

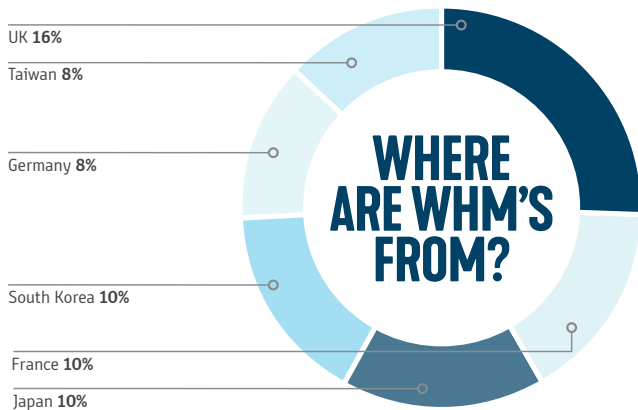
THE IMPORTANCE OF WORKING HOLIDAY MAKERS TO AUSTRALIA



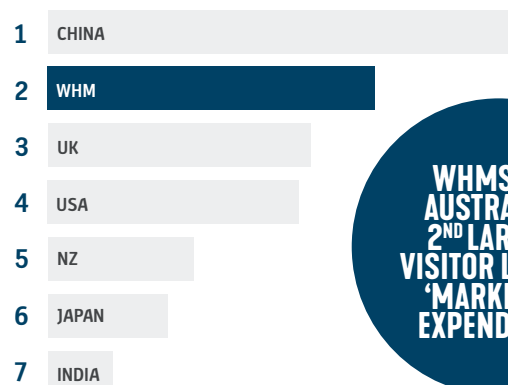
The Working Holiday Maker (WHM) programme allows young adults from eligible partner countries to work in Australia while having an extended holiday. The purpose of the program is to foster people-to-people links between Australia and partner countries, with particular emphasis on young adults. It has been in existence since 1975.

THEIR VALUE TO AUSTRALIA

Working Holiday Makers are a valuable travelling segment. They tend to stay longer, spend more and disperse more widely throughout the country than other international arrivals (Source: IVS, CY19).



TOTAL LEISURE TRIP SPEND (SOURCE: IVS, FY19)



WHMS ARE AUSTRALIA'S 2ND LARGEST VISITOR LEISURE 'MARKET' BY EXPENDITURE

KEY WHM FIGURES



1 AUSTRALIAN JOB IS CREATED

for every 10 WHM visas granted¹

1 IN 3 JOBS HELD BY WHMS

are in Australian regions.²

¹ Steen, A. Peel, V. (2015). Economic and social consequences of changing taxation arrangements to working holiday makers. <<https://researchoutput.csu.edu.au/en/publications/economic-and-social-consequences-of-changing-taxation-arrangement>>.

² Value of Tourism White Paper, Deloitte Access Economics for Tourism Australia, 2021.

WHM SPENDING¹

The Australian tourism industry has benefitted greatly from WHM, both in terms of visitor numbers and overall trip spend, which in 2019 amounted to \$3.2 billion (of which \$726 million spent in regional areas). WHMs are identified as high-return tourists: they tend to spend more, stay longer, and disperse more widely throughout the country than most other visitor types.

HOW WHMS SPEND

Average trip spend	\$26,800
Duration on average	286 days (9.4 months)
Average top 3 expenditure	\$8,000 (accommodation), \$4,600 (food and drink), and \$3,300 (entertainment)
WHM Mobility	69.8% WHMs visited NSW, 64.2% WHMs visited Queensland, and 60.7% visited Victoria

¹ Flinders University, The Australian Experience: Perceptions of Australia's WHM Program, July 2021.
Note: the data in this section is from an individual Flinders University study and may have some discrepancies when compared to IVS data

WHM CONTRIBUTION TO CRITICAL AUSTRALIAN INDUSTRIES:

Working holiday makers contribute to filling significant proportions of jobs in important industries throughout the Australian economy, such as agriculture, tourism, health care and aged care.



14%
of farm worker jobs

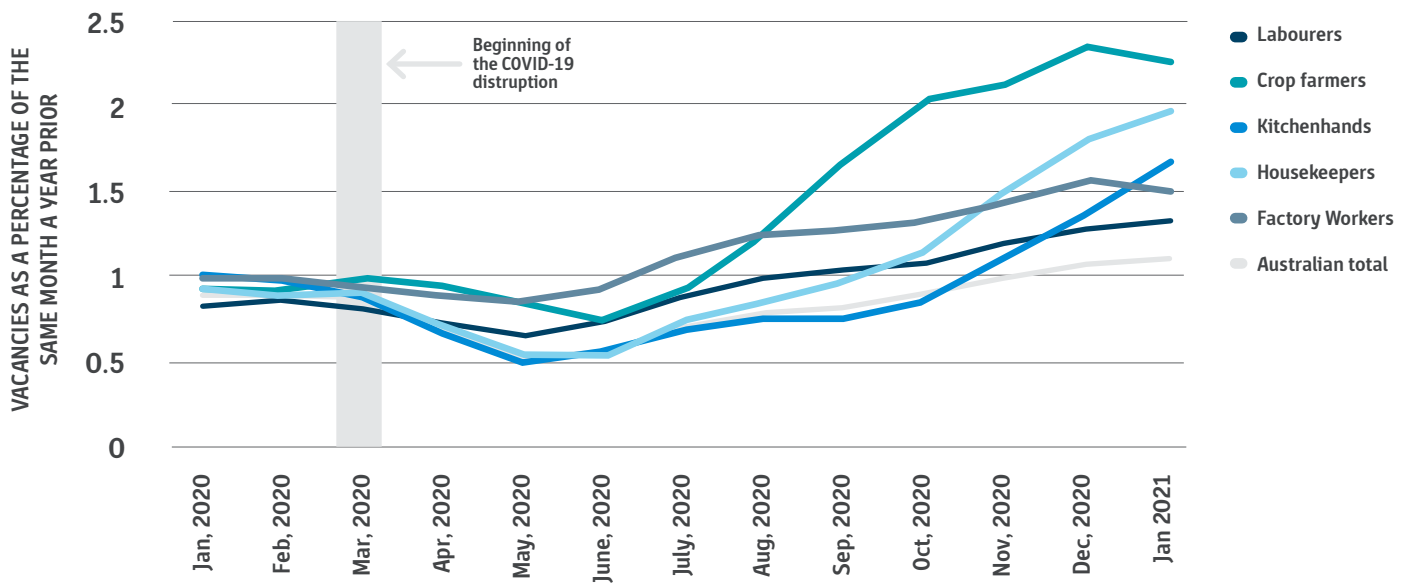


8%
of hospitality jobs



80%
of the fresh produce sector's harvest labour workforce*

VACANCIES FOR OCCUPATIONS THAT TEND TO EMPLOY WORKING HOLIDAY MAKERS



Deloitte Report, 'The Value of Tourism' for Tourism Australia, June 2021.

A SOLID OPPORTUNITY

#1

most desired destination for youth travellers is Australia (CDP, 2021).

#1

most considered destination to undertake WH is Australia (CDP, 2021).

#1

barrier to undertaking a WH is "Just never thought about it" (CDP, 2021).

#1

barrier to undertaking a WH in Australia (after COVID-19) is a lack of awareness (CDP, 2021).