Talent Exchange Program

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Talent Exchange Program

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Talent Exchange Program

- An effective and innovative solution for attracting and retaining top talent in seasonal destinations.

- Works via collaboration between tourism industry organisations and rotational contracts that allow employees (talent) to move between organisations, in line with seasonal variation, and therefore remain employed in the industry.

- Allows tourism industry organisations to adjust their staff numbers according to the season, without jeopardising the needs of the employees.
Talent Exchange Program

- Aims to match employee skill level with organisation needs.

- The talent applicant becomes an employee of the Talent Exchange Program and is placed with a Destination Host Organisation.

- The Talent Exchange Program involves three parties:
  - The Destination Host Organisation
  - The Talent Applicant
  - The Talent Exchange Program
Talent Exchange Program

Destination Host Organisation (DHO)

Talent Exchange Program (TEP)

Placement Offer

Pre-placement training

Placement

Evaluation

Continuous Replacement

Talent Applicants
Talent Application

- The application will collect general information about the applicant and also:
  - The types of destinations, organisations and roles the applicant wishes to work in
  - How much they wish to travel (as frequent or long-distance travel is not always attractive)
  - Skills they posses

- A referee check will also be conducted

- This information is critical in ensuring talent and organisations are matched effectively and the satisfaction and retention of top talent.
Matching Talent with the Organisation

- TEP will match successful talent applicants with the most suitable organisations and roles.

- Once the organisation has been notified and accepts the matched talent, the employee will receive a contract offer from TEP.

- Once the employee has accepted the offer, they will receive additional training in preparation for their placement.

- If the employee receives placement outside of their home country, they will also receive cross-cultural training at this stage.
Evaluation and Continuous Replacement

- One month before the end of each TEP employee’s contract, the host organisation must submit an evaluation of the employee.

- Evaluations are based on Key Performance Indicators (KPIs), set by TEP and the destination host organisation.

- Employee can then choose to:
  - Apply to stay (as long as organisation requires their ongoing employment)
  - Apply for a placement elsewhere
  - Leave TEP (however TEP does encourage all talent to stay in the program)
Attracting Top Talent

- TEP offers a range of lucrative opportunities:
  - Opportunity to work in different organisations, locations and roles
  - Security of permanent work
  - Skills and career development opportunities

- TEP will ensure it does hire top talent through the application process I mentioned earlier.
Retaining Top Talent

- It is the program’s duty to ensure talent are looked after and that it retains top talent in the program.

- TEP will retain top talent by:
  - Providing security of permanent work
  - Provide extrinsic motivators and encourage intrinsic motivators to ensure talent are excited and motivated by their work.
Talent Development and Destination Competitiveness

- Talent applicant profile
  - Monitor skills levels, previous placements and evaluations

- Education opportunities
  - 3 hours of mandatory online training every 6 months
  - Talent Keys online training program – *Unlocking Your Talent*
  - Partner with Rosetta Stone language learning platform

- Career development plan

- Cross-cultural training for expatriates

- Relieve staff shortages at the destination host organisation during peak seasons.
Conclusion

- The Talent Exchange Program has a number of advantages.
- The Talent Exchange Program is able to overcome the challenge of attracting and retaining talent in seasonal tourism contexts.
- It also provides exceptional opportunities for talent development and destination competitiveness.
- Innovative, yet practical and applicable.
Bibliography