inform and influence the development of education, training, capability building and skilling solutions to support industry workforce development.

Responsibilities

- Forecast staffing needs for organisations and departments
 - Evaluate current employees
 - Review current and future workforce requirements and identify gaps
 - Develop hiring strategies for future positions
 - Develop the skills of a workforce through education and training programs
 - Promote the industry as a career path to stakeholders, including industry, government, training providers and schools
 - Contribute to the design, analysis and implementation of workforce plans
 - Give strategy and policy advice for workforce planning and development
 - Contribute to development and implementation of workforce marketing and communication strategies
 - Offer advice relating to apprenticeships, traineeships, Vocational Education and Training
- (VET) investment priorities, training packages and trade recognition
 - Research and analyse future skill needs and recommend strategies
 - Manage employee, contract and work experience students as required, including recruitment, selection, induction training, performance reviews and ongoing professional development
 - Organise and participate in career expos and career planning events

Qualifications

- TAE40116 Certificate IV in Training and Assessment
- TAE50116 Diploma of Vocational Education and Training
- BSB60320 Advanced Diploma of Human Resource Management
- Undergraduate Degree

Relevant Sectors



Tourism & Information



Young Tourism Professionals

Young Tourism Professionals is a network of new, emerging and established South Australian-based tourism professionals between 18 to 35 years of age. This network supports career establishment and offers opportunities for professional development and education through a calendar of workshops, tours and networking events.

It is powered by the Young Australian Tourism Export Council (YATEC) and TiCSA.

Want to keep up to date on their calendar of events?

Join the Young Tourism Professionals community at www.ticsa.com.au/tourism-careers

Starting Small

Entering an industry for the first time can be intimidating. To prepare yourself for working life and a career in tourism, one option is to start small and then build your skills at your own pace:

Certificates

Responsible Service of Alcohol

If you're looking to work in a licensed venue, it's essential to have a Responsible Service of Alcohol (RSA) certificate.

It is a legal requirement for any person serving or supplying alcohol in a licensed premises, such as restaurants or at events, to have completed their RSA training.

For 18-year-olds and above, having your RSA certificate is a great addition to your resume and shows employers that you are committed to responsible service and customer safety.

First Aid Certificate

Having qualified staff who can deliver first aid in the workplace is vital for guests and valuable to employers.

In many workplaces, it is mandatory for employees to hold a first-aid certificate.

This is because accidents and emergencies can happen at any time, and having trained staff on hand can keep everyone safe.

To earn your first aid certificate, you need to complete a nationally accredited training course with a registered provider.

Join TiCSA

TiCSA offers a Student/Young Professional membership, available for \$50 + gst per year. This membership is designed for students and young professionals looking to establish themselves in the tourism industry.

Through membership, you will be subscribed to essential industry communications, receive access to member discounts, exclusive member events and networking opportunities.

To join or find out more, head to www.ticsa.com.au/membership/ or contact TiCSA at info@ticsa.com.au or 08 8231 3085.

Attend Young Tourism Professionals Events

Young Tourism Professionals runs a calendar of events throughout the year that is designed to support and engage with students and young professionals in the tourism industry. From networking events to professional development opportunities, there is something for everyone.

To find out what's coming up next, head to www.ticsa.com.au/events/events-calendar







A strong and valued
voice for South
Australia's tourism
industry.

Who is TiCSA?

The Tourism Industry Council South Australia (TiCSA) is the peak body for the South Australian tourism industry, with over 1,000 members across the state.

TiCSA's purpose is to build capabilities, advocate for, and bring together South Australia's diverse tourism industry for a sustainable and growing visitor economy.

TiCSA delivers industry programs and events to support business development and facilitate the sustainable growth of tourism businesses across SA.

This includes:

- Quality Tourism Accredited Business program
- South Australian Tourism Awards
- South Australian Top Tourism Town Awards
- Business Capabilities Program

TiCSA also uses its advocacy work to create a credible and unified voice for the industry.

TiCSA collaborates with members, the wider industry and key stakeholders to lead responses to critical tourism industry issues and needs.



