

Working Holiday Maker - Operator Action Guide

What Queensland tourism businesses can do now

The Australian Government is considering policy options that may affect Working Holiday Makers. A decision could be made within weeks, so government, media and the community need to hear directly from the businesses and destinations that would be affected.

Our request

- Protect the number, length of stay and mobility of Working Holiday Makers.
- Recognise Working Holiday Makers as temporary visitors who work, travel and spend in Australian communities, rather than treating them as permanent migrants.
- Consult the tourism industry before making changes that could affect regional and seasonal workforce supply.

Take four actions this week

1. Sign and share the petition: Add your name to the national petition calling on the Australian Government to maintain the availability and current length of stay of Working Holiday Maker visas.
 - a. Sign the petition here: <https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>
 - b. Once you have signed the petition, share it with your employees, suppliers, industry partners, local community, friends and family. We need to build volume quickly and demonstrate that this issue affects far more than tourism businesses alone.
2. Write to your local federal MP using the attached template as a guide – please add your own flair to this. Add your workforce numbers and one specific impact on your business.
3. Tell your story publicly. Post a photo or short video featuring your people, place or visitor experience. Include the [petition link](#) and ask your followers to sign and share it. Tag QTIC and use #ProtectWorkingHolidays.
4. Contact your local media. Offer a local interview, photographs and a practical example of what reduced WHM access would mean.

Make your story count

Include	Example
Scale	We employ [number] Working Holiday Makers during [season].
Workforce need	These roles are difficult to fill because [location, seasonality, housing or skills].
Business impact	Without this workforce, we may need to [reduce hours, cap bookings or stop an experience].
Community impact	This would affect [local suppliers, permanent staff, visitors or regional spending].

Keep the message constructive

- Focus on temporary visitation, regional contribution and the real operational impact.
- Avoid broad political commentary about migration.
- Do not state that a final decision has been made. The changes remain under consideration.
- Use genuine figures and examples from your own business.

Please send QTIC a copy of your correspondence, social posts or media coverage to info@qtic.com.au, so we can strengthen national advocacy and amplify your story. Most importantly, [sign the petition](#) and share it widely.

Working Holiday Maker - Template Letter to a Federal MP

Email

Subject: Protect Working Holiday Makers and local tourism businesses

Dear [MP name],

I am writing as the [owner or manager] of [business name] in [location] to ask you to oppose any changes that would materially reduce the number, length of stay or mobility of Working Holiday Makers in Australia.

Our business employs approximately [number] Working Holiday Makers each year in roles including [roles]. They help us address genuine workforce shortages, particularly during [season or peak period].

These workers do not replace our local workforce. They help us [remain open, deliver services during peak periods, grow the business or support our permanent Australian employees].

If fewer Working Holiday Makers were able to come to Australia or remain long enough to work and travel, our business would face [specific operational impact]. This would also affect [local employees, suppliers, visitors or community impact].

Working Holiday Makers are temporary visitors. They earn, travel and spend money throughout Australia, including in regional communities, before returning home. Treating them in the same way as permanent migrants fails to recognise their distinct economic and social contribution.

I ask you to advocate for:

- retaining the number, length of stay and mobility of Working Holiday Makers
- distinguishing genuine temporary visitors from permanent migration in policy settings and public debate
- consulting with the tourism industry before any changes are made.

Any decision will affect real businesses, workers and communities in your electorate. I would welcome the opportunity to speak with you or your office directly.

This issue has also prompted a national petition calling on the Australian Government to protect Working Holiday Maker visas. I encourage you to consider the concerns being raised by businesses, workers and communities through this campaign:

<https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

Kind regards,

[Name]

[Position] | [Business]

[Location]

[Phone and email]

Before you send

- Add one strong business example and genuine workforce figures.
- Attach a team or experience photograph if useful.
- Ask for a meeting or written response.

Working Holiday Maker - Local Media Outreach Template

Email to a journalist

Subject: Local tourism business warns against Working Holiday Maker changes

Hi [journalist name],

I am contacting you because policy changes affecting Working Holiday Makers could have a significant impact on tourism businesses in [region].

At [business name], Working Holiday Makers help us fill roles that are particularly difficult to staff during [peak season or location-specific challenge]. We employ approximately [number], and reduced access to this workforce could mean [specific consequence].

These young people are temporary visitors. They come to Australia to work lawfully, travel and spend in local communities before returning home.

