



- Promoting transport and logistics as an industry of choice.
- Creating a supply chain of talent.

Queensland Transport and Logistics Workforce Marketing Strategy



Background

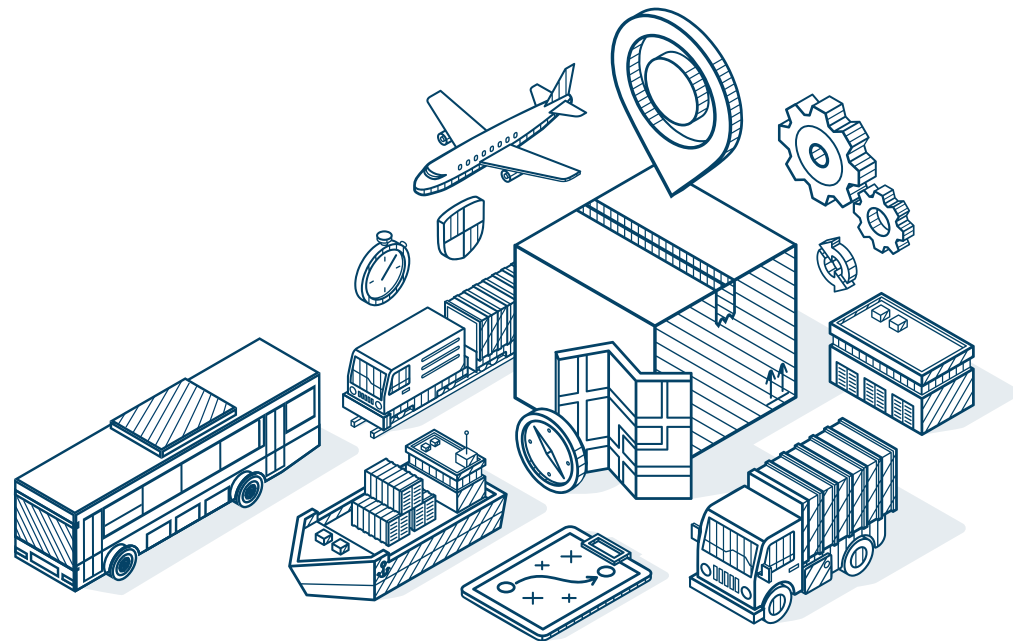
The transport and logistics workforce delivers essential services for all communities and is critical to Queensland's economic success.

The Queensland Transport and Logistics Workforce Strategy and Action Plan 2021–2024 sets out strategies and activities to contribute to a skilled, sustainable and supported workforce for the future.

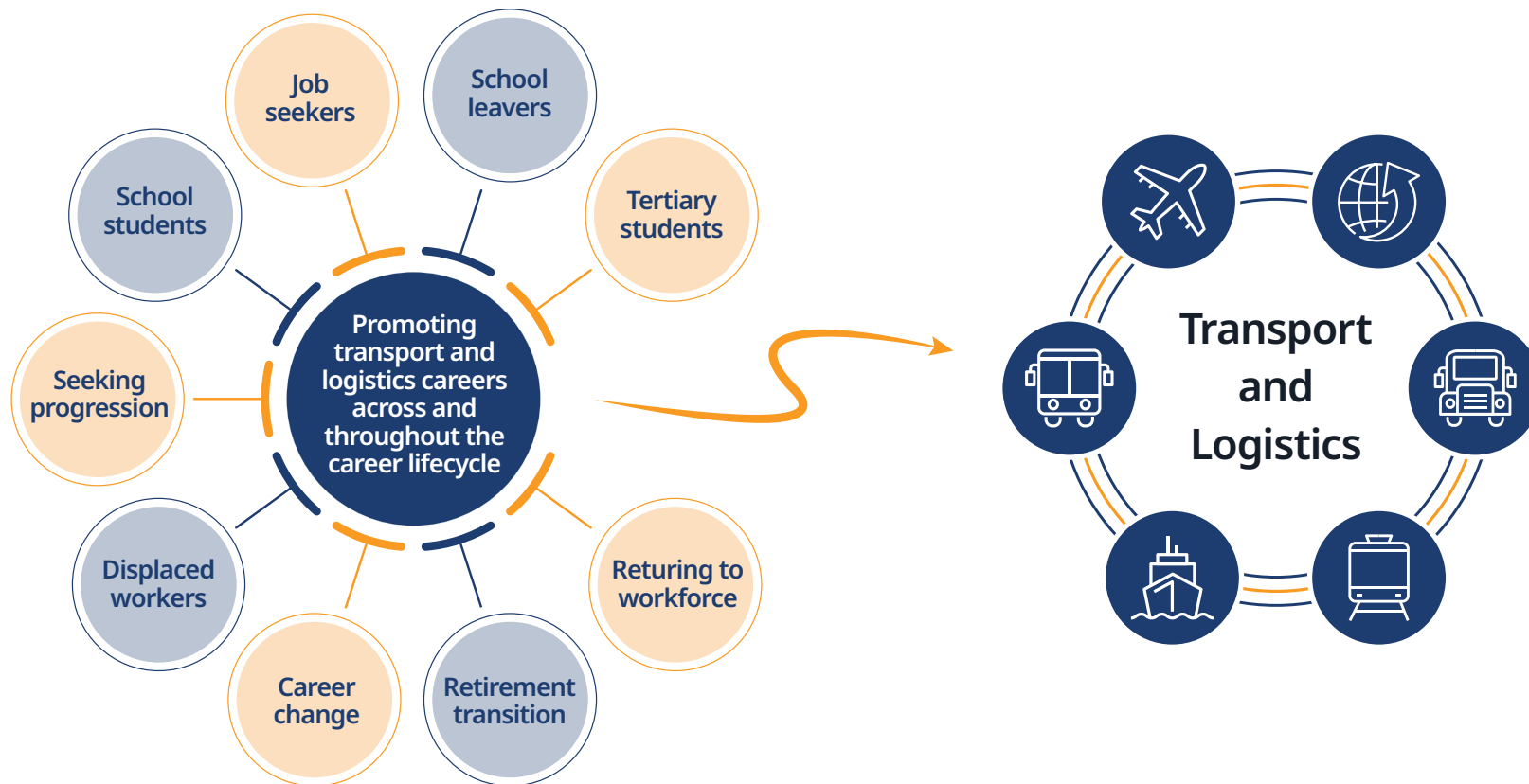
A key priority is to increase awareness of the industry across the community.

