Northern Territory Leads the Way in Tourism Employment

The Northern Territory is leading the nation in tourism employment with one in eight jobs dependent on the industry.

Minister for Tourism, Kon Vatskalis, said The National Tourism Employment Atlas 08 prepared by Tourism and Transport Forum Australia (TTF) shows that 12,458 jobs in the NT are involved in tourism.

“Tourism now directly employs 12% of Territorians – this compares to just 4.7% nationally,” said Mr Vatskalis.

“The Henderson Government is committed to growing the tourism sector to provide more jobs for Territorians as demonstrated by our multi-million dollar investment in the world class Darwin Convention Centre and Waterfront Development, and the securing of the Jetstar international aviation hub for Darwin”.

The Darwin Convention Centre is expected to create an additional 160 tourism jobs by 2010. The Jetstar hub should deliver 570 jobs over the next 5 years as the airline increases the number of aircraft located at Darwin Airport and will inject an estimated $160 million into our economy.

Like all sectors, the tourism industry is facing critical labour and skill shortages and operators need to be more innovative in recruiting and retaining quality staff.

Mr Vatskalis said he has personally made representations to the Australia Government for changes to the Subclass 457 Visa to allow the employment of foreign language tour guides which is essential for growing emerging markets such as France, Spain, Italy, China and Korea.

“We are also working hard to attract working holiday makers to the Northern Territory with a number of campaigns aimed at raising the profile of the Territory as an appealing work and travel destination,” he said.

Indigenous tourism is also being developed with over 80 Indigenous tourism operators now in the Territory offering new skills and employment for locals in communities.

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