Our concern is that changes intended to reduce the headline migration figure could unintentionally damage regional tourism, local businesses and the visitor experiences Australia relies on.

A national petition has been launched calling on the Australian Government to maintain the availability and current length of stay of Working Holiday Maker visas. We are encouraging businesses, workers and community members to sign and share it:

<https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

I would be happy to provide a local interview, photographs or an introduction to a current or former Working Holiday Maker who is comfortable speaking. We would also appreciate the petition link being included in any coverage.

Kind regards,

[Name]

[Business]

[Mobile]

Prepare these points for an interview

- How many Working Holiday Makers you employ and when you need them most.
- Why these vacancies are difficult to fill locally.
- How Working Holiday Makers support, rather than displace, your permanent team.
- What visitors and the local community would lose if your capacity fell.
- Your request: protect WHM numbers, length of stay and mobility, and distinguish temporary visitation from permanent migration.
- Encourage the audience to sign and share the petition.

Strong local evidence

Offer a specific example, a genuine number and a person who can bring the story to life. Obtain permission before sharing an employee's name, image or contact details.

Working Holiday Maker - Social Media Toolkit

Copy, personalise and post through your business channels

Long Post

Working Holiday Makers help make experiences like ours possible.

At [business name], they work alongside our local team, help us manage seasonal demand and allow us to continue welcoming visitors to [destination].

They are temporary visitors who work, travel and spend in communities across Australia before returning home.

Policy changes could mean fewer Working Holiday Makers coming to Australia, shorter stays or less ability to move to the regions where workers are needed. For our business, that could mean [insert one specific impact].

We are asking the Australian Government to protect the number, length of stay and mobility of Working Holiday Makers, consult the tourism industry and recognise that temporary visitors are different from permanent migration.

Please sign the petition and share it with your networks. We need to demonstrate how widely these changes could affect Australian businesses and communities:

<https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

#ProtectWorkingHolidays #QueenslandTourism

Short Post

Working Holiday Makers are temporary visitors who support tourism businesses, local teams and regional communities.

Reducing their numbers, length of stay or mobility would hurt businesses and visitor experiences. We are asking government to protect Working Holidays and consult tourism before making changes.

Sign and share the petition: <https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

#ProtectWorkingHolidays #QueenslandTourism

Video or story prompt

Working Holiday Makers help our business [specific contribution]. Without them, we may have to [specific consequence]. We are asking government to protect Working Holidays. Please sign the petition and share it with your networks:

<https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

What to Show

- Your team delivering a visitor experience.
- A short operator-to-camera explanation of the impact.
- A former or current Working Holiday Maker sharing their story, with permission.
- A regional supplier or local employee explaining the flow-on effect.
- Display the petition link on screen and include it in the post caption or profile link.

Working Holiday Maker - Past Guest and Former Worker Activation

Help international advocates share why Working Holidays matter

Message to a former Working Holiday Maker

Hi [name],

We hope you have fond memories of your time working and travelling with us in Queensland.

Australia is considering policy changes that could affect future Working Holiday Makers. We are asking former team members to help show why the program matters.

Would you be willing to share a photo or short post about your time with us, what you experienced in Australia and what you contributed to our team and community?

Please sign the petition, share it with your networks and include the link in any post you create. Tag [business name] and QTIC and use #ProtectWorkingHolidays. Petition Link: <https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

Your story can help decision-makers understand that Working Holiday Makers are temporary visitors who work, travel, contribute and take their memories of Australia home with them.

Thank you for helping protect this opportunity for the next generation.

Prompt they can use

My Working Holiday in Queensland gave me the opportunity to [experience, learn or contribute].

While working with [business] in [destination], I [role or contribution] and spent my time exploring and supporting local businesses across [places].

Working Holidays create cultural connections, support regional communities and build lifelong advocates for Australia. I hope future travellers have the same opportunity.

Please sign the petition and help protect this opportunity for future travellers: <https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

#ProtectWorkingHolidays #QueenslandTourism

Message to past guests

Hi [name],

The experience you enjoyed with us is supported by a team that includes Working Holiday Makers. Australia is considering changes that could affect this important visitor and workforce program.

If our business or destination mattered to you, please consider sharing a memory, photograph or message about why these experiences deserve to be protected. Tag [business name] and use #ProtectWorkingHolidays.

You can also support the campaign by signing the petition and sharing it with others:
<https://www.change.org/p/protect-working-holiday-maker-backpacker-visas-in-australia>

Thank you for standing with the people and communities that make Queensland tourism possible.