

Commitment to understanding industry

With the Queensland tourism industry hit by post GFC reduced consumer confidence, a rising Australian dollar and a season of natural disasters, a decision by the Australian Resident Accommodation Managers Association (ARAMA) to offer TAFE training to upskill has proven to be prescient for both members and the industry.

The Queensland tourism industry faces unprecedented challenge

ARAMA is a not-for-profit organisation focused on maintaining high quality standards in tourism accommodation and long term lodgings.

The management rights industry was created by groups of accommodation property managers 60 years ago, who saw the opportunity to develop an association structure to allow the self catering tourist accommodation industry to better support the growing tourist industry. The accommodation managers now provide the largest number of tourism accommodation beds in Queensland.

In 2009, ARAMA Sunshine Coast members partnered with TAFE Queensland to deliver a Certificate IV in Tourism Accommodation/ Management Rights. With the tourism industry facing unprecedented challenges, students learnt a range of skills in management rights, including strategies to promote their business.

Trevor Rawnsley
Chief Executive Officer

**Australian Resident Accommodation
Managers Association (ARAMA)**

www.arama.com.au

National network and industry experience

ARAMA CEO Trevor Rawnsley chose TAFE to deliver this course nationally, as not only are TAFE qualifications universally accepted, TAFE is also the only registered training organisation with statewide and national networks. “The Certificate IV in Tourism Accommodation has been a great success, which we’ll able to replicate across the country with TAFE’s national network,” explains Trevor. “TAFE trainers also have real life experience in tourism accommodation — when you’re faced with such a tough operating environment, you need experience — not just textbooks.”

TAFE ARAMA graduates working smarter with less

“The training has been hugely beneficial for our members. Faced with the biggest downturn in tourism, graduates have learnt a range of leading edge online technology skills. While they learnt a great variety of new skills, learning how to create a strong online marketing presence has been the biggest take out of this course. With less money, the graduates are achieving more. They are working smarter with less — which is great for them and the industry as a whole,” Trevor says.

Greater confidence and optimism among graduates

With two intakes having undertaken the training, Trevor has been able to gauge increased confidence and optimism among graduates. “We’ve found the TAFE graduates are more willing to take on further training, and importantly, they are now more optimistic and confident about their ability to navigate difficult times. The hardest thing for our members is to give up time that may not directly relate to sales — I’d say a majority of TAFE graduates think their investment has been worth every cent.”