Transport and logistics offers interesting and rewarding roles throughout the whole career lifecycle, in an industry that is future-proof and far reaching.

This workforce marketing strategy sets out ways to inspire young people and all job seekers to choose a career in transport and logistics.



Vision



Key Messages



Transport and logistics: essential for the economy



High-tech, future-proof and sustainable



Attractive career paths and benefits



Diverse industry with rewarding roles for everyone



Accredited training to get started or upskill



Large variety of roles and careers available

Benefits to promote



An essential industry providing a critical service for the community and the economy.



Professional industry that facilitates progression into professional, management and leadership roles.



Dynamic, technologically advanced, innovative industry.



Skills are transferable across multiple industry sectors, within Australia and internationally.



Workforce outlook: high demand to meet increasing freight volumes.



Variety of work modes: full-time, part-time, casual, shift work.



Variety of roles and pathways available from entry level to highly skilled.



Positive culture: people in the industry build strong friendships and the workforce is highly valued.



Excellent opportunities for secure, well-paid employment.

Communication channels for promotion:

all Industry sectors



Visual and Digital

- High quality visual content promoting the roles and benefits in transport and logistics.

What

- Engaging graphics and video.
- User-friendly online content.
- Hard-copy resources with links to online content.

How

- Multiple social media platforms for different target audiences.
- School newsletters.
- High quality careers pages on employer and government websites.
- Engaging career content on employer social media platforms.
- Quality, engaging job advertisements. Use graduate-specific portals for graduate roles.



Strategic Connections

- National Careers Institute.
- High school career advisors and teachers.

- University career advisors and academic staff.
- Job Search Agency personnel.
- Digital career information/career education/work experience platforms.

Discover more



tmr.qld.gov.au/tlconnect



Experiences and Pathways

- Employer visits to schools, universities and community events to showcase the industry, specific roles and new technology.

- Hosting work experience for high school students.
- Hosting work experience and Work Integrated Learning for university students.
- Site visits for high school students, university students and school/university staff.
- Bursaries for high school or university students interested in fields relevant to transport and logistics.
- Structured entry pathways. Vocational Education and Training, apprenticeships, traineeships, internships, scholarships and post-Defence pathways.

Sector-specific messages



Bus Sector



- Critical service for community.
- Rewarding, reliable, flexible work.
- New technology.
- Entry level and professional opportunities available.
- Portable and transferable skills.



Logistics Sector



- Sophisticated, high-tech field.
- Business-savvy, systems-thinking environment.
- Fast-paced innovation in science, technology, engineering and mathematics (STEM).
- Respected profession with portable and transferable skills.



Road Freight Sector



- Essential service consistently delivering to communities around the country.
- Above-average salaries and wages.
- Support and training to progress from entry to professional roles.
- Local, medium-haul and long-haul driving options.
- Portable and transferable skills.

Sector-specific messages (continued)



Rail Sector



- High-tech opportunities.
- Strong current and projected workforce demand due to rail infrastructure investment around the country.
- Opportunities for high salaries and wages
- Established career pathways from entry level to senior roles.



Aviation Sector



- Post-pandemic opportunities will progressively increase.
- Recovery will be critical for the economy.
- Opportunities for experienced personnel seeking flexibility and work-life balance (alumni groups).



Maritime & Ports Sector



- Integral in the supply chain.
- High salaries available at large ports.
- Increasing demand as cruise services recover.
- New technology.
- New skilling opportunities.
- Flexible opportunities available for work-life balance.