

WA tourism challenge

THE ever-changing face of tourism in WA creates a challenging job in benchmarking WA as a global industry leader and the destination of choice for travellers.

Christine Cole, who will speak at the next Australasian Management Centre Innovation Forum breakfast, said that in the face of WA's economic boom and population spike, maintaining the reliability and standard of hospitality services had become more of a challenge.

"We are dedicated to working with industry on effective new programs for WA that will



ultimately result in heightened tourism and hospitality excellence," she said.

Ms Cole said Tourism WA's workforce development initiatives had a strong focus on growing the pool of workers in the tourism and hospitality industry.

"The State Government's pledge of more than \$600,000 earlier this year saw Tourism

WA actively engage new labour markets including local students, indigenous Australians, working holiday-makers, as well as skilled migrants," Ms Cole said.

"A key activity in 2007 and now for a second time in 2008 is participating in expos to attract workers from the east coast and New Zealand to WA."

The AMC Innovation Forum breakfast will be held on June 24 at the Perth Convention Exhibition Centre.

Tickets are \$195 each or \$1100 for a table of six and are available by calling 1300 466 688 or at www.amcinnovation.com.