WA Workforce Strategy 2026-2030

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Strategic response for the tourism and hospitality industry

Tourism and hospitality is a key contributor to Western Australia's diversifying economy, creating jobs and supporting businesses and communities across the State, particularly in regional areas.

Growing visitor demand and enhancing WA's reputation as a world-class tourism destination will require a larger, more skilled and sustainable tourism and hospitality workforce.

Workforce projections

+ 6,800
tourism and hospitality workers by 2035

Occupations expected to drive workforce demand to 2035

- bar attendants and baristas
- chefs
- waiters
- café and restaurant managers
- retail managers
- café workers

Targeted actions to grow workforce

The WA Workforce Strategy will attract workers to the industry, strengthen workforce partnerships and pathways, and expand training and upskilling opportunities to ensure the tourism and hospitality sector has access to the skilled workers it needs.

Action 32: Promote diverse tourism and hospitality job opportunities to attract workers to the industry in seasonal peaks, particularly in the regions (leverage career pathways and promotion)

Action 33: Explore opportunities to partner with the Aboriginal tourism and hospitality sector to develop training and workforce initiatives (embedded in the Closing the Gap strategic response)

Action 34: Explore opportunities to target training to upskill workers for small business operators in high-growth regional tourism areas (embedded in TAFE and training and regions responses)