



**World Tourism Forum Lucerne**  
**3<sup>rd</sup> Talent Boost Brisbane, Australia**  
**18 May 2018**



**Content**

- 1. About ..... 2
- 2. Programme ..... 2
- 3. Press Release ..... 4
- 4. Impressions ..... 6
- 5. About World Tourism Forum Lucerne and Preview ..... 7

## 1. About

### Talent: a strategic priority for Australia's tourism growth

The World Tourism Forum Lucerne Talent Boost is a platform fully dedicated to talent management for the Tourism Industry. The event brings together **representatives from government, industry and academia** to share new ideas and have an informed discussion around Talent Management - a topic that is at the heart of the WTFL's global agenda.

After Shanghai in 2014 and São Paulo in 2016, the 3<sup>rd</sup> Talent Boost was hosted in collaboration with the **University of Queensland Business School** on Friday, 18 May 2018 in Brisbane, Australia. The event draw awareness to the critical need for a strong talent pipeline for Australia's Tourism Industry and presented new and innovative approaches to attracting and sustaining a viable tourism workforce for the future.

## 2. Programme

### FRIDAY, 18 MAY 2018

The event will be moderated by [Melissa Watter](#) Director Sequel PR.

<b>08.45</b>	<b>REGISTRATION</b>	Welcome Coffee
<b>09.30</b>	<b>OPENING</b>	<ul style="list-style-type: none"> <li>– <a href="#">Reto Wittwer</a> Chairman of the Advisory Board World Tourism Forum Lucerne</li> <li>– <a href="#">David Solnet</a> Associate Professor University of Queensland Business School</li> <li>– <a href="#">Melissa Watter</a> Director Sequel PR &amp; Moderator of the Talent Boost 2018</li> </ul>
<b>09.40</b>	<b>WELCOME</b>	<ul style="list-style-type: none"> <li>– <a href="#">Leanne Coddington</a> Chief Executive Officer Tourism and Events Queensland</li> <li>– <a href="#">Daniel Gschwind</a> Chief Executive Queensland Tourism Industry Council</li> </ul>
<b>10.00</b>	<b>KEYNOTE</b>	<p><b>The New World of Work: Attracting, Retaining &amp; Engaging the Next Generation Workforce</b></p> <p><a href="#">Eliane Miles</a> Social Researcher &amp; Trends Analyst, Director of Research McCrindle</p>

10.45	INSIGHT	<p><b>Celebrating Current Talent Initiatives</b></p> <p>Examples of global and local initiatives that inspire and promote Young Talents:</p> <ul style="list-style-type: none"> <li>– <b>Daniel Gschwind</b> Chief Executive Queensland Tourism Industry Council</li> <li>– <b>Martin Barth</b> President &amp; CEO World Tourism Forum Lucerne</li> </ul> <p>The Voice of Young Talent:</p> <ul style="list-style-type: none"> <li>– <b>Maria Golubovskaya</b> PhD Student University of Queensland Business School &amp; WTFL Young Talent Winner 2013</li> </ul>
<p><b>11.10 BREAK</b> Coffee and Pastries for Networking</p>		
11.40	PANEL	<p><b>Overcoming the Issues Facing Talent Management in Queensland</b></p> <ul style="list-style-type: none"> <li>– <b>Rhonda Appo</b> Indigenous Program Manager Queensland Tourism Industry Council</li> <li>– <b>Fiona Heizmann</b> Young Talent &amp; General Manager Walkabout Creek Adventures</li> <li>– <b>Demetri Hughes</b> Managing Director &amp; CEO 1Up Communications</li> <li>– <b>Bryon Merzeo</b> Consultant Deloitte Access Economics</li> <li>– <b>Richard Robinson</b> Research Development Fellow University of Queensland Business School</li> <li>– <b>Peter Savoff</b> General Manager, Hotels, Anthony John Group</li> </ul> <p>Moderated by <b>Melissa Watter</b></p>
<p><b>12.40 LUNCH</b></p>		
14.00	KEYNOTE	<p><b>Leadership – Thinking beyond the Default</b> Dr Jason Fox Founder &amp; Head The Cleverness</p>
14.45	WORLD CAFÉ	<p>Hosted by <b>Queensland’s Young Tourism Leaders</b></p>
15.45	WRAP UP & CLOSING	<ul style="list-style-type: none"> <li>– <b>Gabrielle Walters</b> University of Queensland Business School, Host &amp; Event Organizer</li> <li>– <b>Martin Barth</b> President &amp; CEO World Tourism Forum Lucerne</li> </ul>
<p><b>16.00 NETWORKING COCKTAIL</b></p>		

### 3. Press Release

Brisbane Times (19 May 2018)

The article was also featured in The Age, The Sydney Morning Herald, The Canberra Times and WA Today.

