

Staff empowerment

With eleven travel centres throughout Queensland and a Brisbane based call centre, Queensland Rail Travel employs over 150 staff. Queensland Rail Travel is part of the government owned Queensland Rail, which has annual revenue of almost \$850 million and runs around 260 000 passenger rail services a year.

Upskilling staff to deal with a challenging tourism market

Queensland Rail Travel's management identified an opportunity to build a range of skills across its staff that would enable the business to deal effectively and proactively with challenging market conditions. These included tourism market needs analysis; benchmarking and business planning; risk analysis; and developing and implementing marketing strategies for improved stakeholder management.

Faced with the challenge of a geographically disparate staff with a wide range of skills and ability levels, Queensland Rail Travel chose TAFE Queensland to deliver a Diploma of Tourism.

Portable, nationally accredited qualifications

An important consideration in choosing a registered training organisation was the desire for staff to graduate with portable, nationally accredited qualifications.

"Ninety staff completed the TAFE Certificate III in Tourism, with fifty of these graduates continuing on to complete the Diploma of Tourism through TAFE. In terms of Queensland Rail Travel's return on investment, and in recognition of the individual effort of the staff themselves, we felt it was important staff graduated with accredited qualifications," Max Kruse, General Manager Queensland Rail Travel, explains.

Max Kruse
General Manager

Queensland Rail Travel

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Flexible training meets challenge of geographically diverse staff

The TAFE delivery took into account the geographical diversity of Queensland Rail Travel staff, who are based in several metropolitan and regional locations from Cairns to the Gold Coast.

"Our staff operate from locations around the state, so the course delivery had to be flexible and use a variety of teaching strategies. The TAFE trainers were experienced industry people who delivered the training in a variety of ways that were appropriate to our needs. These included email and phone hook, ups, one on one and group training sessions," Max explains.

Increase in staff morale and company loyalty

As a result of the training, the business reported a significant increase in staff morale and company loyalty. "Staff really appreciated the company's commitment in providing this training. They understood the value in achieving a nationally recognised qualification that could be used towards advancing their career opportunities, and they acknowledged that the study enhanced their personal and professional development."

Training facilitates career progression

Several of the graduates have progressed to supervisor or manager roles. "The TAFE training really enabled staff to think outside the box. The group projects were linked to our key performance indicators and business objectives, so students could apply the business principles learnt during the course in their day to day work.

"This course has really fast tracked the careers of some of our staff, and it has provided our staff with the skills to deal with the more challenging market conditions that the travel industry is experiencing now," Max says.