

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

18 March 2026

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 (ANZCO code 451612)

Which proportion of vacancies were filled in the period January – December 2025?

- Very low percentage were filled (e.g. nil-25%): 38%
- Low percentage were filled (e.g. 25-50%): 19%
- Moderate percentage were filled (e.g. 50-75%): 15%
- High percentage were filled (e.g. 75-100%): 28%

Where were the vacancies?

Multiple responses were permitted.

- Australia-wide: 15%
- VIC: 23%
- NSW: 27%
- QLD: 19%
- SA: 5%
- WA: 8%
- NT: 1%
- ACT: 1%

¹ Results based on responses by 114 travel businesses.

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

- Metro areas: 58%
- Regional areas: 26%
- Both: 16%
- Note sure: Nil

What was the level of suitably skilled workers who applied for vacancies in 2025?

- Severe undersupply – number of skilled workers critically insufficient to meet needs: 58%
- Undersupply – less skilled workers than needed: 28%
- Meets demand – there are enough skilled workers to meet needs: 13%
- Oversupply – more skilled workers than needed: 1%

How much demand was there for the occupation compared to 2024?

- Lower demand: 15%
- About the same demand: 45%
- Higher demand: 34%
- Much higher demand: 6%

What were the challenges you found with job applicants for this occupation in 2025?

Multiple responses were permitted. Results are presented in descending order:

- (1) Lacked experience in the occupation
- (2) Lacked qualifications needed
- (3) Lacked technical / job-specific skills
- (4) Not enough applicants
- (5) Poor applications / interviews
- (6) Applicants overseas / did not have Australian work rights
- (7) Location of applicants not suitable (e.g. lives too far away)
- (8) Applicants did not show up (to interview or to work)

Which was the main challenge you found with job applicants in 2025 (out of the challenges selected in the previous question)?

Only one response was permitted. Results are presented in descending order:

- (1) Not enough applicants
- (=2) Lacked experience in the occupation
- (=2) Lacked technical / job-specific skills
- (4) Lacked qualifications needed
- (5) Poor applications / interviews
- (6) Location of applicants not suitable (e.g. lives too far away)
- (7) Applicants overseas / did not have Australian work rights

Which career level(s) were most difficult to recruit for in 2025?

- Entry-level: 18%
- Early career: 15%
- Mid-level: 43%
- Senior: 25%

2. Travel Agency Managers (ANZSCO code 142116)

Which proportion of vacancies were filled in the period January – December 2025?

- Very low percentage were filled (e.g. nil-25%): 63%
- Low percentage were filled (e.g. 25-50%): 11%
- Moderate percentage were filled (e.g. 50-75%): 15%
- High percentage were filled (e.g. 75-100%): 11%

Where were the vacancies?

Multiple responses were permitted.

- Australia-wide: 10%
- VIC: 33%
- NSW: 30%
- QLD: 13%
- SA: 7%
- WA: 7%

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

- Metro areas: 63%
- Regional areas: 30%
- Both: 7%
- Not sure: Nil

What was the level of suitably skilled workers who applied for vacancies in 2025?

- Severe undersupply – number of skilled workers critically insufficient to meet needs: 63%
- Undersupply – less skilled workers than needed: 22%
- Meets needs – there are enough skilled workers to meet needs: 15%
- Oversupply – more skilled workers than needed: Nil

How much demand was there for the occupation compared to 2024?

- Lower demand: 26%
- About the same demand: 33%
- Higher demand: 33%
- Much higher demand: 7%

What were the challenges you found with job applicants for this occupation in 2025?

Multiple responses were permitted. Results are presented in descending order:

- (=1) Not enough applicants
- (=1) Lacked qualifications needed
- (3) Lacked experience in the occupation
- (4) Lacked technical / job-specific skills
- (5) Poor applications / interviews
- (6) Location of applicants not suitable (e.g. lives too far away)
- (=7) Applicants overseas / did not have Australia work rights
- (=7) Applicants did not show up (to interview or to work)

Which was the main challenge you found with job applicants in 2025 (out of the challenges selected in the previous question)?

Only one response was permitted. Results are presented in descending order:

- (1) Not enough applicants
- (2) Lacked technical / job-specific skills
- (3) Lacked qualifications needed
- (4) Lacked experience in the occupation
- (5) Poor applications / interviews

Which career level(s) were most difficult to recruit for in 2025?

- Entry-level: 16%
- Early career: 14%
- Mid-level: 39%
- Senior: 32%

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

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