



MORNINGTON Peninsula  
REGIONAL TOURISM

# MORNINGTON PENINSULA VISITOR ECONOMY WORKFORCE POSITIONING STATEMENT

JULY 2023



The Visitor Economy Workforce Position Statement has been facilitated by the Mornington Peninsula Regional Tourism Board (MPRTB). The MPRTB acknowledges the support provided by the Department Jobs, Skills, Industry and Regions State Government Victoria.

The Mornington Peninsula Visitor Economy Workforce Positioning Statement identifies local visitor economy challenges through extensive consultation with all levels of Government, local community and industry groups. The statement articulates the potential solutions that have the ability to minimise challenges experienced by the industry.





# The Problem

## Visitor Economy Workforce shortages across the Mornington Peninsula.

### Existing situation

The Mornington Peninsula region supported over 110,500 jobs in 2021. Employment is concentrated in the industries of health care, tourism, retail trade and construction.

The region has a relatively low unemployment rate of 3.9%. Whilst this is generally an indicator of favourable economic conditions, it is also likely to be a result of workforce shortages.

The Mornington Peninsula region has a relatively low job containment rate of 45%, with approximately half of all residents commuting outside the region for employment.

The visitor economy is one of the largest industry sectors on the Mornington Peninsula, with 7.6 million visitors, \$1.1 billion in visitor expenditure and 13,000 jobs in 2022.

Jobs in the visitor economy are expected to grow from the current level of nearly 13,000 to around 18,000 by 2032. Solutions to attracting and retaining a visitor economy workforce are needed to ensure the visitor economy can grow and meet future demand.

### Workforce opportunities

Analysis of the scale of the potential pool of local workers has been undertaken to narrow the focus for target cohorts to address workforce shortages.

In Mornington Peninsula and Frankston LGAs there are nearly 6,000 unemployed residents and 90,000 classified as not in the labour force. This suggests there are significant population segments that are under-engaged in the workforce and could be targeted for tourism employment and training opportunities.

Given the cohorts identified are local residents, this is likely to circumvent the worker housing issue. These cohorts are also likely to be suited to casual and seasonal work due to their lifestyle and household preferences.

There is significant opportunity for these groups to be engaged further to fill job gaps in the tourism and hospitality industry on the Peninsula through marketing and promotional campaigns. This will better utilise the existing population base and retain workers in the region.

Figure 1. Key issues impacting the Mornington Peninsula Visitor Economy Workforce

Public transport connectivity & frequency.

Lack of affordable housing.

Negative perceptions of tourism as a career opportunity.

Small businesses lacking time for training.

Seasonal demand for workforce.

Visa & migration policy.

Pay & work conditions.

Lack of relevant training and education options in region.

Modelling based on industry survey results suggest the current workforce shortages equate to **2,459 jobs** and are resulting in a loss of nearly **\$250 million visitor expenditure** for the region per annum. These shortages are primarily associated with the hospitality and accommodation sectors.







# The Solutions

**Addressing the Visitor Economy Workforce Shortages will ensure prosperity for the region.**

Workforce issues facing the visitor economy are not limited to the Mornington Peninsula but as a key tourism destination the combination of issues has a substantial impact on the ability for the industry to deliver consistent, quality visitor experiences and services and meet future demand.

The list of solutions have varying time frames and cost implications and Mornington Peninsula Regional Tourism is advocating all levels of government and industry for support to enact these solutions and establish a sustainable workforce which contributes to a vibrant and prosperous local visitor economy.

**Figure 2. Solutions**







# The Ask

## From Government (Local, State and Federal)

- Commitment to an increase in tertiary and job ready training courses in the Mornington Peninsula region.
- Incentives and support for those considering a career in tourism and hospitality.
- Incentives and support for low cost and affordable housing developers in the region.
- Realignment of the regional borders to allow Mornington Peninsula to be considered regional for the purposes of migrant and working holiday visas.
- Incentive provided to tourism businesses who are providing accommodation for staff.
- Funding for the establishment of a region-specific Jobs Bank.
- Funding for a pilot program to implement a 'Jobs Bus' service.
- Flexibility in planning policy to understand any necessary changes to accommodate worker housing in tourism investment.
- Mornington Peninsula Shire to consider incentives such as permit waivers, fast track or reductions for those applicants who are willing to include worker accommodation on site.

## From Industry

- Support for advocacy to fast-track changes to migrant and working holiday visas.
- Understanding skills gaps.
- Advocacy, education and campaigns for career pathways in Tourism and Hospitality.
- Industry engagement for jobs fair and jobs bank.
- Industry education and support for provision of on-the-job training.
- Industry support and education for best practice in staff retention and development.
- Cross sector partnerships for seasonal destinations to share staff.
- Funding for a campaign to promote a campaign action plan which considers key targets, information requirements.
- Research and case study provision in relation to underutilised job seeker cohorts.

All images supplied by Visit Victoria.  
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