

Jobs and Skills Australia
Department of Employment & Workplace Relations
GPO Box 9828
Canberra ACT 2601

7 March 2025

Via email: OccupationShortageList@jobsandskills.gov.au

Dear Jobs and Skills Australia

RE: Occupation Shortage List Analysis – ATIA Survey

Thank you for the opportunity to contribute to Jobs and Skills Australia's Occupation Shortage List analysis. The Australian Travel Industry Association (ATIA) is the industry association for travel agents, tour operators, consolidators and wholesalers. ATIA has conducted a survey of our members in relation to key occupations to align with JSA's survey, with the results outlined below.¹

1. Travel Consultants

Which proportion of the vacancies were filled in the period January – December 2024?

- Very low percentage were filled (e.g. nil-25%): 24%
- Low percentage were filled (e.g. 25-50%): 6%
- Moderate percentage were filled (e.g. 50-75%): 19%
- High percentage were filled (e.g. 75-100%): 50%

Where were the vacancies?

- Australia-wide: 7%
- VIC: 27%
- NSW: 28%
- QLD: 22%
- SA: 7%
- WA: 7%

Were the vacancies primarily in metro or regional/remote areas?

- Metro areas: 58%
- Regional areas: 29%
- Both: 11%
- Not sure: 1%

¹ Results based on responses by 84 travel businesses.

What was the level of suitably skilled workers who applied for vacancies in 2024?

- Severe undersupply – number of skilled workers critically insufficient to meet needs: 40%
- Undersupply – less skilled workers than needed: 40%
- Meets needs – there are enough skilled workers to meet needs: 19%
- Oversupply – more skilled workers than needed: Nil

For the roles that weren't filled, what were the main reasons?

Multiple answers were permitted to be provided. In descending order:

- Applicants lacked qualifications needed
- Applicants lacked experience in the occupation
- Applicants lacked technical/job-specific skills
- Not enough applicants
- Applicants lacked soft skills
- Poor application / interview
- Remuneration

Which career level(s) were most difficult to recruit for in 2024?

- Entry-level: 14%
- Early career: 19%
- Mid-level: 36%
- Senior: 30%

How much demand was there for the occupation compared to 2023?

- Lower demand: 11%
- About the same demand: 44%
- Higher demand: 39%
- Much higher demand: 6%.

2. Travel Agency Managers

Which proportion of the vacancies were filled in the period January – December 2024?

- Very low percentage were filled (e.g. nil-25%): 38%
- Low percentage were filled (e.g. 25-50%): 6%
- Moderate percentage were filled (e.g. 50-75%): 13%
- High percentage were filled (e.g. 75-100%): 44%

Where were the vacancies?

- Australia-wide: 6%
- VIC: 38%
- NSW: 13%
- QLD: 19%
- SA: 19%
- WA: 6%

Were the vacancies primarily in metro or regional/remote areas?

- Metro areas: 75%
- Regional areas: 19%
- Both: 6%
- Not sure: Nil

What was the level of suitably skilled workers who applied for vacancies in 2024?

- Severe undersupply – number of skilled workers critically insufficient to meet needs: 44%
- Undersupply – less skilled workers than needed: 38%
- Meets needs – there are enough skilled workers to meet needs: 19%
- Oversupply – more skilled workers than needed: Nil

For the roles that weren't filled, what were the main reasons?

Multiple answers were permitted to be provided. In descending order:

- Not enough applicants
- Remuneration
- Applicants lacked qualifications needed
- Applicants lacked experience in the occupation
- Applicants lacked soft skills
- Poor application / interview
- Applicants lacked technical/job-specific skills

Which career level(s) were most difficult to recruit for in 2024?

- Entry-level: 5%
- Early career: 5%
- Mid-level: 38%
- Senior: 52%

How much demand was there for the occupation compared to 2023?

- Lower demand: 13%
- About the same demand: 56%
- Higher demand: 31%
- Much higher demand: Nil

If you have any questions or for an Excel copy of the results, please contact Ingrid Fraser, ATIA's Director of Public Policy and Advocacy at ingrid.fraser@atia.travel.

Yours sincerely

Ingrid Fraser
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