

Private Sector Pathways (PSP) Program

Challenge Statement Form

Inspiring the next generation of tourism leaders through an engaging and interactive medium

Challenge Statement

What measures can the Department of Tourism, Innovation and Sport (DTIS) take to equip our Young Tourism Leaders with a technology, product, equipment or solution that will enhance their engagement with students during career expos and in class presentations?

Young Tourism Leaders are role models who champion Queensland tourism career opportunities to inspire high school students to consider a career in tourism.

Expos are held in schools and regions to showcase to students the career opportunities available across a variety of industry sectors. However, at these events, Young Tourism Leaders are faced with the challenge of competing with other stands for the attention of high school students.

Many other participants have stands that incorporate interactive displays and hands-on activities (eg utilising drones or forensic crash simulations) which stand out, draw more attention and more effectively engage the students.

More details on the Young Tourism Leaders program can be found below:

<https://www.youngtourismleaders.qld.gov.au/>

Challenge Owner

The challenge owner is the Tourism Division, Department of Tourism, Innovation and Sport (DTIS).

The DTIS vision and purpose is to enrich the lives of Queenslanders by maximising our visitor and innovation economies and supporting healthy and active lifestyles.

DTIS supports the transformation of the Queensland economy by:

- enabling a more competitive and resilient visitor economy
- enabling a thriving economy through innovation
- improving health and wellbeing outcomes through the sport and active recreation industry inspiring extraordinary sporting success.



DTIS is a driving force in Queensland's economy for creating jobs, attracting investment and sustaining communities.

The vision of Queensland's tourism strategy - [Towards Tourism 2032](#) - is for Queensland to be Australia's destination of choice for domestic and global visitors seeking the world's best experiences by 2032. The strategy sets the direction of tourism in Queensland to 2032 and provides a framework to guide the industry and government partnership to deliver long-term growth and success for Queensland tourism and maximise the opportunities hosting Brisbane 2032 will present.

Challenge Imperative

[Towards Tourism 2032](#) highlights the attraction of a skilled workforce as a key priority for the Tourism Industry. The aim of the Young Tourism Leaders program is to showcase the diverse, exciting career opportunities in tourism and encourage students to take up a career in tourism and hospitality. This challenge aligns with the strategic priority as the role of Young Tourism Leaders is to encourage the industry's 'workforce of the future'.

The goal of this challenge is to provide a product that will enhance student engagement and showcase the diverse range of jobs available in the tourism industry. It aims to inspire students to consider taking up a career in tourism.

Challenge Context

The Stakeholders Involved

The key stakeholders are high school students, parents and teachers/careers advisors as well as the Young Tourism Leaders.

The Young Tourism Leaders will be facilitating the use of the end product for students at career expos and in classroom presentations, therefore the final product will need to be user-friendly and easily transportable.

The end users will be predominantly students with some parent and teacher inclusion.

DTIS staff will ultimately be responsible for the maintenance and content of the final product.

The Current Situation

Currently the Young Tourism Leaders are provided with various pieces of information to display on a stand at careers expos. The stand set-up incorporates a tourism-branded pull-up banner, and various pieces of marketing collateral such as career flyers and postcards.

Whilst these resources are useful, feedback from Young Tourism Leaders is that more interactive, innovative mechanisms to engage students would be highly beneficial and better assist them in promoting the 'tourism careers message'. An interactive tool would also be useful to better engage students during classroom presentations.

Outcomes Desired

The successful solution should create an inclusive, accessible, and engaging experience for high school students at an expo or class presentation.

The goals of the product/solution are to:

- engage students and give them insights on some of the available careers in tourism
- inspire them to want to work in the tourism industry.

Technical and/or Regulatory Considerations

Some key considerations are that the solution should:

- Be financially sustainable, considering the resources required to implement and maintain it.
- Portable
- Low/little maintenance
- Be able to be efficiently used/accessed by several users at the one time
- As the end user is largely young people, the final product will need to contain content that is attention grabbing, interactive and engaging.
- Some regional locations have limited Wi-Fi access

Design Benefits

The primary objective of the solution is to generate greater interest among students in interacting with the Young Tourism Leaders and gaining more knowledge about career prospects in the tourism industry. To accomplish this goal, the solution must capture students' attention, engage them in an interactive way and provide valuable insights into a career in tourism to assist them in making informed decisions about future career choices.

Commercial Opportunities

There are numerous market and supply chain opportunities for solution providers to scale solutions with other expo attending and similar marketing organisations that wish to engage with a stakeholder group.

Project Duration

The duration of the project is estimated to be up to 6 months.

If a suitable solution to the challenge is found, project commencement is most likely to start in July 2023.

As part of the assessment process, shortlisted applicants will be notified and invited to a Solution Presentation Day. This will be an opportunity for you to present your proposed solution (either in person or remotely) to the Challenge assessment panel.

Presentations are expected to be up to 20 minutes long, with time afterwards for Q&A. Full details will be provided in due course.

Successful Applicant

The winning proposal will be selected based on its creativity, feasibility, impact, and alignment with the Tourism's mission and values. The successful applicant will receive funding a grant of up to \$100,000 (excluding GST) from DTIS, through the Advance Queensland initiative and the Tourism Division, to develop and pilot their proposed solution for up to 6 months.

Advance Queensland will fund 50% of the project costs up to a maximum of \$50,000 (excluding GST) which will be provided as a grant.

The Tourism Division will provide matched funding and may consider approving more than \$50,000 additional funding and (excluding GST) if the applicant's project costs seem reasonable, in addition to in-kind support to implement and scale the solution if the applicant's project costs seem reasonable.

How to apply

Applications can be submitted via <https://dsiti.smartygrants.com.au/PSPToursim-YTL-2023>

and should include the following:

- A clear description of the solution, including its key features, benefits, and value proposition.
- A roadmap for implementation, including timelines, resources, and milestones.
- A plan for measuring the impact and success of the solution, including metrics and evaluation criteria.
- A budget that outlines the financial requirements for implementing and maintaining the solution.
- A summary of the team's qualifications and experience, including relevant skills and expertise.

Applications may be shortlisted for presentation to a panel from DTIS, including the Tourism Division and Advance Queensland.

More Information

The Advance Queensland Private Sector Pathways (PSP) program aims to solve corporate challenges with solutions generated by proven innovative Queensland small to medium enterprises and scaleups. PSP aims to:

- create commercial opportunities for innovative Queensland businesses by connecting them to corporate customers
- provide a risk-managed process for corporates to explore and implement Queensland solutions to their challenges.

For more information about Tourism's PSP Challenge, contact Advance Queensland's Private Sector Partnerships team at partnerships@dtis.qld.gov.au.