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Industry platform unveiled to help address workforce shortages in Tourism, Hospitality and Travel

eeger - where people people grow

The Tourism, Hospitality and Travel industries in Australia are set to experience a transformative shift with the announcement today of **eeger** - a careers and training platform designed to address the challenges of workforce development, skills shortages and career growth in these vital sectors.

The platform's introduction comes at a pivotal time for the sector with 691,000 direct tourism jobs in the Australian economy in 2024¹, up 5.7 percent on last year and a massive increase from the 443,000 jobs in 2022.

The new platform: **eeger - where people people grow**, is the first of its kind in Australia bringing together innovative technology, industry expertise and tailored resources within the one digital platform to meet the needs of both employers and job seekers.

More than just a job board, **eeger** is a central hub for education, training and career development. The platform is developed and managed by Accommodation Australia, the peak body representing the accommodation sector, and supported by an industry advisory committee representing the diverse industries across travel, hospitality and tourism.

Jobs in these industries are projected to grow six per cent in the next five years and 12 per cent in the next decade.²

Trade and Tourism Minister, Don Farrell, said "This one stop shop will help tourism and hospitality workers grow their skill sets to continue to build their careers and help businesses find the employees they need.

"My first job was in tourism and I know firsthand the opportunities, development and growth it offers" he continued.

"The Albanese Labor Government is proud to partner with Accommodation Australia to deliver on our commitment to the tourism and hospitality industry to make it easier for Australian businesses to find staff and provide greater opportunities for workers."

"This is the right time for this project with an estimated 55,000 new roles to be filled in the next five years making Tourism, Hospitality, and Travel among the top five industries for projected employment growth," **Accommodation Australia CEO James Goodwin said.**

"The industry-led platform aims to inspire and empower job seekers, support employers, and strengthen the visitor economy workforce at every stage of their journey,"

¹ <https://www.abs.gov.au/statistics/economy/national-accounts/tourism-satellite-account/2023-24>

² <https://www.jobsandskills.gov.au/data/employment-projections>

"I hope individuals will discover careers they may not have known about and ones that are more than just jobs but pathways to fulfilling lives in a thriving sector," Goodwin said.

The project is funded by the Australian Government through a \$10 million grant from Austrade.

"It's a privilege for Accommodation Australia to lead this program in partnership with the Australian Government and on behalf of industry," **AA Chair David Mansfield said.**

"Together we're shaping a sustainable and thriving future for the visitor economy." Mr Mansfield said.

Key features of eeger:

1. For Job-Seekers & Career Changers:

- Comprehensive access to job vacancies, career insights and training programs
- Tools for matching skills to career paths and exploring cross-sector opportunities
- Resources to upskill and thrive in dynamic and innovative industries

2. For Employers:

- A platform to advertise job vacancies to a motivated, industry-focused audience
- Workforce development tools to attract and retain talent
- Free job postings for the first 12 months

3. For the Industry:

- A centralised resource hub to support collaboration among businesses, educators and service providers
- Insights and tools to promote career opportunities and foster a skilled workforce

eeger is currently in development and will launch in March 2025.

Early registrations are now open for individuals and businesses to stay updated on this industry-led initiative – www.eeger.com.au.

ENDS

For all media enquiries please contact:

Mango Communications | Angela McCann
angela.mccann@thisismango.com.au
m: 0414 330 879