#### **Queensland faces hospitality staff crisis with 9000 jobs to fill by 2020**

Queensland is facing a hospitality staffing crisis, with proposed Brisbane tourism developments set to create 9000 extra jobs in two years. Experts say working in the tourism industry has gained a bad image, with poor pay and long hours the dominant characteristics, and in order to fill the positions by 2020 the industry needs to turn itself around and become an attractive source of employment for the next generation.

Tourism projects planned during the next five years including Queen's Wharf, Howard Smith Wharves and the proposed Brisbane Live will play a major role in the creation of the new jobs.

Brisbane hosted a world tourism forum on Friday with international experts, academics, industry leaders and government officials discussing the crisis and potential solutions. World Tourism Forum Lucerne chief executive Martin Barth said the conference, launched in 2009, aimed to bring together members of the public and private industry as well as academia and investors.

Brisbane was chosen to host the forum after the University of Queensland expressed interest in bringing the Swiss institution Down Under. Mr Bath said it was 15 years since he last visited Brisbane and was impressed by the changes in place as well as the proposed developments. "I have seen good, sustainable development," he said. "I was impressed walking through South Bank, I saw not just tourists but people who already live here enjoying the beaches, barbecues, swimming areas, opera and theatre."

Mr Bath said the forum was "a little step" towards realising the importance of communication between industry members in order to address the problem. "Queensland and Brisbane have to make sure to invest in the future generation of young talent as well as the bricks and buildings," he said. "You have to make sure you have the right people and talents to work day and night in these restaurants, hotels and markets."

A six-month business case will evaluate a 17,000 seat venue as part of the Brisbane Live proposal. "The image of working within the tourism industry has changed. "A poor salary and long hours may be right, but there are also business and international opportunities, so let's tell that story and show the world how interesting the industry is. "It's not just long hours and weekends, let's see what is important to the young generation and see what we need to do to make it sexy and attractive for them."

University of Queensland senior tourism lecturer Dr Gabby Walters said the industry has faced the issues discussed at the forum, high staff turnover and short-term job prospects, for decades. "One of the things we need to do is change perceptions of working in the

industry," she said. "We need to create good experiences, distract from the subservient roles and create an image of the industry as a life-changing experience. "University and technical colleges definitely have a role to play, but we can't promote those programs unless the industry promotes itself as a viable career path. "This was a timely event in the sense of the state of things happening here in Brisbane, where we need to think about the future."

1Up Communications chief executive Demetri Hughes said the forum's arrival meant Brisbane was "punching above" Sydney and Melbourne and put the river city back in the game. "Hospitality workers are not in the career for life, younger people are there for shorter periods of time," he said. "In order to retain these young workers, we need to make it a fun and exciting experience where they can meet different people and learn a wide variety of skills. "It's about the brand experience, how guests feel and the performance of staff in the hotels and restaurants. "They have the potential to create a solid brand and huge flow-on effects for Brisbane. "Visitors may then visit the likes of Australia Zoo, theme parks or golfing facilities and overseas students may come here to study."

## 4. Impressions



## 5. About World Tourism Forum Lucerne and Preview

The World Tourism Forum Lucerne (WTFL) is an interdisciplinary professional platform, which takes place bi-annually in Lucerne, Switzerland. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. WTFL is also the only international platform, which enables leading decision makers to meet emerging Young Talents and Start-Ups in the industry. WTFL is supported by an international Advisory Board under the chairmanship of Reto Wittwer.

The World Tourism Forum Lucerne has evolved from an organisation that convenes meetings to become a year-round network of leaders and leading thinkers tackling global problems in the tourism sector. It gets people acting constructively and also fills a special role in bringing together the leaders of the emerging countries into dialogue with those who have walked the path before from the rest of the world.

The Talent Boost is a platform fully dedicated to the fields of Talent Management and talent promotion. We aim to demonstrate that a strong talent pipeline is one of the most important challenges for the future of the travel, tourism & hospitality industry.

To emphasise the significance of Talent Management, we organise a Talent Boost Event every second year in collaboration with one of our partner universities from various locations across the globe. The next WTFL Talent Boost will take place in spring 2020.

Martin Barth  
President & CEO World Tourism Forum Lucerne

Lucerne, 01 June 2018