



# Employer Excellence Programme



# Fáilte Ireland

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## 2022 Tourism Careers Plan

Supporting  
businesses to  
address staff  
shortages

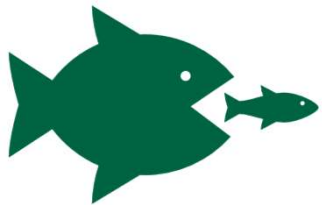
Building Employee  
Capability and  
Skills

Repositioning the  
industry as a quality  
workplace

# Why?



## Meeting demands of an evolving labour market



**Competition for talent**



**Evolving Employee Expectations**



**Need for a strong employer brand**



**Challenging perceptions**



**Attract and retain talent to drive growth**



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## Employer Excellence Programme

The Fáilte Ireland *Employer Excellence Programme* will support businesses to drive great employee engagement, and continuously build the appeal of their workplace.

It will spotlight excellent employers and help to reposition the tourism sector as a rewarding and attractive place to work.

The Employer Excellence mark will become a trusted and widely recognised symbol for tourism businesses offering a high-quality workplace for their employees

# How it's going to work – 3 year commitment



Best in class  
People  
Management  
Training and  
Toolkits



Fully  
confidential  
staff survey



Report  
highlighting  
what keeps  
your staff



Support to  
drive your  
action plan



Access to  
continuous  
improvement  
supports

# Recognition



Businesses participating in the Employee Survey can also avail of the Great Places to Work, once they attain the appropriate level / score

# Celebration

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- Awards Ceremony recognising the very best in tourism and hospitality
- National Media coverage of the programme to retain and target talent
- Build brand awareness
- Reposition the Tourism Industry as a brilliant place to work

# Indicative Cost Range Per Business



## Small (20-49 employees)

Year	Cost range to Business
1	€500
2	€1,200-€1,700
3	€2,000-€2,500
<b>Total</b>	<b>€3,500-€4,800</b>

## Medium (50-99 employees)

Year	Cost range to Business
1	€750
2	€2,200-€2,700
3	€3,400-€3,900
<b>Total</b>	<b>€6,000-€7,400</b>

## Large (100+ employees)

Year	Cost range to Business
1	€1000
2	€3,000-€3,500
3	€4,500-€5,000
<b>Total</b>	<b>€8,000-€9,500</b>

These costs take account of Failte Ireland's contribution to the programme. This is almost 100% in Year 1, other than a nominal fee to business, 50% in Year 2 and 25% in Year 3.

These costs to businesses also represent an approx. 75% saving on what the overall market rate would be for such a programme, including People Management Training and Business Survey



# Benefits



PROGRAMME  
PARTICIPATION COST  
SAVING OF 75%



RECRUITMENT COSTS  
REDUCE BY 50%



CUSTOMER EXPERIENCE  
SCORES CAN INCREASE TO  
UP TO 85%



UPSILLED TEAM IN BEST-  
IN-CLASS PEOPLE  
MANAGEMENT



LEVERAGE INVESTMENT  
IN PR CAMPAIGN TO  
BUILD EMPLOYER BRAND



# Next Steps

EMPLOYER EXCELLENCE PROGRAMME



# Next Steps

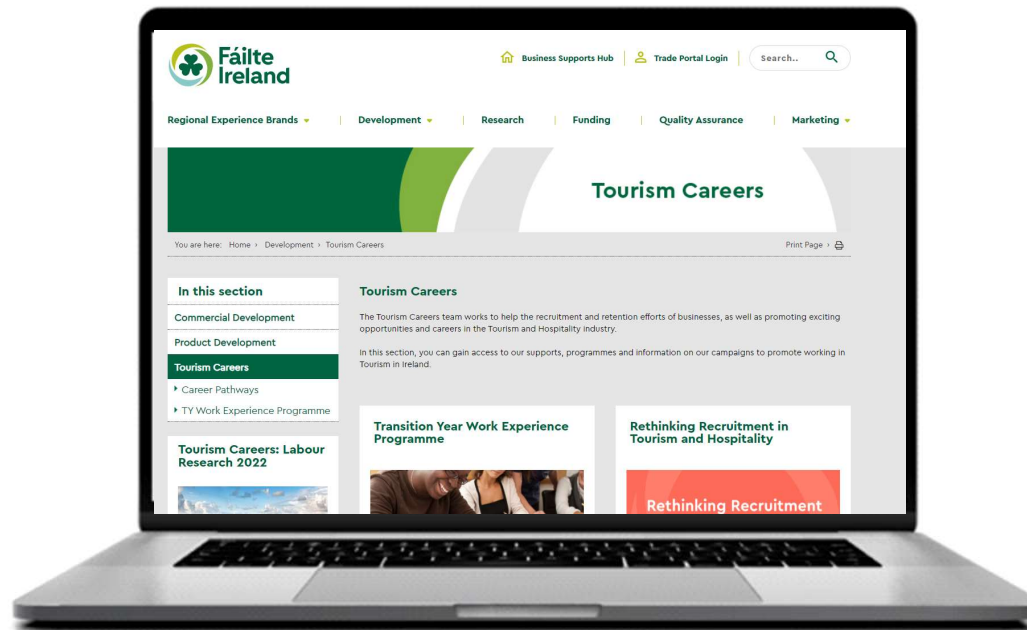
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- GPTW to supply survey element
- Pilot launched with 'front-runner' businesses
- Full launch with extensive B2B campaign from 12<sup>th</sup> September
  - Targeted registration in September and October
- Development of programme for micro-enterprises (fewer than 20 employees)
  - Engagement with key sectoral bodies on this programme Q4
  - Programme to be announced in Q4
  - Launch in Q1 2023

# Find out more

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Visit: [www.failteireland.ie/tourismcareers](http://www.failteireland.ie/tourismcareers)

or Email us: [employere excellence@failteireland.ie](mailto:employere excellence@failteireland.ie)



Thank you

